



Creating opportunities through online networks

Custom Facebook Cover Requirements

In order to design your custom Facebook cover we need to know a little about your business. We also need you to provide the files we can work with. Below is a checklist of all the information we need.

- Logo**
Ideally an EPS so it can be resized without losing quality
- Pantone colour references**
To help us match your cover colours to your logo and corporate identity
- Image**
Ideally good quality JPEGs
- Copy**
Any text you want to have on your cover. Please refer to the guidelines on page 2
- Fonts**
Have you used a particular font on your website, marketing materials or logo?
- Website url**
So we can design to reflect the rest of your branding
- What is your message and your target market?**
To help us create the right image aimed at the right market
- Any other details?**
Is there any thing else we need to know or you would like to add?

Please bear in mind that Facebook does not approve of blatant advertising so the design will have to reflect that. Please refer to page 2 for guidelines.

Once your page is designed and approved you will receive a final digital file which you can then upload to Facebook.

Happy connecting!



Creating opportunities through online networks

Custom Facebook Cover Guidelines

Facebook has very strict rules on what you can have on your cover on a business page. This is what Facebook says:

All covers are public

This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading or infringe on anyone else's copyright.

You may not encourage people to upload your cover to their personal timelines.

Covers may not include:

- Price or purchase information such as 15% off or Download it on our website
- Contact information such as a website address, email, mailing address or information that should go in your Page's About section
- Calls to action e.g. Get it now or Tell your friends

It seems a little bit disappointing.

A Business page where you can't advertise your services?

Then again Facebook would be giving you free advertising space...

Not going to happen!