Facilitator Guide

Brand Guideline Alignment Training

Aloura
Skin in its Best Light

TARGET AUDIENCE	PREREQUISITE	DURATION
Social Media, Comms, Marketing, UX	Async eLearning Completion	60 Minutes

Session Overview & Preparation

Goal: Learners transition from declarative knowledge to procedural application. Triads synthesize individual brand assets to construct synchronized campaign calendars and evaluate peer adherence using the Aloura Consistency Rubric.

Setup: Projector active. Cross-functional triad seating (1 Social/Comms, 1 Marketing, 1 UX per table). Print Brand Guidelines, Rubrics, and Campaign Calendars.

Module & Objective	*Facilitator Actions*	*Learner Actions*
1. Welcome & Async Debrief	• Welcome learners and validate async completion. • Project Aloura's Brand Pillars: *Authenticity, Inclusivity, Real Ingredients.* • Ask: "What was the most challenging visual discrepancy you found in the eLearning scenarios?"	• Participate in open discussion. • Recall and share specific examples from the scenario assessments.
2. Modeled Demonstration	• Project Aloura Brand Kit alongside a blank Instagram template. • Think aloud: *"I am selecting the secondary logo variant because this post features a dark Sap background, maintaining contrast."* • Demonstrate drafting a caption using approved vocabulary (e.g., *Glow, Grounding*).	• Observe the cognitive process of applying guidelines. • Ask clarifying questions on logo placement and typography (Essonnes vs. Seismic).

Module & Objective	*Facilitator Actions*	*Learner Actions*
3. Campaign Calendar Construction	• Introduce the scenario: "Aloura is launching a limited-edition Summer set." • Distribute blank Campaign Calendars. • Circulate among tables to ensure teams adapt the message per platform, avoiding copy-pasting.	• Work collaboratively in triads. • Populate the calendar with 1 IG post, 1 X post, and 1 Website Banner concept. • Ensure visual continuity and unified CTAs.
4. Peer-Led Grid Audit	• Instruct groups to swap completed Calendars with the adjacent table. • Distribute the Consistency Rubric. • Prompt reviewers to check for correct hex codes and tone alignment.	• Evaluate peers' work using the rubric. • Identify any off-brand executions. • Provide constructive feedback on realigning assets.
5. Debrief & Close	• Bring the room back together. • Highlight one excellent example of cross-platform cohesion observed. • Remind learners where to access the digital brand kit for daily use.	• Return audited calendars to original owners. • Note any required revisions for on-the-job application.