

Asset Usage Notes

How to share the silk scarf assets — sizes, filenames, brand credit.

1 — ASSET INVENTORY

Asset family	Filename pattern	Pixel size	Format	Use for
Flat product PNG	scarf-flat-{colorway}.png	1200 × 1200	PNG	Press, lookbook, transparent comp
Product card 4:5	scarf-card-{colorway}-4x5.jpg	1080 × 1350	JPG	Instagram feed, Pinterest
Product card 9:16	scarf-card-{colorway}-9x16.jpg	1080 × 1920	JPG	Stories, Reels, TikTok cover
Social square 1:1	social/scarf-{colorway}-instagram-1x1.jpg	1080 × 1080	JPG	Instagram grid, LinkedIn
Social story 9:16	social/scarf-{colorway}-story-9x16.jpg	1080 × 1920	JPG	Stories with SILKIE01 CTA baked in

Replace {colorway} with one of: cream-red, cream-red-text, red-black, typographic.

2 — COLORWAYS

Slug	Display name	Palette
cream-red	Colorway 01 — Cream / Crimson	Off-white silk · crimson type
cream-red-text	Colorway 02 — Typographic Cream	Off-white silk · scattered crimson type
red-black	Colorway 03 — Crimson / Black	Crimson silk · black type
typographic	Colorway 04 — Typographic Black	Off-white silk · black scattered type

3 — HOW TO CREDIT THE BRAND

Credit both houses on first mention. Use the en-dash form, not a hyphen, and keep × (multiplication sign, U+00D7) between the two names.

Context	Required credit line
Caption / first mention	Material Witness — Common Hold × Unspun. Exhibit 01.
Short caption / re-share	@commonhold × @unspun · Material Witness
Press / lookbook	Material Witness, an editorial drop by Common Hold × Unspun. Marrakech, MMXXVI.
Alt text	Silk scarf from Material Witness by Common Hold × Unspun, [colorway name].

4 — HASHTAGS, LINK & PROMO CODE

Primary hashtags	#MaterialWitness #CommonHoldxUnspun #Exhibit01
Secondary	#SilkScarf #EditorialDrop #Marrakech
Link in bio / URL	https://materialwitness.co
Promo code (GWP)	SILKIE01 — free Exhibit 01 silk scarf with the shirt. First 50 buyers, min subtotal \$80.

5 — DO & DON'T

DO	DON'T
<ul style="list-style-type: none"> • Post as-is — sized for IG, TikTok, Pinterest natively. • Keep the brand mark visible; do not crop it out. • Tag @commonhold & @unspun on first share. • Use the flat PNGs for press where a clean background is needed. • Mention SILKIE01 in copy, not on top of the visual. 	<ul style="list-style-type: none"> • Don't recolor the scarves or shift the crimson hue. • Don't add filters that wash out the silk texture. • Don't crop into the typographic border on Colorway 04. • Don't overlay logos other than Common Hold or Unspun. • Don't re-encode below 1080px on the long edge.