



Yammer / Viva Engage Community Branding Guidelines



Kevin Crossman

IT Collaboration Manager at Juniper Networks and Microsoft MVP

December 7, 2022



Driven by
Experience™

Why is it important?



Community Branding Sets the Tone

What is the community about?

Who leads the community?

Can I trust the responses and answers in this community?

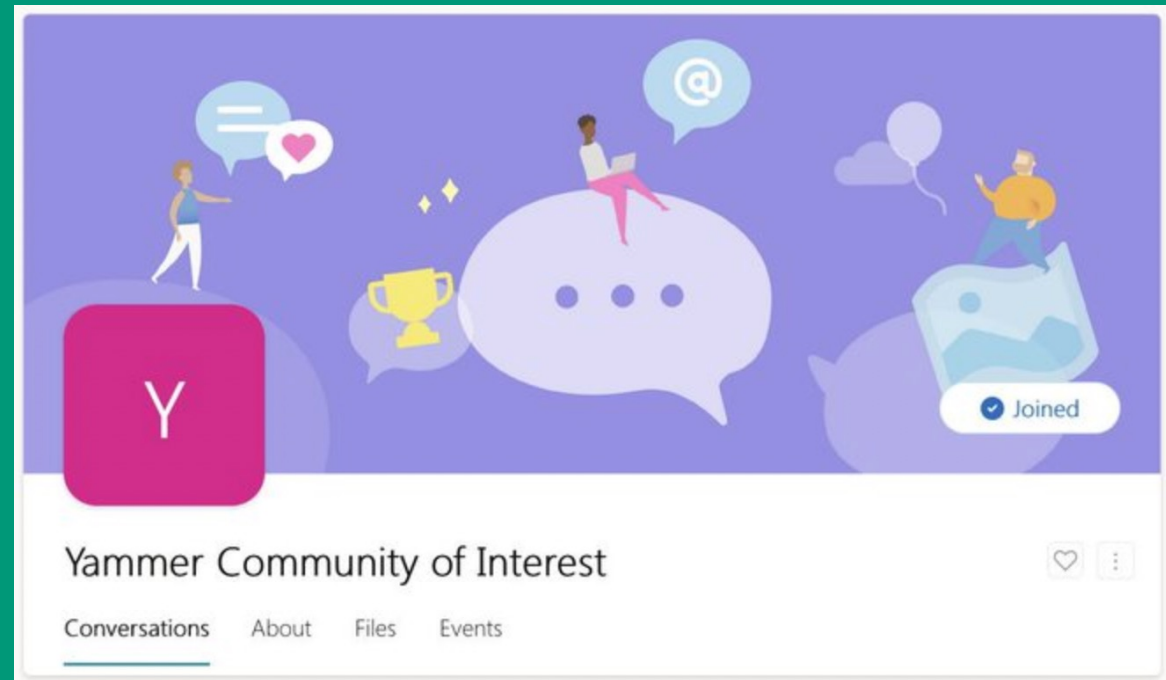
Would I want to look at the icon and cover photo every day?

Is this a serious community or a fun community?

Does this look interesting?

Do I want to join and contribute?

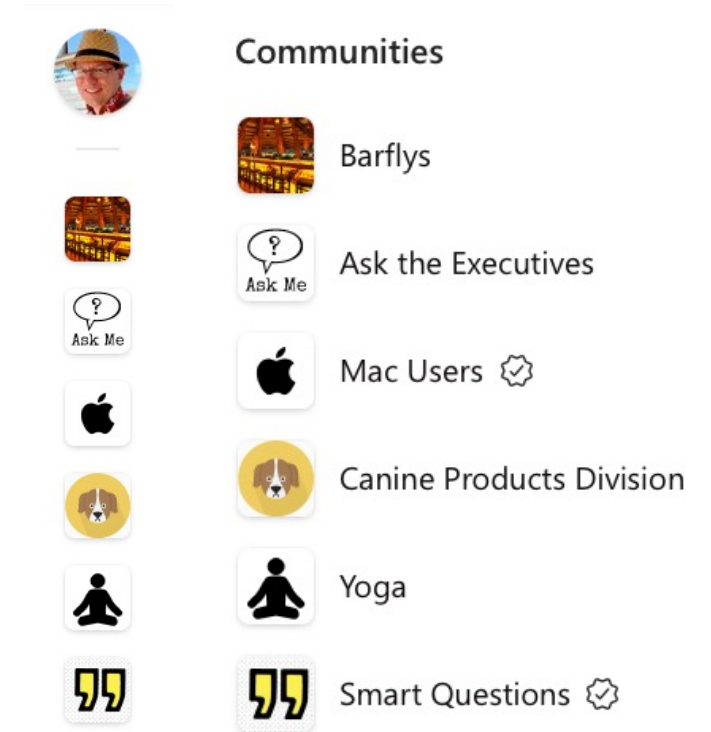
This Ain't the Way



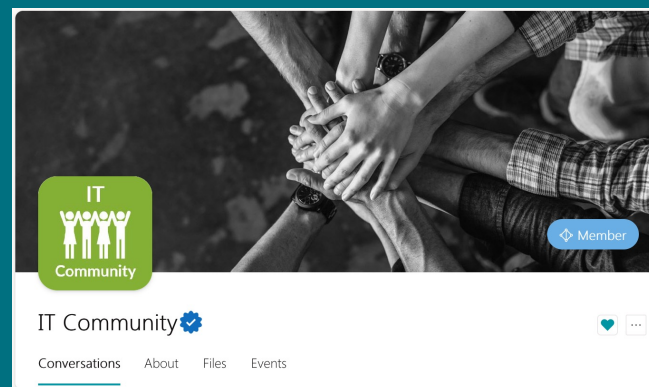
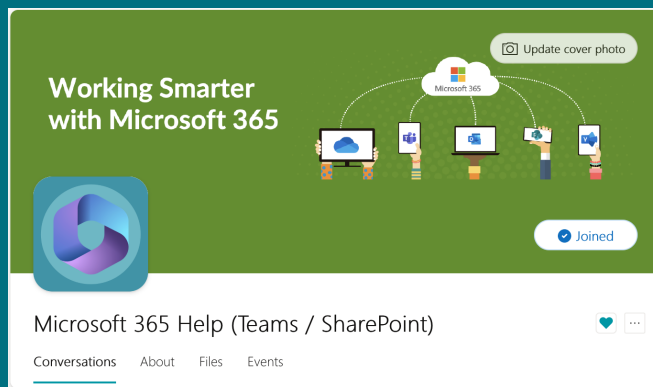
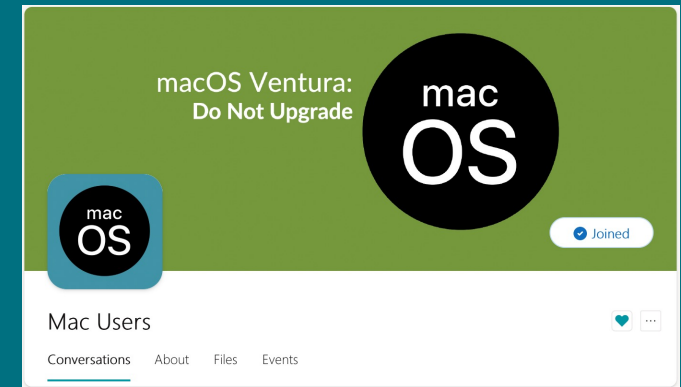
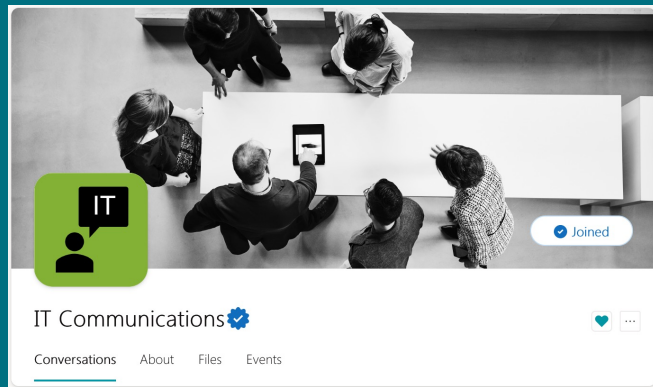
Viva Engage Adds New Complexities

The changes in visual treatment for communities means that many existing community icons are not ideal

- Icons are very small, and don't include community name by default
- White Icons are somewhat lost
- Photographs are colorful blobs



Use Branding to Present a Cohesive and Familiar Experience





JUNIPER'S APPROACH: COMMUNITY BRANDING GUIDELINES

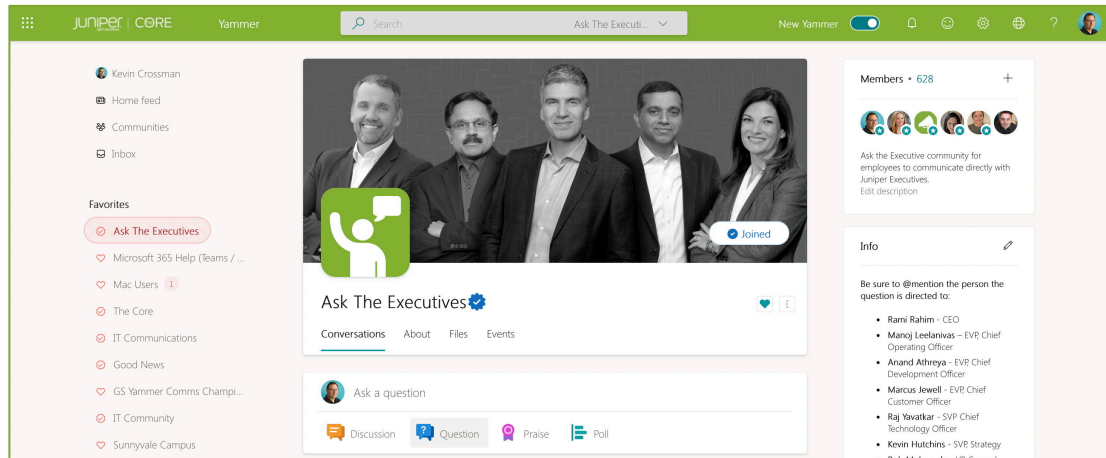
Community Types in Yammer / Viva Engage

Corporate Communities

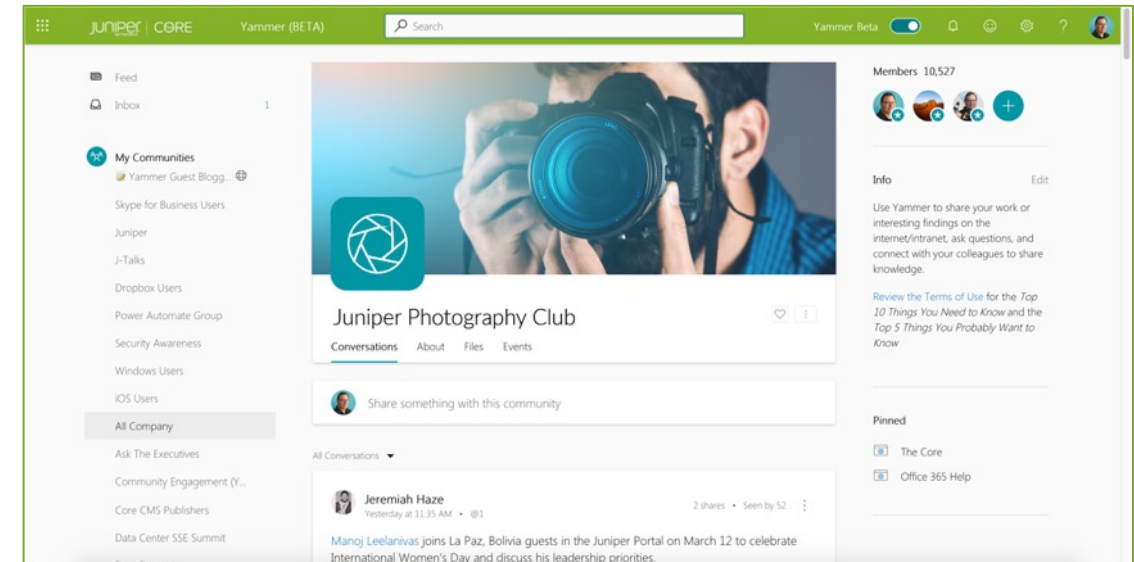
- Directly tied and managed by a specific org
- Directly tied to CEO and executives
- Part of an org's business processes
- "Official" communities
(marked as such by IT Collaboration Yammer admins)

Other Communities

- End-user led
- Collaboration between a specific org and other Junivators
- Communities of interest, clubs, affinity groups, or socially-focused



Example: Ask the Executives



Example: Juniper Photography Club

Corporate community design guidelines

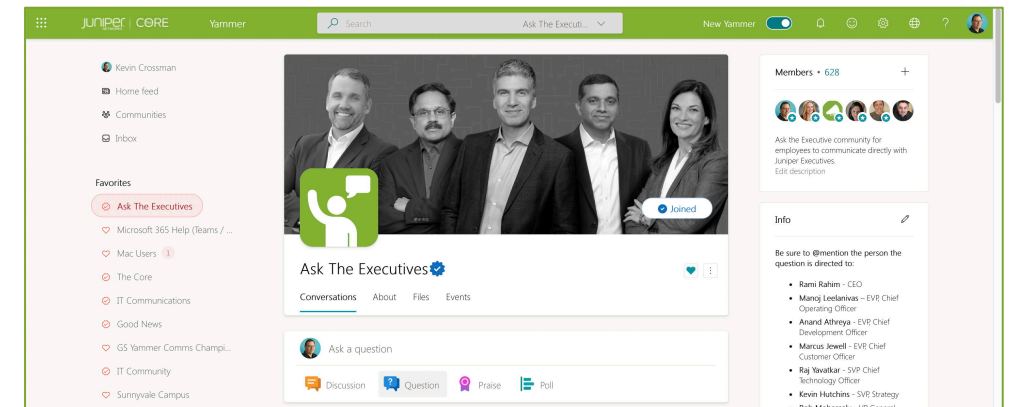
Choosing a cover photo

- Black and white photos only (no color photos)
- Juniper/employee shot photography (or Juniper-provided stock photography)
- Photos only (no illustrated graphics apart from campaign-specific imagery or logos)
- Photo related to community
- Image related to an organization, event, or campaign (may include color in this scenario)

Choosing a community icon

- Single icon only (no photos)
- Icon must be solid (not outlined) white on Juniper green
- Icon related to community

Community Admins can change the cover photo and icon



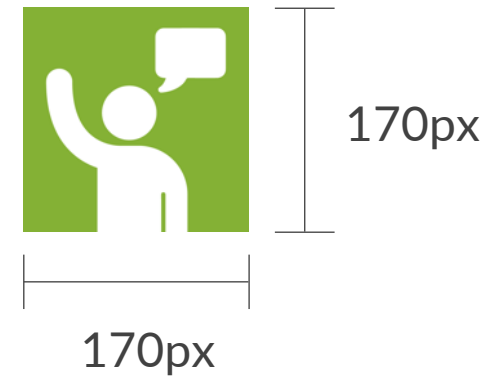
Corporate/Official community photo and icon specs

Cover photo specs



Community icon specs


Any square image should work



Corporate community example

Photo is black and white
Photo is employee/Juniper shot or generated
Photo is related to community topic

The screenshot displays the Yammer interface for the 'Ask The Executives' community. The header includes the Juniper logo, 'CORE' branding, a search bar, and navigation options like 'New Yammer'. The main content area features a black and white photograph of five executives. Below the photo is a green icon of a person with a speech bubble, and the community name 'Ask The Executives' with a gear icon indicating it is official. The page includes a 'Members' section with 628 members, a list of executive names and titles, and a 'Favorites' sidebar on the left.

Icon is solid white
Background is Juniper green
Icon is related to community topic
Community is marked as Official in Yammer 

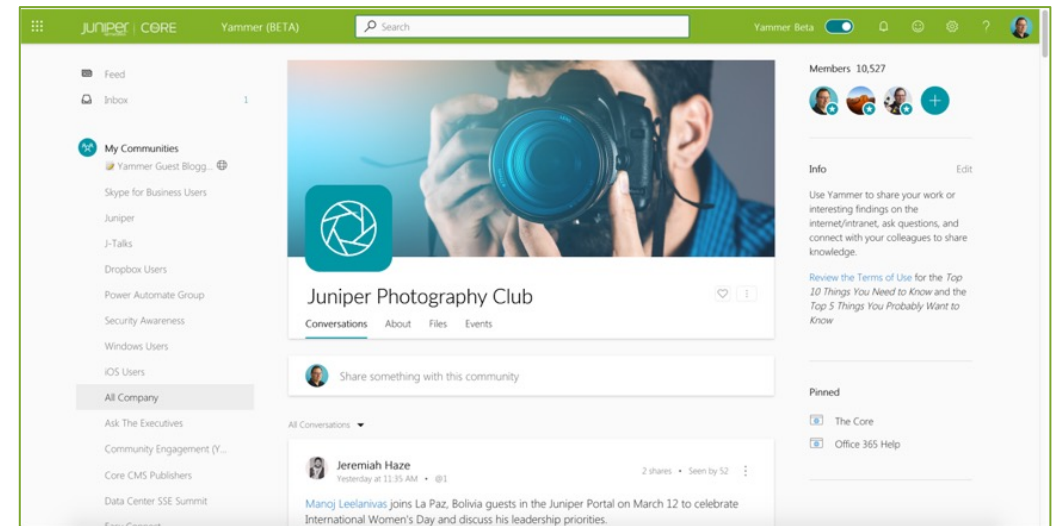
Other community design guidelines

Cover photo suggestions

- Take a photo of some of your community members on the Juniper campus
- Use a photo that represents the community or members within that community
- Change the photo with seasons, based on events or campaigns, or simply to show something new

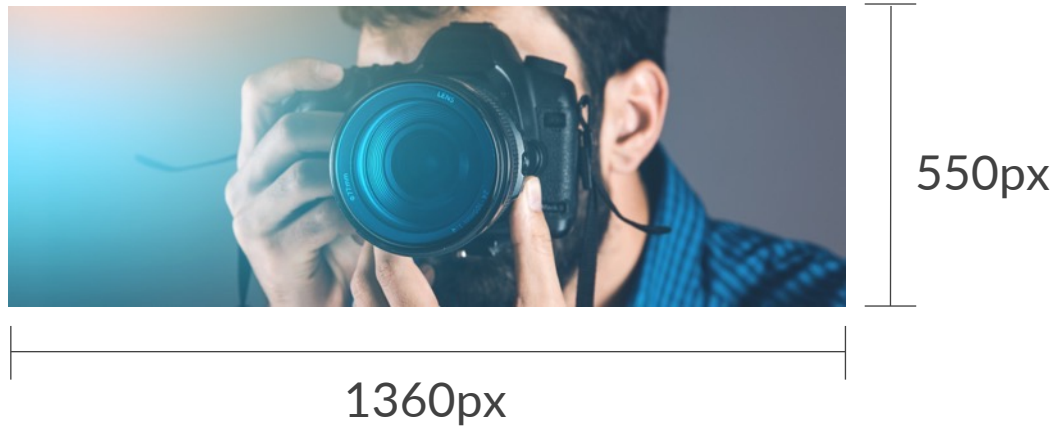
Community icon suggestions

- Use Icons instead of photos
- Less is more
- Add some color with the Juniper approved color palette
- **But, do not use Juniper Green**
- Choose something that is related to your community
- Use white or black as the icon color



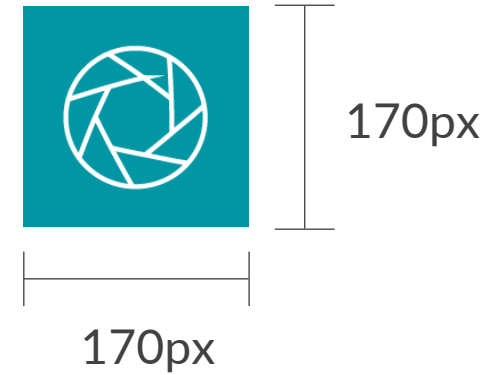
Other community photo and icon specs

Cover photo specs



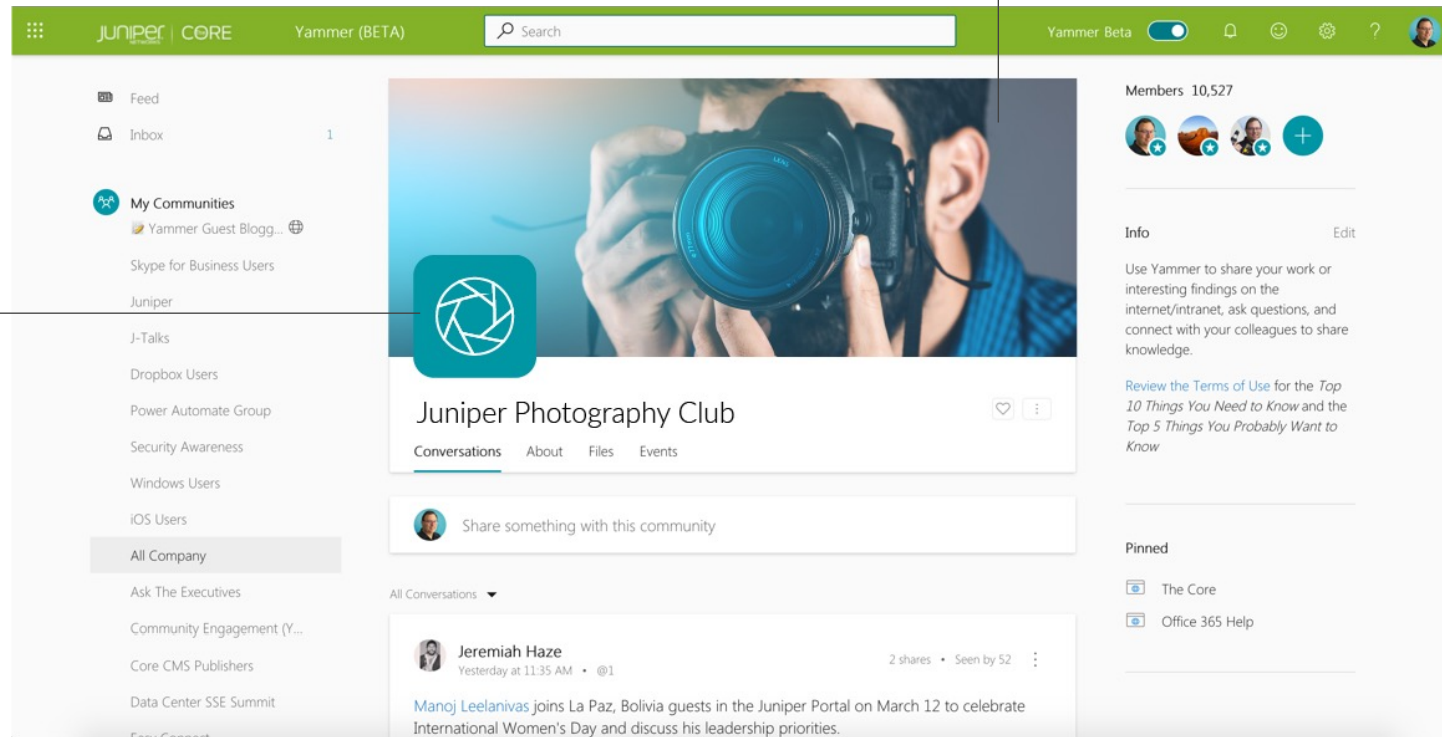
Community icon specs

Any square image should work



Other community example

Photo is in color
Photo relates to community topic



Icon graphic

Background is a brand approved color (can match community photo but doesn't have to)

Icon is related to community topic (photography lens)

Community icon template

1. Copy the square of your choice and paste on a new slide (do NOT adjust the size)
2. Find an icon of your choice and place in the center of the colored square
3. Select both the square and icon together, right click and Save as Picture as a high-resolution PNG (or take a screenshot and crop the image square)
4. Upload to the Yammer community, if you're the Community Admin

Corporate/Official community (Juniper green only)



Other communities (choose from these brand approved colors)



Community icon and cover photo should pair

The cover photo for Corporate Communities should be black and white, with a green icon
The cover photo for other communities can be color, but you should not use a green icon

You should not use a green icon for a non-Corporate community and with a color cover photo

Corporate community (Juniper green only)



Other community (choose any brand approved color)



Community icon template



Community Icons in Viva Engage

Icon-focused images work well

Familiar logos are easy to spot

Kevin Crossman

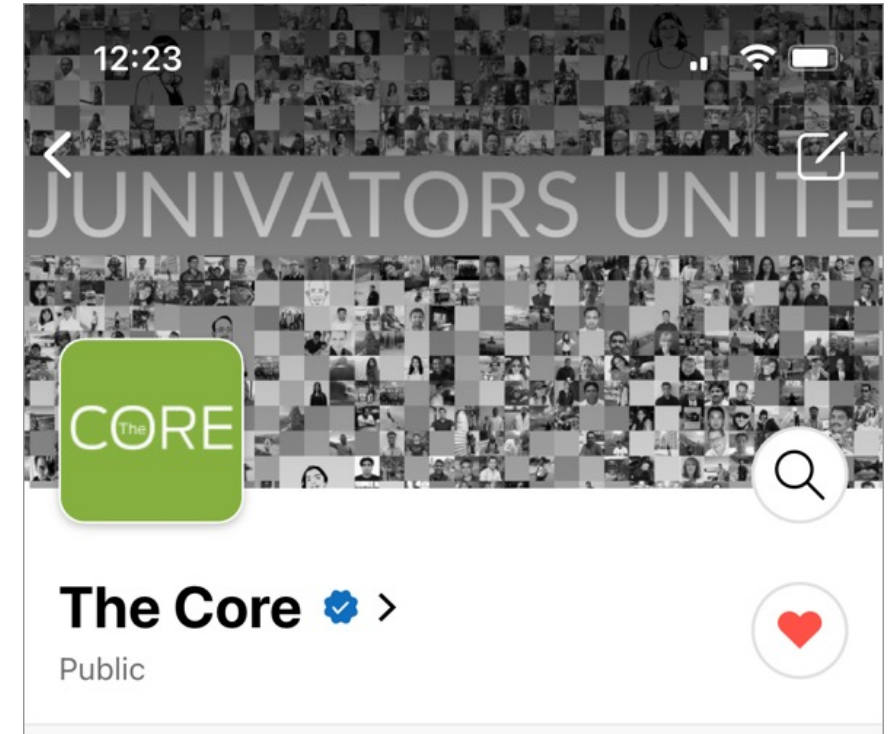
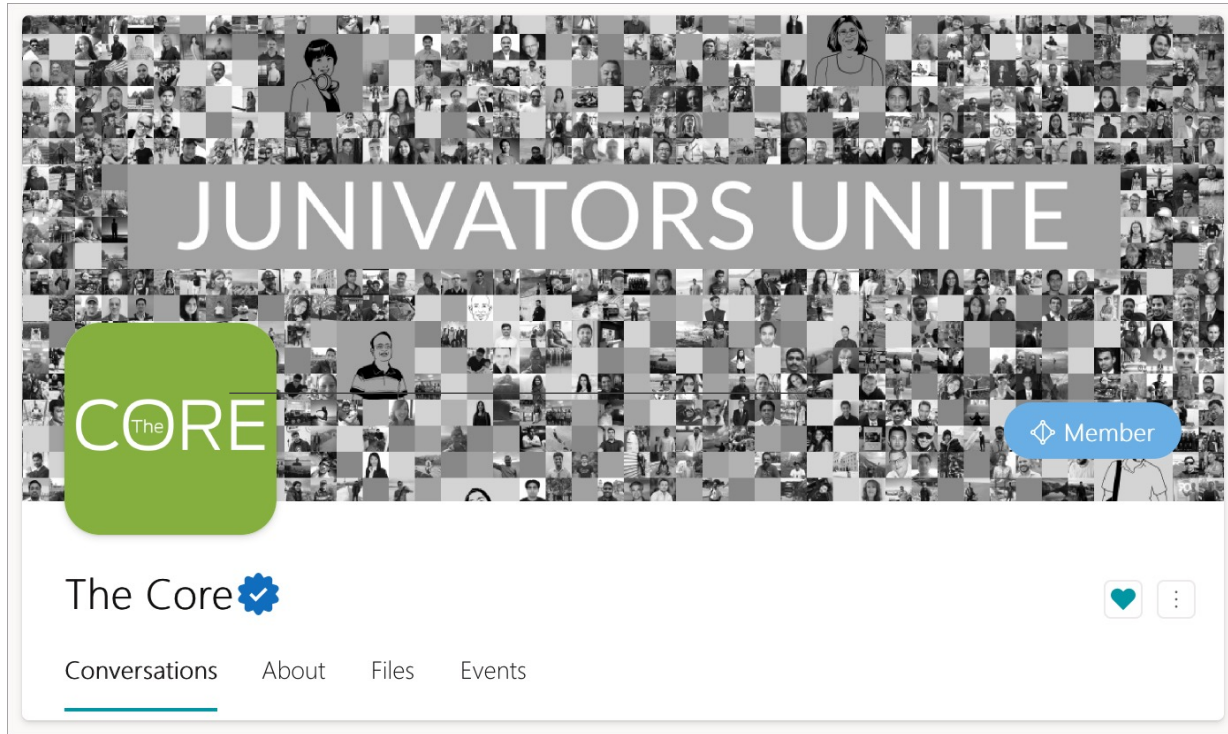
Favorites

- Ask The Executives
- Microsoft 365 Help (Teams / Sha...
- Mac Users
- The Core
- IT Communications
- GS - Yammer Comms Champions
- IT Community
- Sunnyvale Campus
- People Manager Network

Communities

- All Company
- Juniper Photography Club
- GS - Business Hub
- GS - Community Hub 1
- Security Awareness
- default
- See more

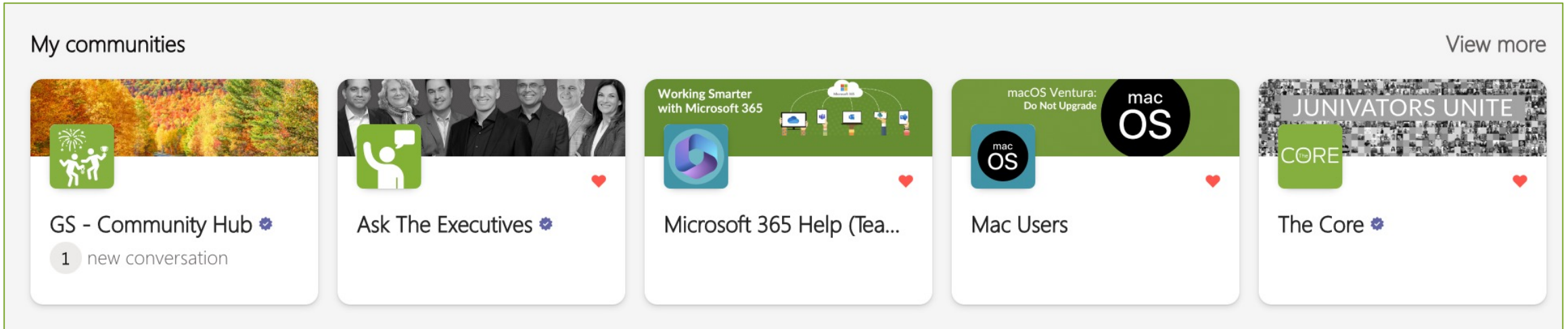
Community Cover Photo: Desktop vs. Mobile



Cover Photo Differences between Desktop and Mobile

The cover photo is presented with cropped sides in the mobile app. So, you do not want text or other important details to run all the way to the left or right edge of the cover photo image, nor along the top.

Community Cover Photo: Viva Engage



Cover Photo is further cropped on the top and bottom when viewed in the Viva Engage app

Cover Photos that have text on them can be tricky to fit properly.

Cover Photo Visibility

Desktop: Full Cover Photo (Green)

Mobile: Cropped Side (Orange)

Viva Engage: Cropped on All Sides (Blue)



Where to find images and icons

Images

- Take your own photo
- <https://thehub.juniper.net/> (stock photography or campus photography)
- <https://stock.adobe.com/> (account is needed)
- <https://www.gettyimages.com/> (account is needed)

Icons

- PowerPoint (Insert: Icons...)
- Google (search whatever you are looking for followed by “transparent vector”)
- <https://thehub.juniper.net/> (search icons)
- <https://stock.adobe.com/> (account is needed; search whatever you are looking for followed by “icon”)
- <https://www.gettyimages.com/> (account is needed; search whatever you are looking for followed by “icon”)

Help and Assistance

Review the tutorial: [Setting Up a New Yammer Community](#)

Contact the IT Collaboration team for assistance, helping to generate icons, requesting Corporate Communities be marked Official, or for any other question:

- collaboration@juniper.net

2022

**Yammer &
Viva Engage
Festival**

Thank You

www.linkedin.com/in/kevincrossman/

 **SWOOP**
collaboration analytics

 Microsoft