

# HWUMSA ELECTIONS 2021/22

## Candidates' Campaigning Promotional Materials Guidelines

### *Creative Guidelines*

1. All graphics should be **Short, Sweet & Simple (SSS)** as HWUMSA is moving towards a more minimalistic theme.
2. Theme colors to follow are the green & blue HWUMSA colors as follows:
  - #26a791 - green
  - #202f5a – blue
3. In any video produced, music used must be non-copyrighted music.
4. Videos must be a minimum of 1 minute.
5. Graphic size for Insta posts:
  - Aspect ratio – 1:1
  - Size – 1080 x 1080
6. Candidates may utilise the album feature on Instagram which allows a maximum of 10 graphics in a single Insta Post.

### *Promotional Materials Submission*

1. Candidates are given 2 Insta Post slots to post contents regarding their campaigns. Candidates may decide when they would like to utilise these slots. The posts can be in photo, album or video format.
2. Posters/videos and captions are to be sent to Kew Zheng Hao (+6018-579 5531) via WhatsApp or Telegram at least **1 day prior** to the posting.
3. Candidates' Insta postings will be done either before lunch or dinner to avoid clashing with any scheduled postings.