

INSTAGRAM POST 4:5

TEMPLATES

**TEXT/ICON ONLY
ON WHITE
(BLUE FOOTER)**



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

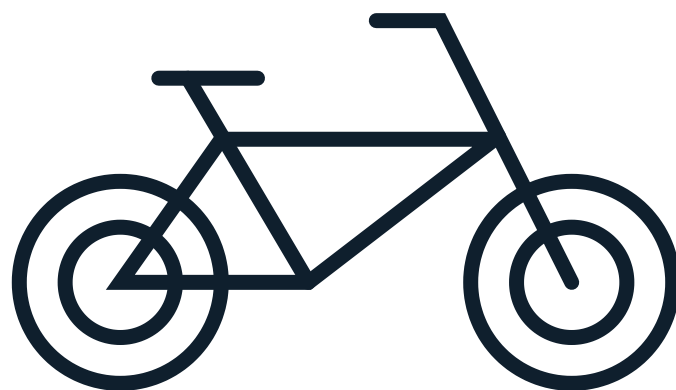
BOSTON.GOV/SITE-NAME



Department Name



Department Name



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name



Department Name



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

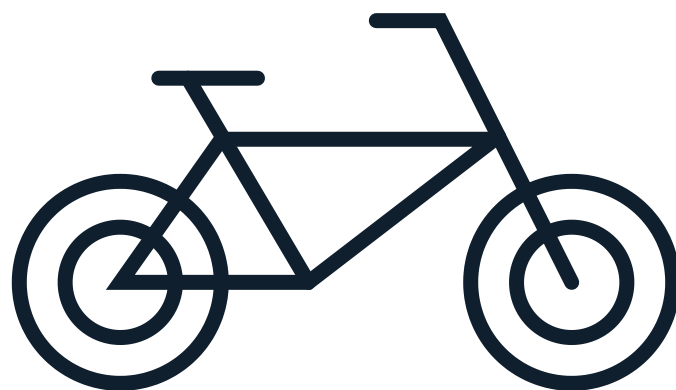
SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name

INSTAGRAM POST 4:5

TEMPLATES

**TEXT/ICON ONLY
ON WHITE
(KO FOOTER)**



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name



Department Name



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name



Department Name



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

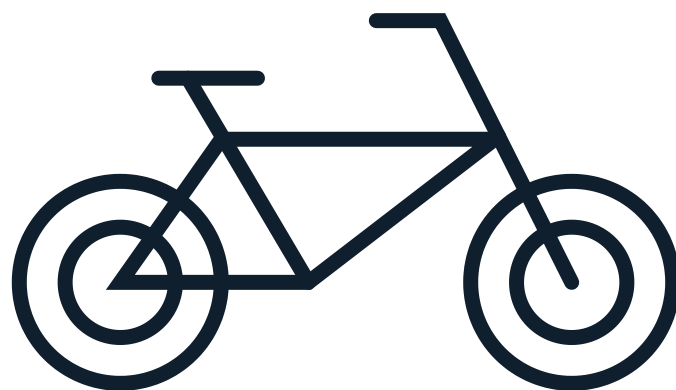
SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME

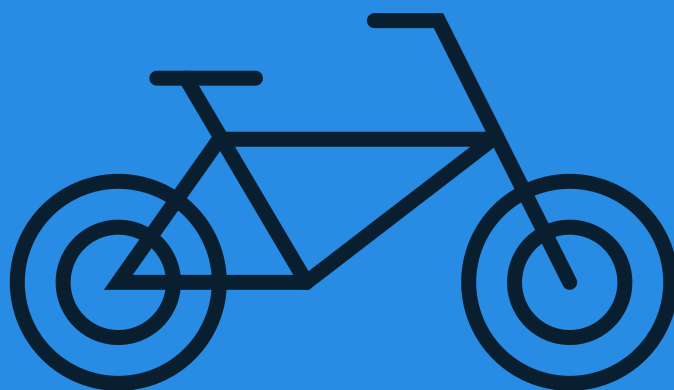


Department Name

INSTAGRAM POST 4:5

TEMPLATES

**TEXT/ICON ONLY
ON BLUE**



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME

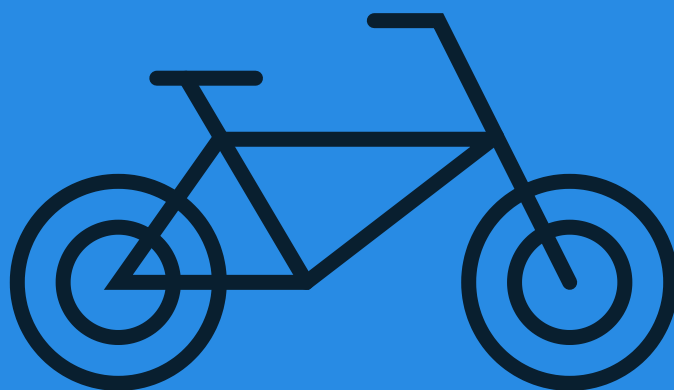


Department Name



Department Name

CITY *of* **BOSTON**



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME

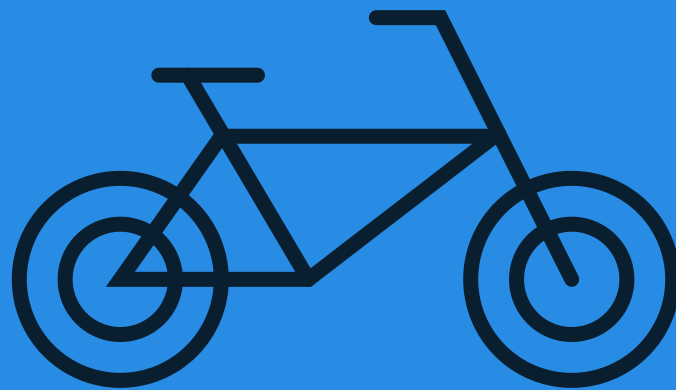


Department Name



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

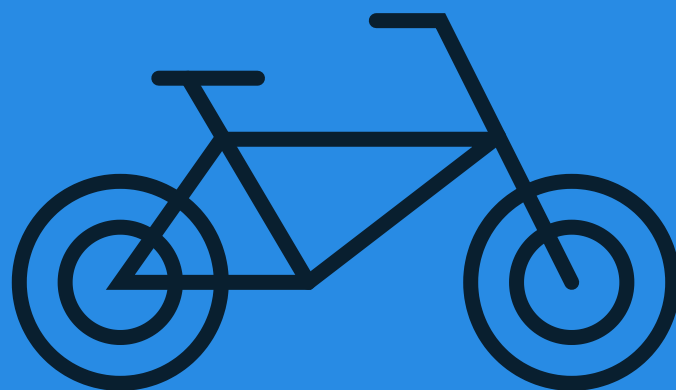
Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name

INSTAGRAM POST 4:5

TEMPLATES

**TEXT/ICON ONLY
ON KO**



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

SUBHEAD REGULAR

Use italics, not bold for emphasis in body copy. Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae placerat.

BOSTON.GOV/SITE-NAME



Department Name

INSTAGRAM POST 4:5

TEMPLATES

**TEXT WITH
CENTER-FOCUSED
IMAGE**

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name



Department Name

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.

INSTAGRAM POST 4:5

TEMPLATES

**TEXT WITH
TOP-FOCUSED
IMAGE**



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name



Department Name



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.



KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.
Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.

INSTAGRAM POST 4:5

TEMPLATES

**TEXT WITH
BOTTOM-FOCUSED
IMAGE**

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.

Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.

Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name



Department Name

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.

Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.

KICKER ABOVE HEADLINE

HEADLINE SEMIBOLD LOREM IPSUM

subtitle in lowercase below headline

Use italics, not bold for emphasis in body copy.

Right click on your image and go to Layer > Send to back. Dark gradient keeps text legible over any image.

BOSTON.GOV/SITE-NAME



Department Name

FOR 3+ DEPARTMENT BRANDS, USE ONLY ICON VERSIONS.