



Mosaic Guidelines

2025



What are mosaics?

Mosaics appear daily on Live, our firm intranet. These mosaics are the visual graphics that accompany stories published by the Communications team. Similar to images in an online news feed, their purpose is to capture attention and encourage clicks and engagement.

Mosaics cover a wide range of topics—announcements, events, updates, holidays, and more—helping us communicate key messages to team members. They always follow Baker Tilly’s brand colors and design standards, and may feature abstract designs, illustrations, stock images, or real photography.

Below, you’ll find a variety of templates to help you create eye-catching, on-brand visuals in a fun and engaging way

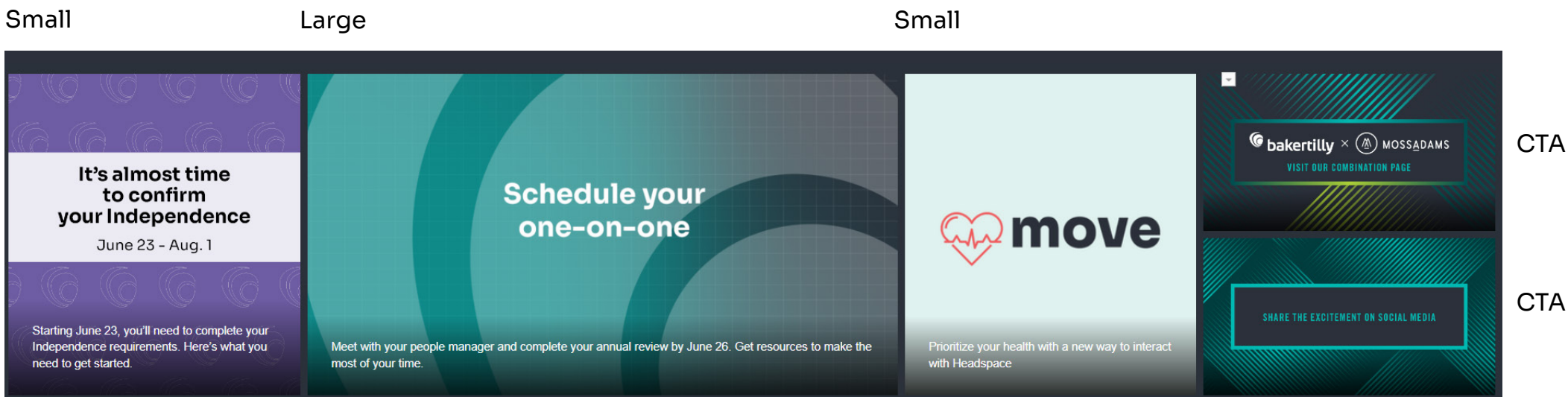
Mosaics

Mosaic refers to the images that appear in the mosaic widget on live. Here you will see the Large and Small mosaics, as well as CTAs (Call to actions, more on those below). The standard layout is ‘Small. Large. Small. 2 CTA’s stacked’

Mosaics also typically include a grey bar in the widget (this is not something our designers add) but we must account for space at the bottom to accommodate. Template sizes are predetermined. The Mosaic template in CC libraries allows for the bar and top pixel height. A good rule of thumb for graphics and copy, 60px or more should be allowed from the edges for Large and Small mosaics.

Templates are always the same in size

Large mosaic 700x350 px
Email thumbnail 534x400 px
Small mosaic 320x350 px
Blog image 300x300 px

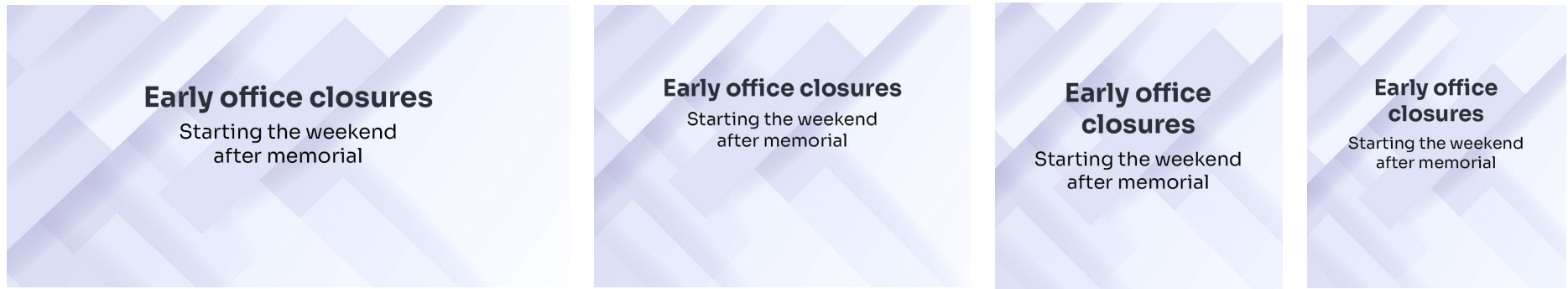


Large

Email

Blog

Small



Blogs and Email thumbnails

Blog images live in the news feed on Live and inside the articles, these are set at 300x300 px.

Latest News & Stories

Our Social Zone



June 12, 2025

In the news: Our combination momentum builds

new

Baker Tilly Live – Baker Tilly + Moss Adams

A joint letter from our CEOs and a wave of media coverage are highlighting the power of our combination with Moss Adams.

445 Views | 0 Comments



June 12, 2025

What is Stewardship Week?

new

Baker Tilly Live – Stewardship

Learn all about this upcoming week of volunteering, starting Aug. 4.

299 Views | 1 Comment



June 11, 2025

Celebrating Pride Month: Stories, support and connections

new

Baker Tilly Live – Diversity, Inclusion, Belonging and Societal Impact

Join these Pride Month activities and be inspired by a powerful story of resilience from a

Email thumbnails appear in the Comms firm emails each week and are given to the requester in the CU ticket.

live headlines

6.13.25 Discover the latest: Our people, progress and purpose



Schedule your one-on-one and complete your review

Meet with your people manager and complete your annual review by June 26. Get resources to make the most of your time.

Read the story



In the news: Our combination momentum builds

A joint letter from our CEOs and a wave of media coverage are highlighting the power of our combination with Moss Adams.

Read the story



Meet our new principals

Get to know six of our 34 new principals.

Read the story



What are CTA's?

Call to actions are the two skinny graphics that appear to the far right of the mosaic widget. They are used to call out calendar events, social zone contests and holidays. Mainly though, they are used for ongoing stories that stay up for periods of time, creating a sort of button to ‘click for more’

CTA's are 320x174 px

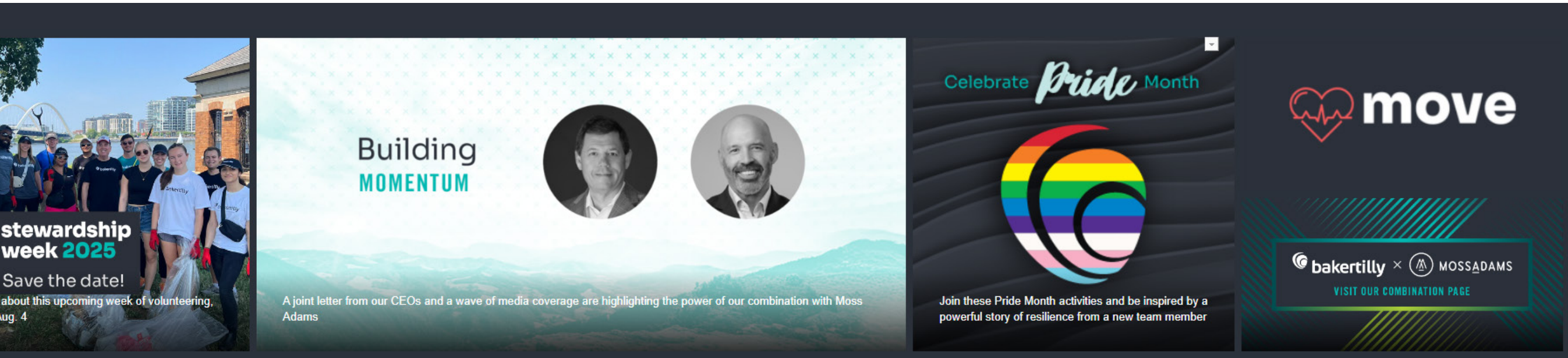
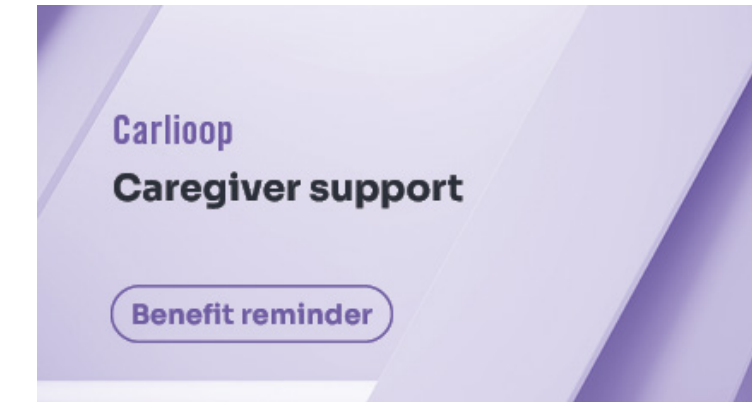
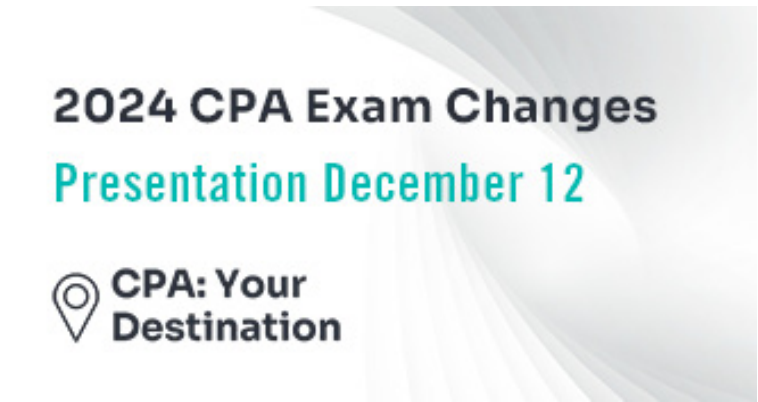
Copy is typically left aligned, leaving 25–30px from the left edge and 200–240 px from the top and bottom

Copy can be centered in CTA's if needed (check with the requester if they will be included the grey bar subtitle and use the 250 px from the bottom rule if so)

For CTA's featuring main text and a subtitle in the graphic use
Sora bold 20–22 font
Sora regular 15–17 font

If a logo is required use best judgment for placement

Different examples of CTA designs



CTA

CTA





Copy Templates



Copy and Image Templates

These templates are designed as quick, plug-and-play solutions for our fast-paced world of mosaics. While special cases may occasionally require adjustments, the goal is to offer efficient, ready-to-use options—specifically for mosaics with copy over designated imagery and team member submitted photography

Stock photography should be obtained from Aprimo or Getty Images.

Templates 1 - 4 are general case templates that can be used in a wide variety of mosaic topics. Backgrounds and colors can be easily adjusted for needs.

These templates are the most versatile and recommended for use for any requests requiring basic imagery backgrounds and featured copy.

Template 5 is reserved for announcements and features a limited use background.

Template 6 - 7 are for team member photo layouts and can be adjusted as specified on each page.

Template 8 is reserved for application announcements (color coordinate as instructed)

DO



Use abstract imagery or stock photos that compliment the template color and are not distracting to the copy. Avoid having direct faces or text in background images. Use your best judgment based on the imagery request.

DON'T



Use subtle backgrounds; minimal designs that are not distracting. Do not use background images with other people posed, stock photos of people looking into the camera, photography with text or anything that takes away from the copy and/or headshot.



Copy Template 1 - General

Background images can be swapped based on the content.
Overlay colors are already locked and should be left as is
Should be only stock photography/abstract imagery and not submitted photos.
Make sure the text is not covered or washed out by the background image, the middle of the image should be light and allow space for the title and subtitle if applicable
Template includes CTA

Large

Email

Blog

Small

CTA

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Large

Email

Blog

Small

CTA

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial



Copy Template 2 - General

Background images can be swapped based on the content
Background image opacity is set at 50% opacity but can be adjusted as needed
Overlay gradient is applied and locked in the layers and should be left as such; feature a left to right dark to light gradient
Small left line colors can change if necessary
Should be only stock photography/abstract imagery and not submitted photos.
Make sure the text is not covered or washed out by the background image. Images should live to left or right of the space and should not compete with the copy
Template includes CTA

Large

Email

Blog

Small

CTA

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Copy can be moved to fit with background

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Large

Email

Blog

Small

CTA

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Copy can be moved to fit with background

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial



Copy Template 3 - General

Growth symbols in this design are set in a step and repeat pattern
Two options; stroke and filled growth symbols
Designers can change the solid background color as needed
Use for general needs with copy only, no photos or stock imagery included
Template includes CTA

Large

Email

Blog

Small

CTA

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Large

Email

Blog

Small

CTA

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35

Sora bold,
size 30-35



Copy Template 4 - General

Background should be a stock photo step and repeat pattern or can be self created in Photoshop using illustrated graphics
*call out for colors and changing stroke color
Template includes CTA

Large

Email

Blog

Small

CTA

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Large

Email

Blog

Small

CTA

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial

Early office closures

Starting the weekend after memorial



Copy Template 5 - Exciting Announcement

Circle imagery colors are edited outside of InDesign; designers can adjust the solid background and circle graphic size as needed
Text should always remain centered (slightly above the center line for large and small mosaics)

Large



Email



Blog



Small





Image Templates



Image Template 1 - Single photo layout

Photos are often wanted but not always great quality when submitted, while other cases may require creative design this template provides 1 photo display for BT submitted images
Background image should remain or be removed entirely for solid background
Lines and circles can be moved/removed as needed
Photos should be in color

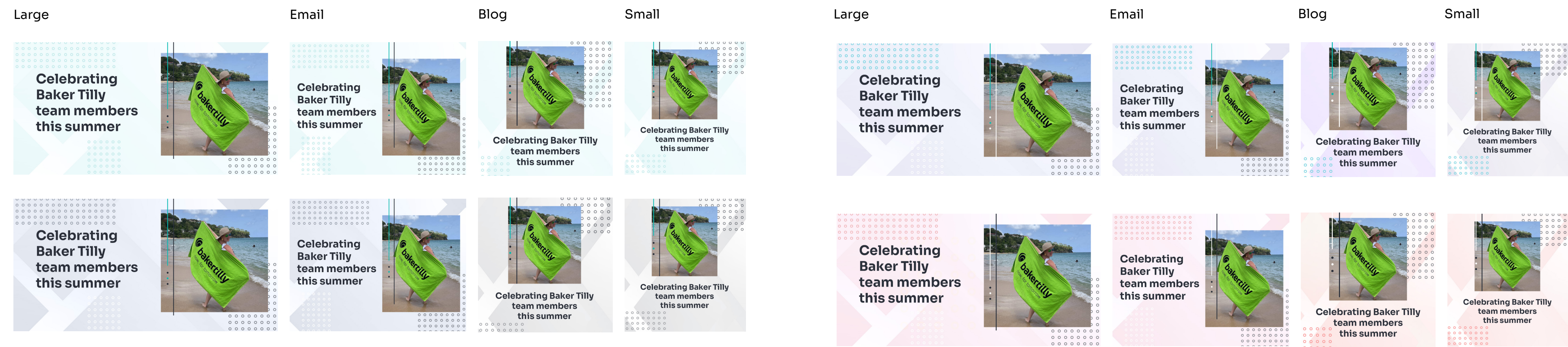


Image Template 2 - Multi photo layout

Photos are often wanted but not always great quality when submitted, while other cases may require creative design this template provides 2-3 photo display for BT submitted images
Background image should remain solid but can be changed
Circle colors can be changed
Circles and photos can be moved around
Photos can be color or grey scale
Last template offers an option with an area for text

Large



Email



Blog



Small



Large



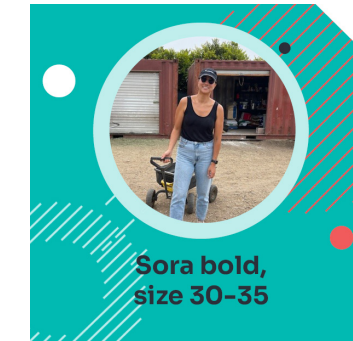
Email



Blog



Small





Headshot Templates



Headshot Templates

These templates are designed as quick, plug-and-play solutions for our fast-paced world of mosaics. While special cases may occasionally require adjustments, the goal is to offer efficient, ready-to-use options—specifically for creating mosaics that feature team member headshots.

All headshots, except those specified in Template 11, are presented in greyscale. Each template is formatted with a white overlay set to “color” mode to create a subtle sepia tone.

Templates 1-7 are general use cases featuring one headshot layouts in various color schemes. Specific directions for each layout are on the template pages.

Template 8 is a general use template but the purple and maroon template is also used for BHM, however the design can still be used for other mosaics. This template features a layout for 1 person headshots and 2 person headshots.

Templates 9-11 are for principal and special (leadership announcements)
Each features further instructions on their respective template pages

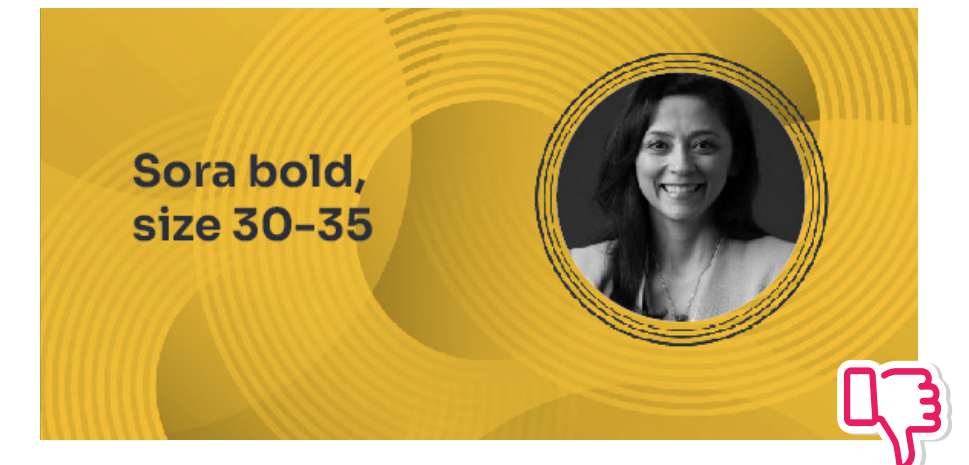
Template 12 is a general use layout where background and colors can be adjusted by the editor. This template features layout for 1 - 4 people and offers options with and without copy.

DO



Leave room from top of headshots, sometime headshots are not the greatest so if that's the case, adjust in Photoshop to create space before dropping photos into the template

DON'T



Use subtle backgrounds; minimal designs that are not distracting. Do not use background images with other people posed, stock photos of people looking into the camera, photography with text or anything that takes away from the copy and/or headshot.

Headshots Template 1

All templates are kept the same, only headshots are swapped in this general template
Copy size can be adjusted as needed but should remain left aligned
Colors should be kept the same
Includes 1 person layout

Large

Email

Blog

Small

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

Large

Email

Blog

Small

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

Sora bold,
size 30-35



Sora bold,
size 30-35





Sora bold,
size 20-23



Sora bold,
size 20-23

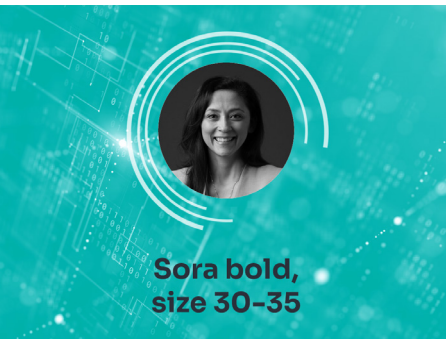
Headshots Template 2

Backgrounds and headshots are swapped in this template
Backgrounds should be lighter in color or white
Backgrounds should be abstract imagery, not stock photos or regular photos
Copy size can be adjusted as needed but should remain left aligned
Colors should be kept the same
Includes 1 person layout

Large



Email



Blog



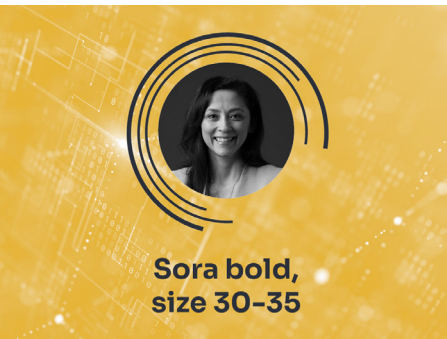
Small



Large



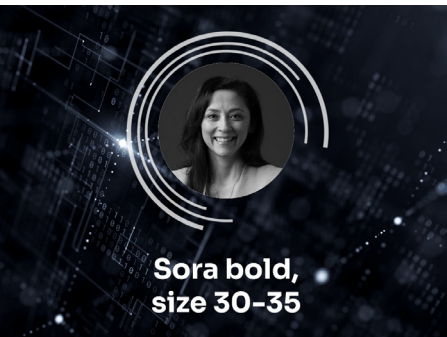
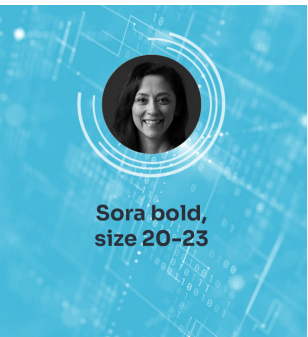
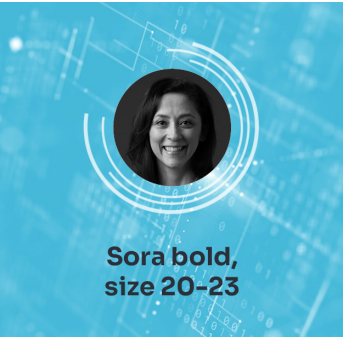
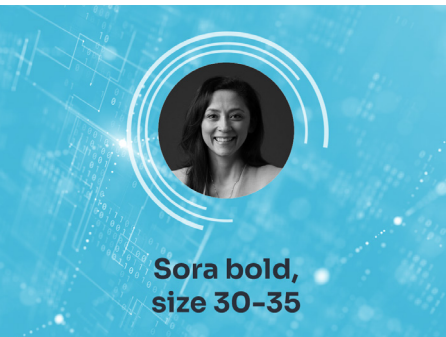
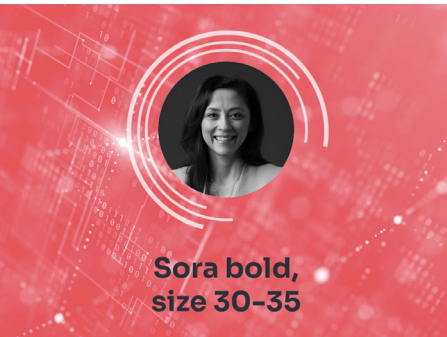
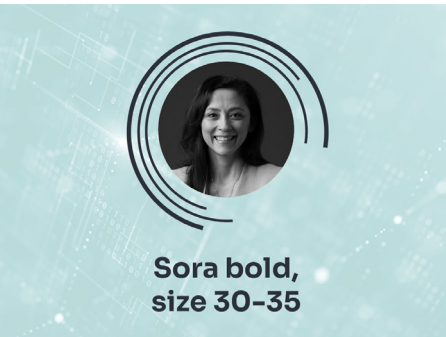
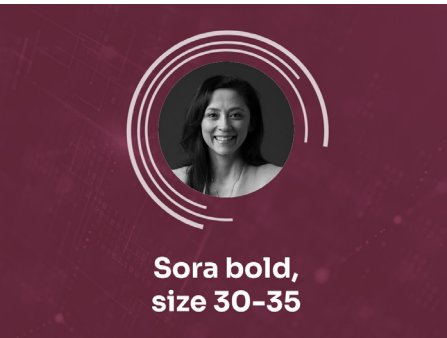
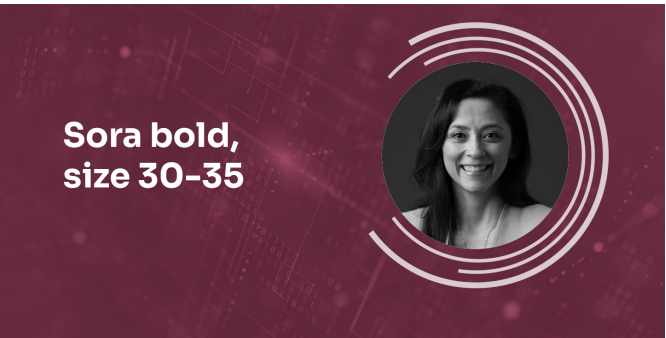
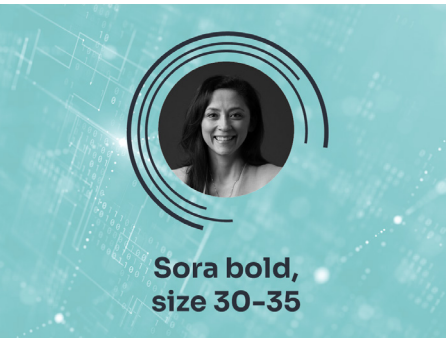
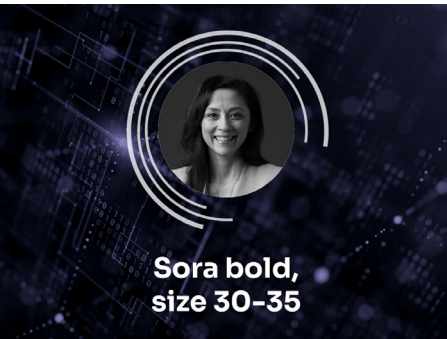
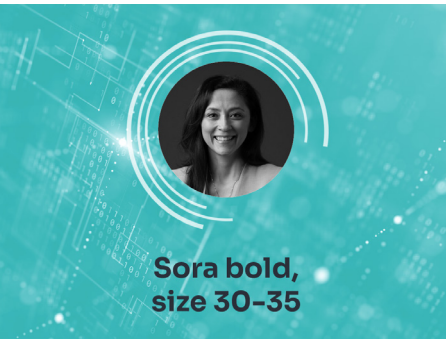
Email



Blog



Small



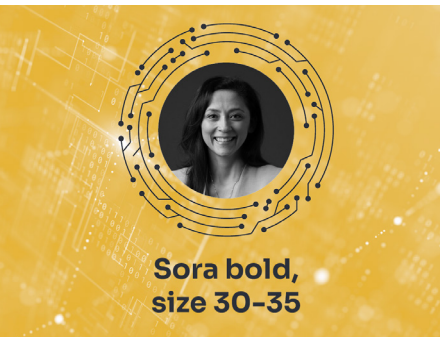
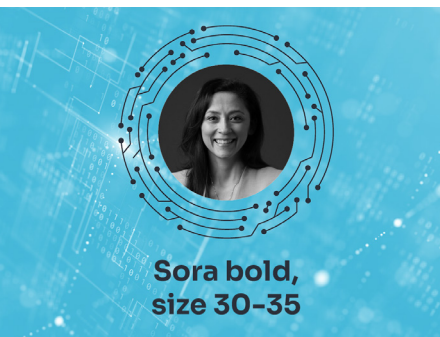
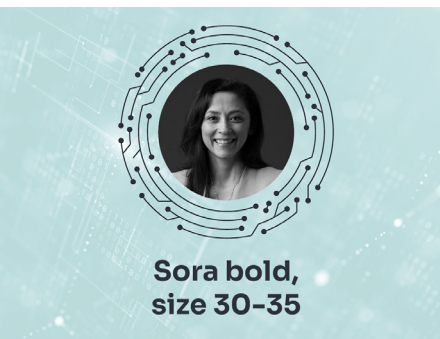
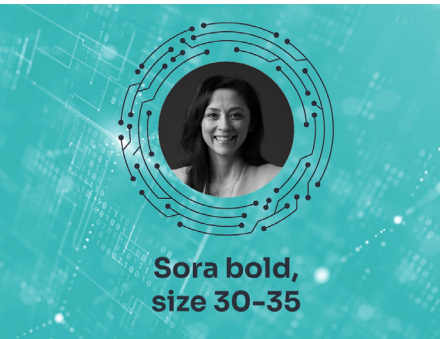
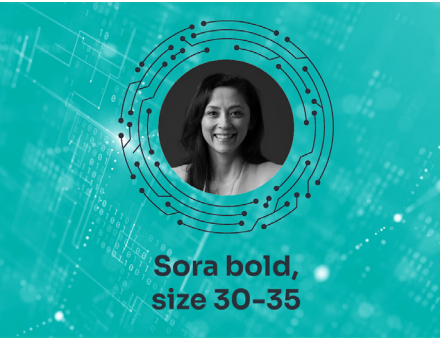
Headshots Template 3

Technology only! This is reserved for technology themed announcements with headshots
Backgrounds and headshots are swapped in this template
Backgrounds should be lighter in color or white
Backgrounds should be abstract imagery, not stock photos or regular photo.
Copy size can be adjusted as needed but should remain left aligned
Background must have a technology theme
Colors should be kept the same
Includes 1 person layout

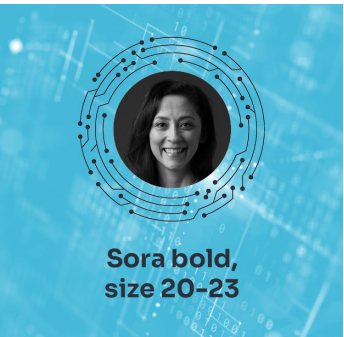
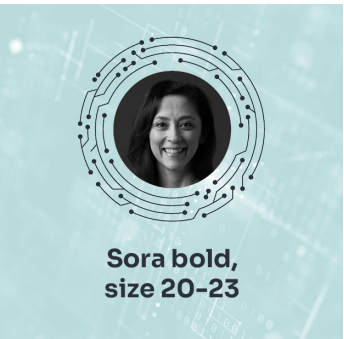
Large



Email



Blog



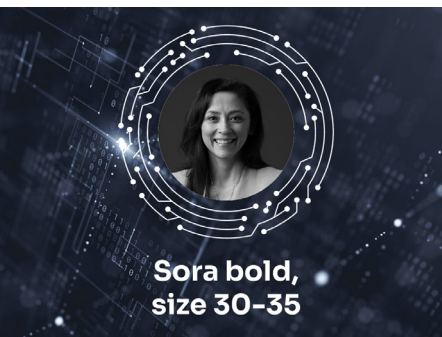
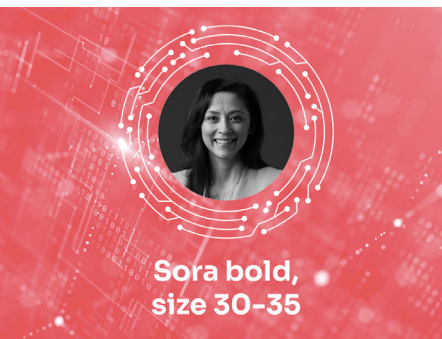
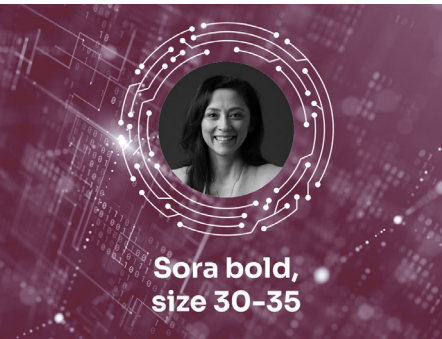
Small



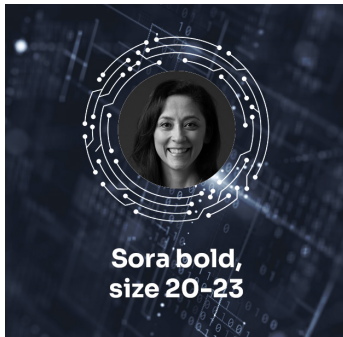
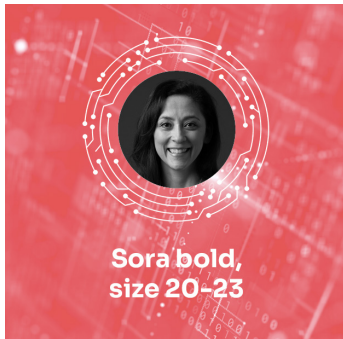
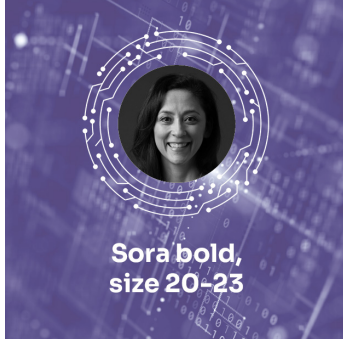
Large



Email



Blog

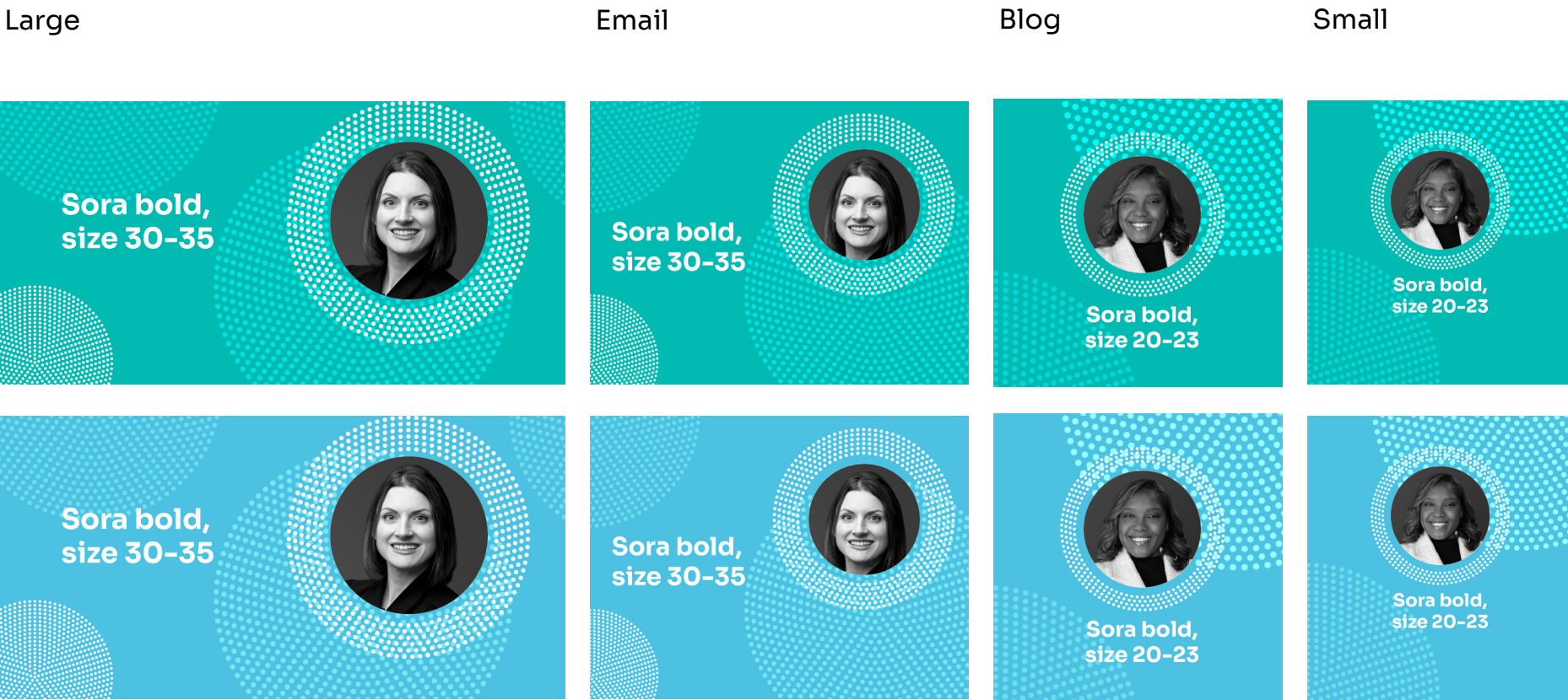
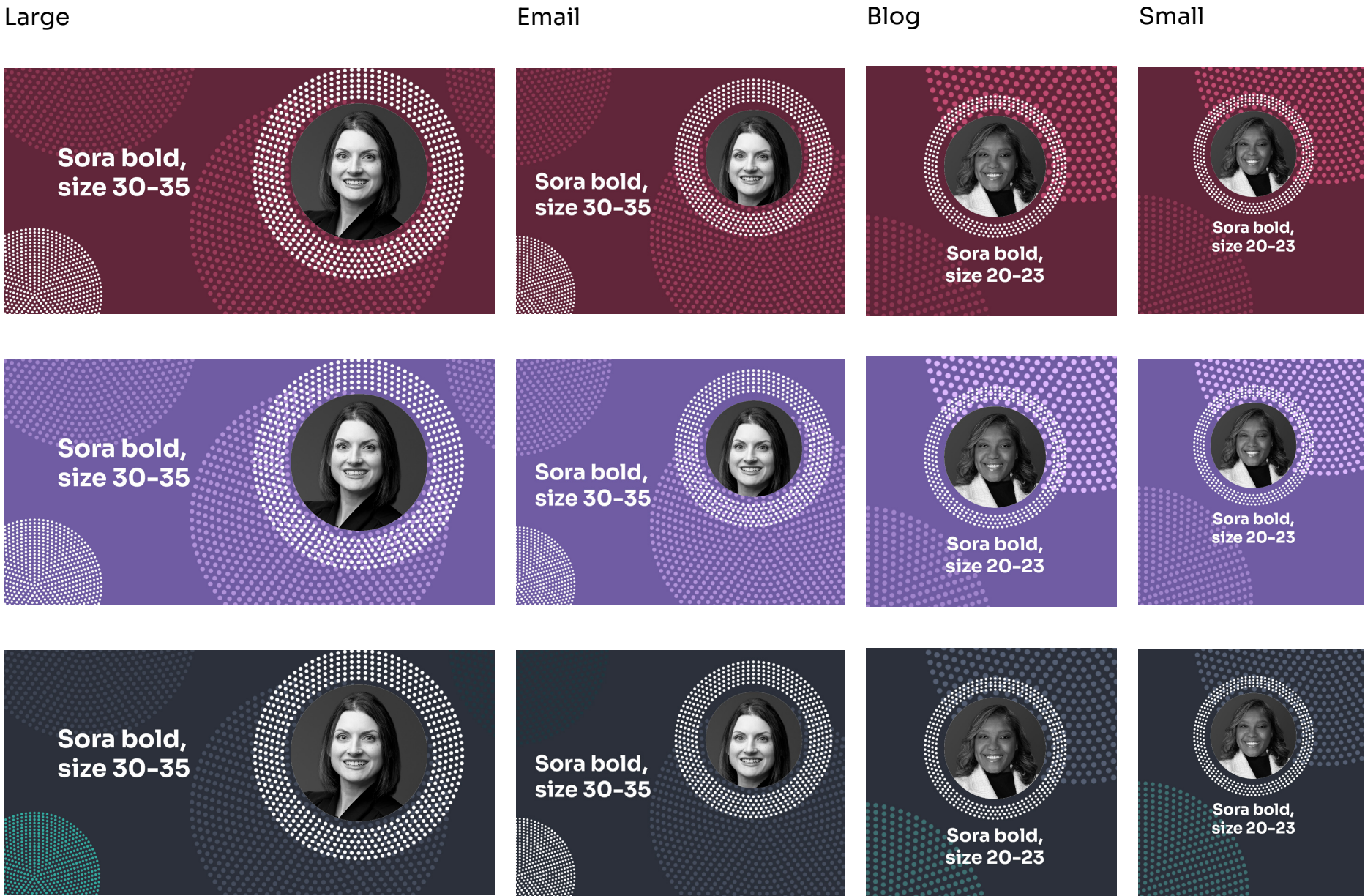


Small



Headshots Template 4

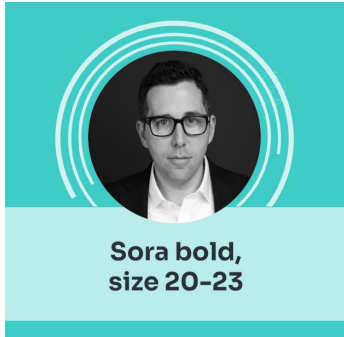
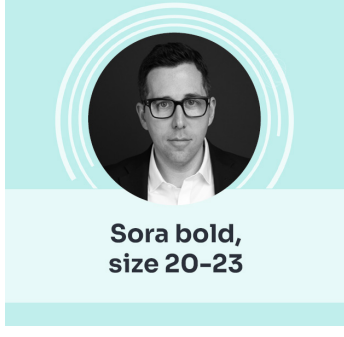
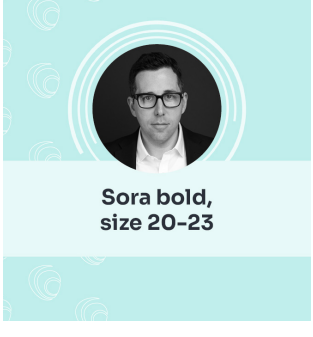
All templates are kept the same, only headshots are swapped in this general template
Copy size can be adjusted as needed but should remain left aligned
Colors should be kept the same
Includes 1 person layout



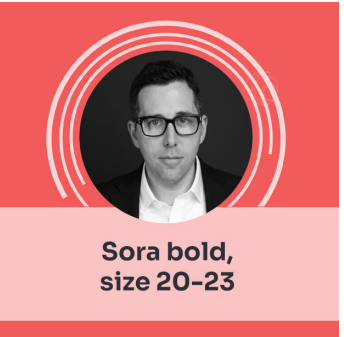
Headshots Template 5

All templates are kept the same, only headshots are swapped in this general template
Copy size can be adjusted as needed but should remain left aligned
Colors should be kept the same

*Thicken stroke
Large

	Email	Blog	Small
			
			
			
			
			

Large

	Email	Blog	Small
			
			
			
			



Headshots Template 7 - General

Backgrounds and headshots are swapped in this general template

Backgrounds should be darker in color

Backgrounds can be abstract imagery, stock or regular photos and should coincide with the half circle color used. For example a coral colored image should be used for the template featuring the coral circle

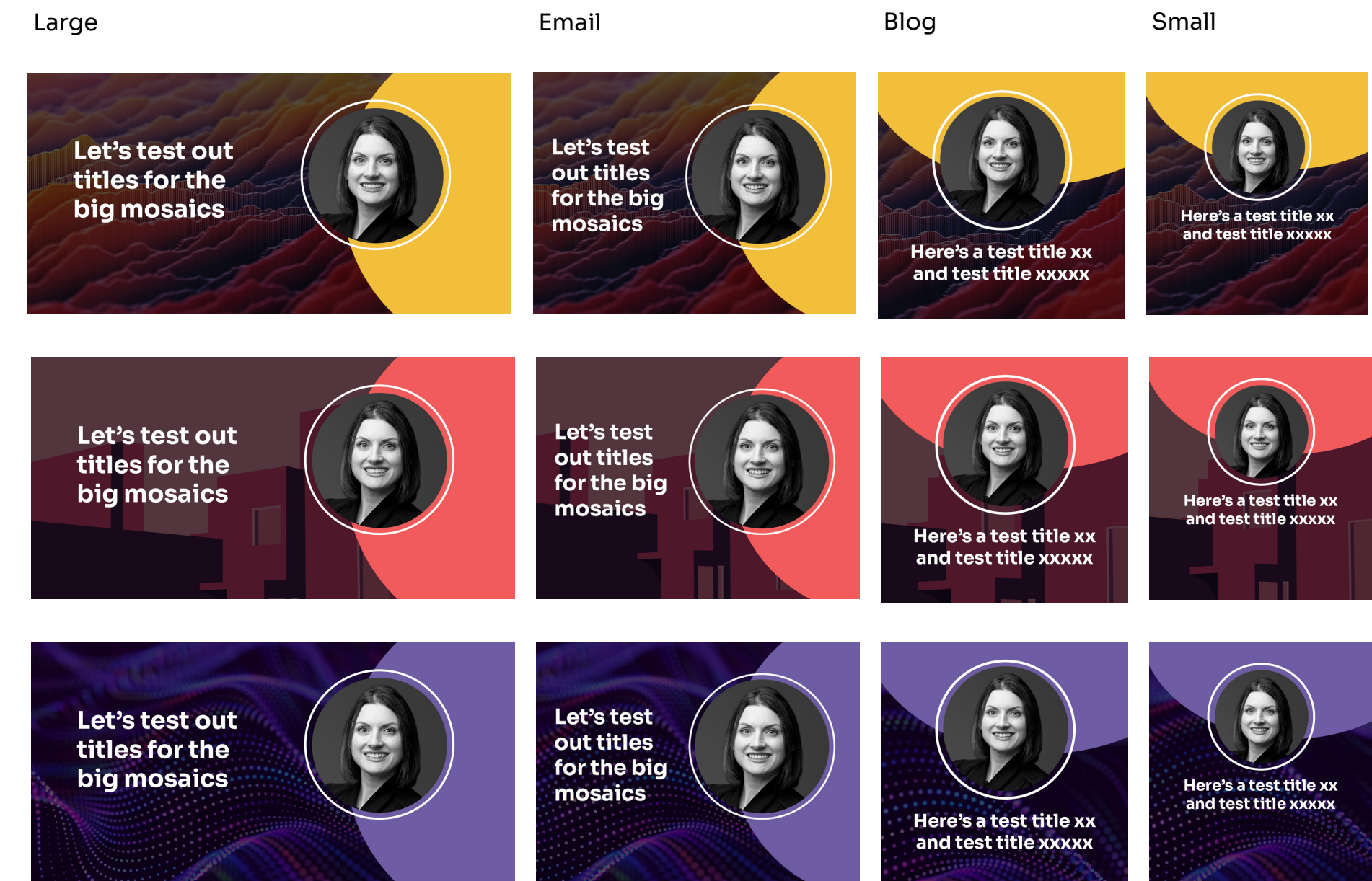
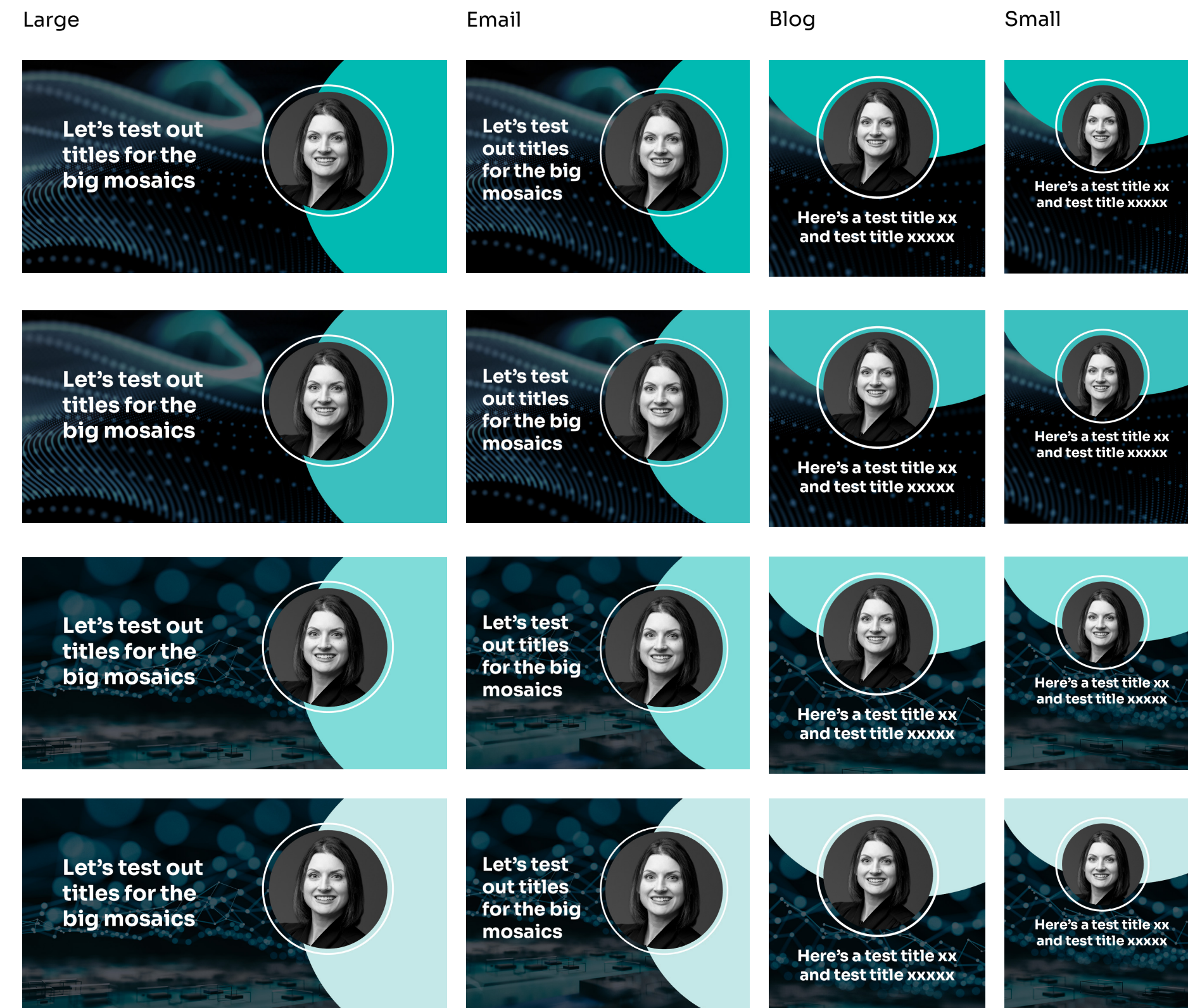
One charcoal overlay is already applied to the template background and should not be adjusted

Avoid images with text

Copy size can be adjusted as needed but should remain left aligned

Colors should be kept the same

Includes 1 person layout



Headshots Template 8

All templates are kept the same, only headshots are swapped in this general template
Copy size can be adjusted as needed but should remain left aligned
Colors should be kept the same
Includes 1 and 2 person layout

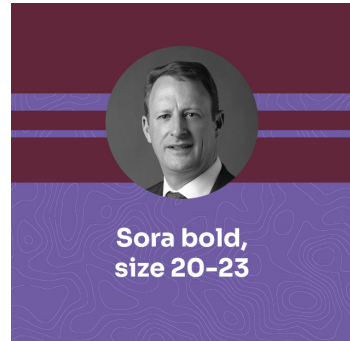
Large



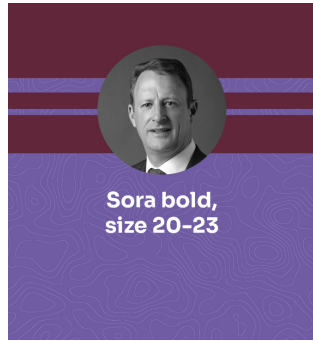
Email



Blog



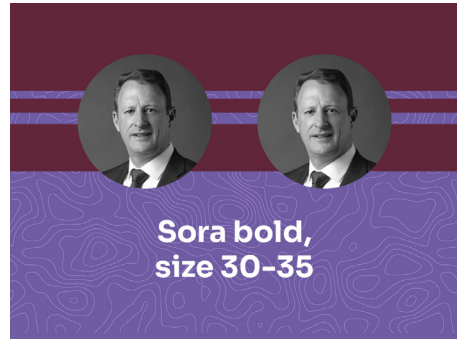
Small



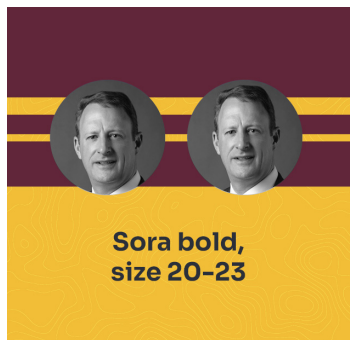
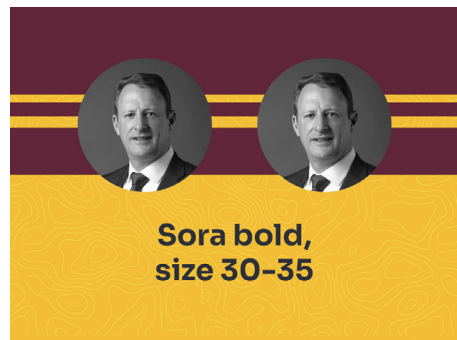
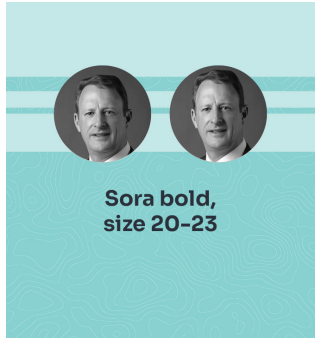
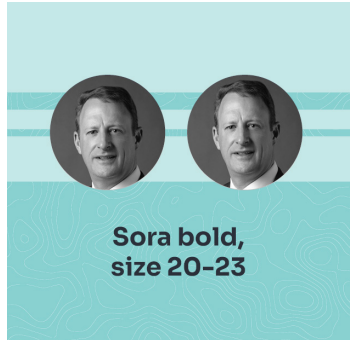
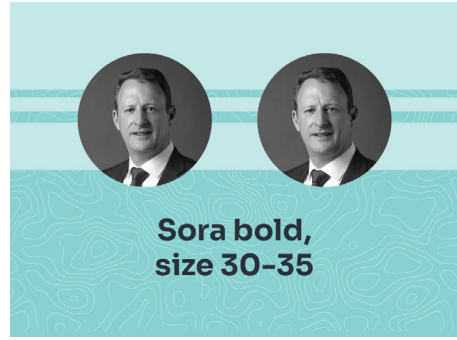
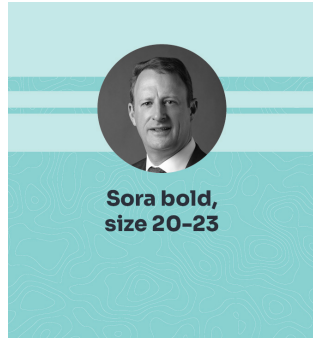
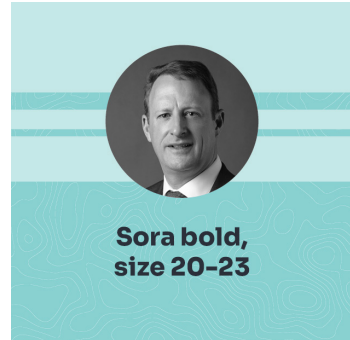
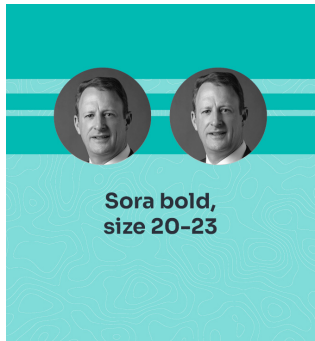
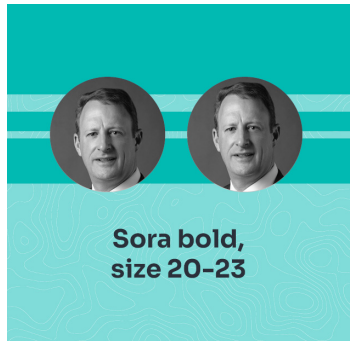
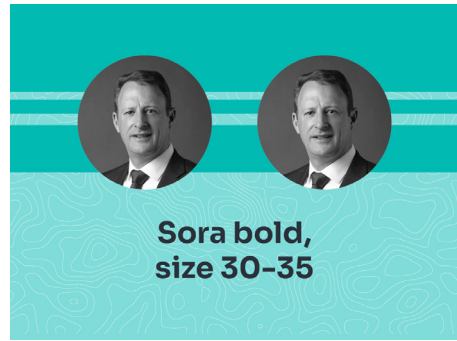
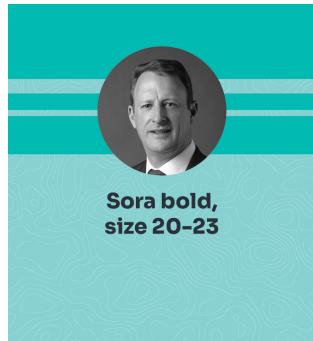
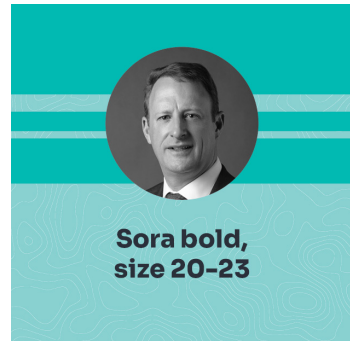
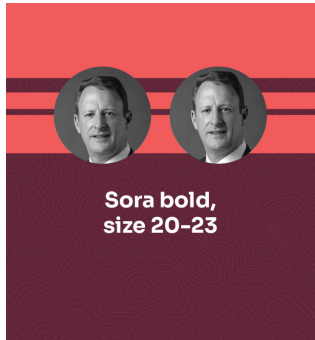
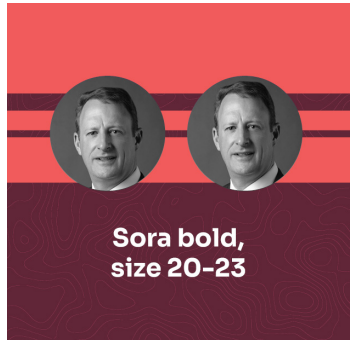
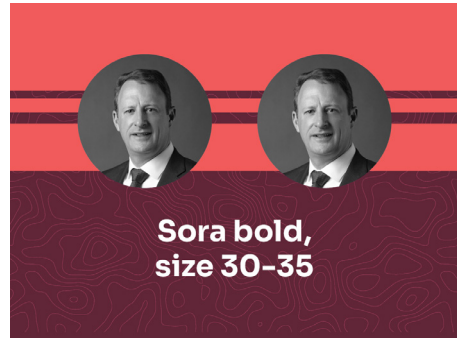
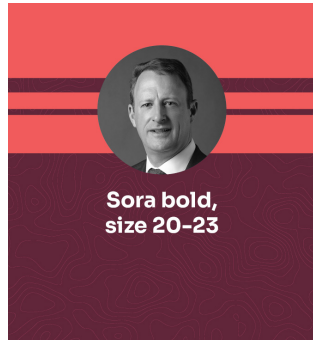
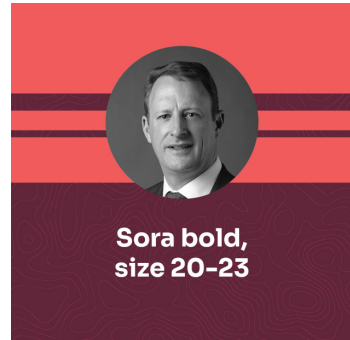
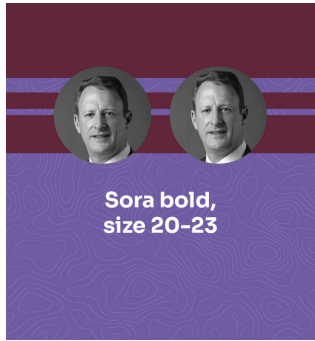
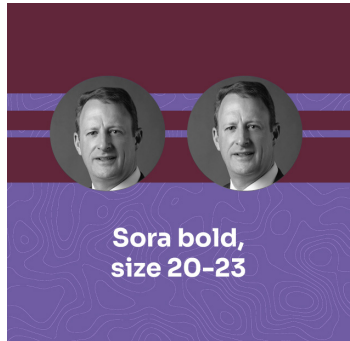
Large



Email



Blog



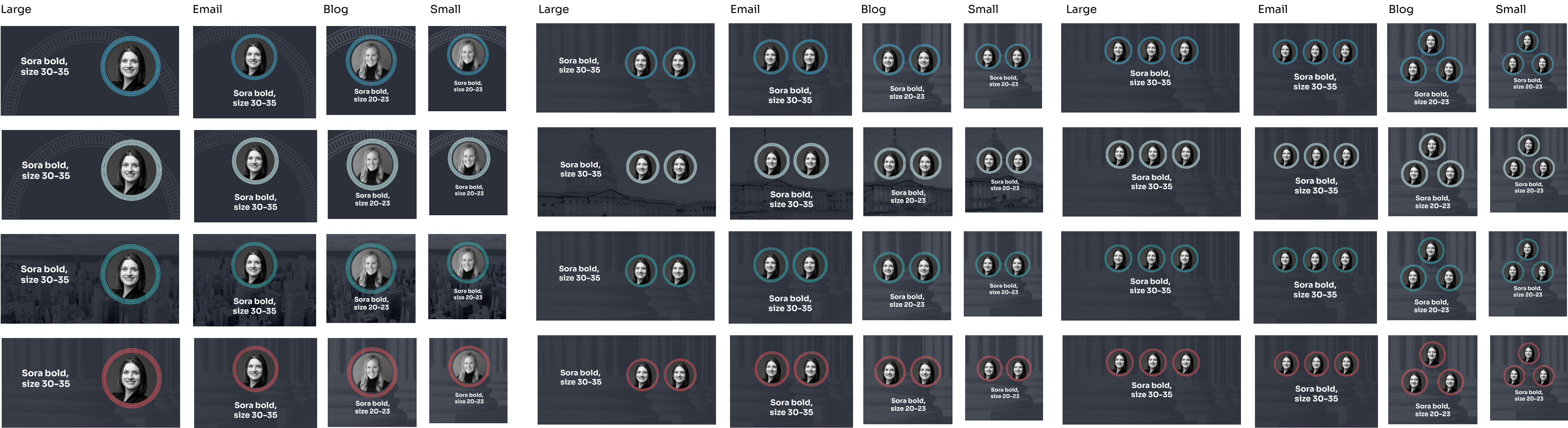
Small



Headshots Template 9 - Leadership Announcements

This is reserved more for Principal/ higher up announcements

- Backgrounds and headshots are swapped in this professional announcements template
- Backgrounds should be darker in color and offer contrast for stock photos or intricate abstract backgrounds
- Backgrounds can be abstract imagery or stock photos but should not be distracting
- Copy size can be adjusted as needed but should remain left aligned
- Colors should be kept the same
- Includes 1, 2 and 3 person layout



Headshots Template 10 - Leadership Announcements

This is reserved more for Principal/ higher up announcements

Backgrounds and headshots are swapped in this professional announcements template
Backgrounds can be abstract imagery or stock photos but should not be distracting
Copy size can be adjusted as needed but should remain left aligned
Colors should be kept the same

Large



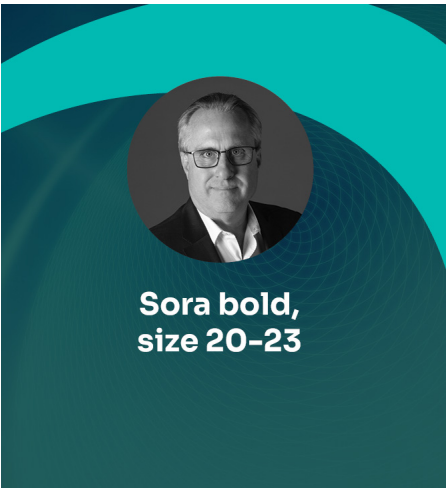
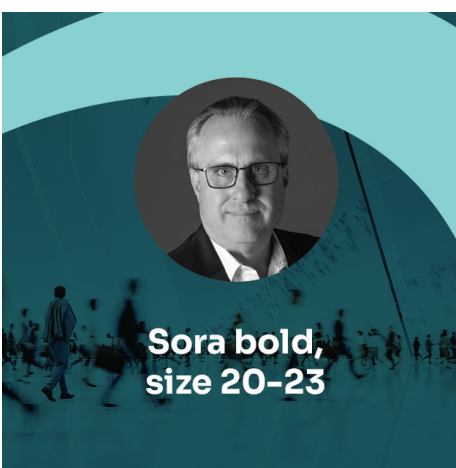
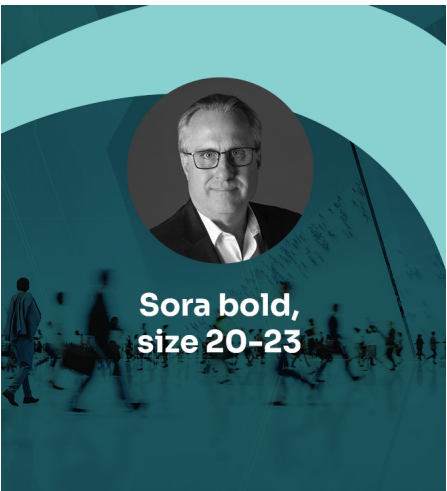
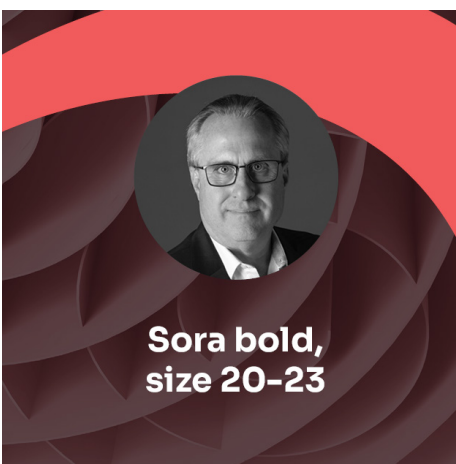
Email



Blog



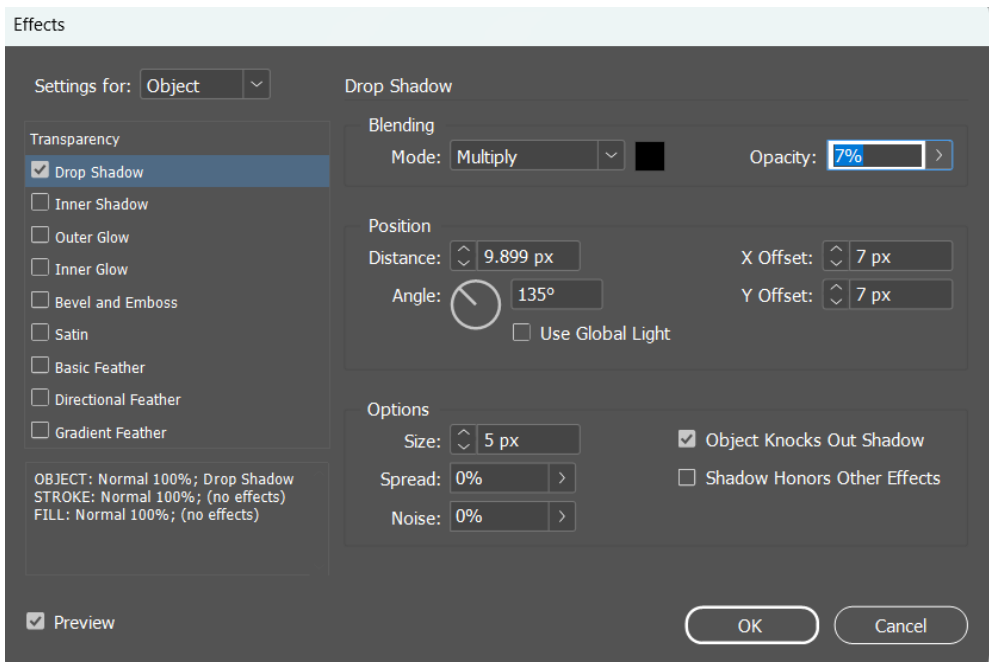
Small



Headshots Template 11 – Leadership Announcements

This is reserved special cases; Principal headshots only

Color overlays should remain the same
Background imagery can be swapped for other abstract imagery
Headshots must be crisp and feature head and shoulder profile
Headshots are cut out from background in Photoshop and drop shadow with the below settings is applied.
Copy and size can be adjusted but should always be left aligned and wrap around the cutoff headshot
This is the only scenario in which a colored headshot is used in 2 layouts



Large



Email



Blog



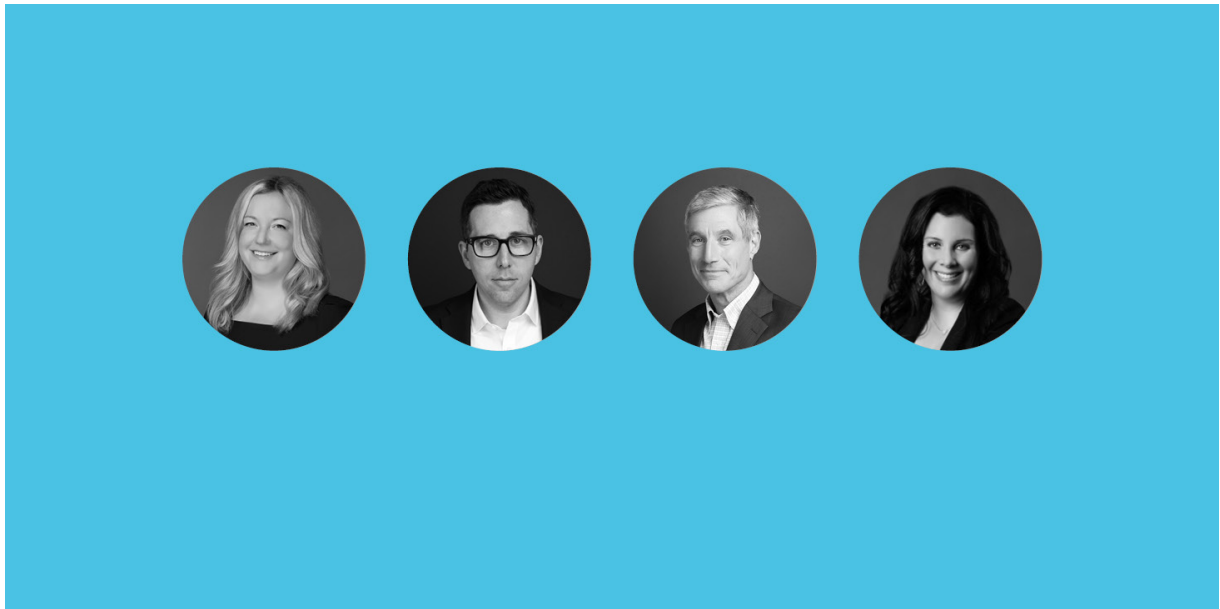
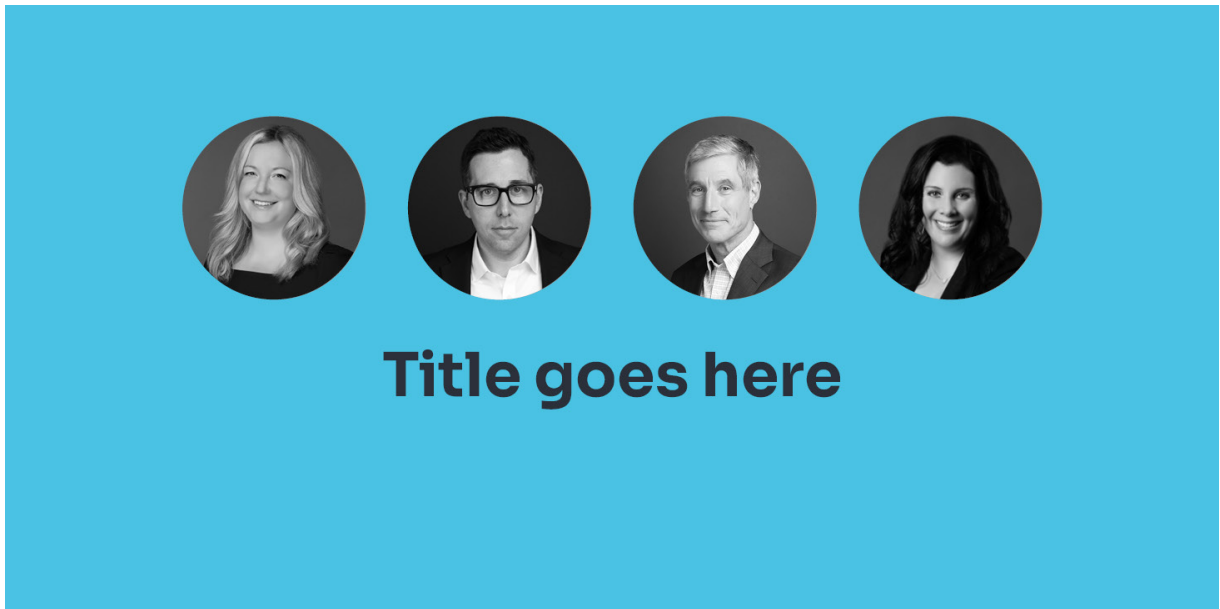
Small



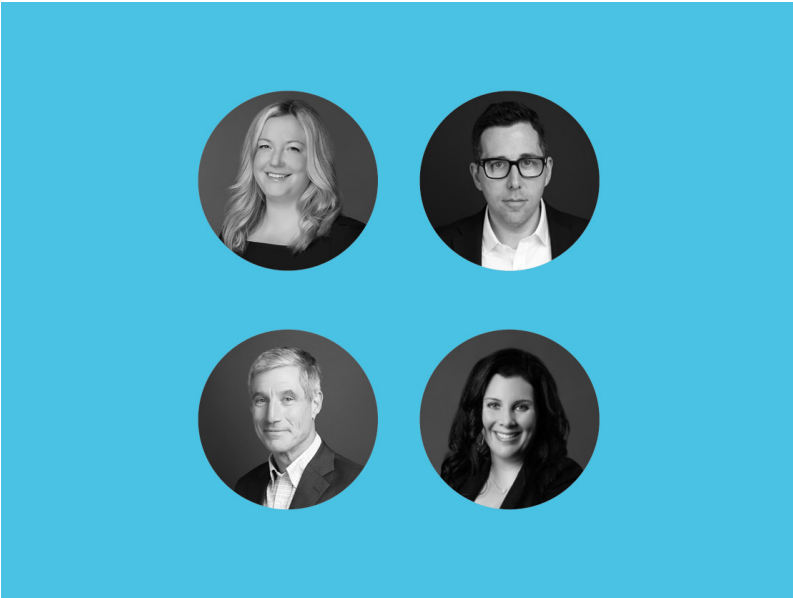
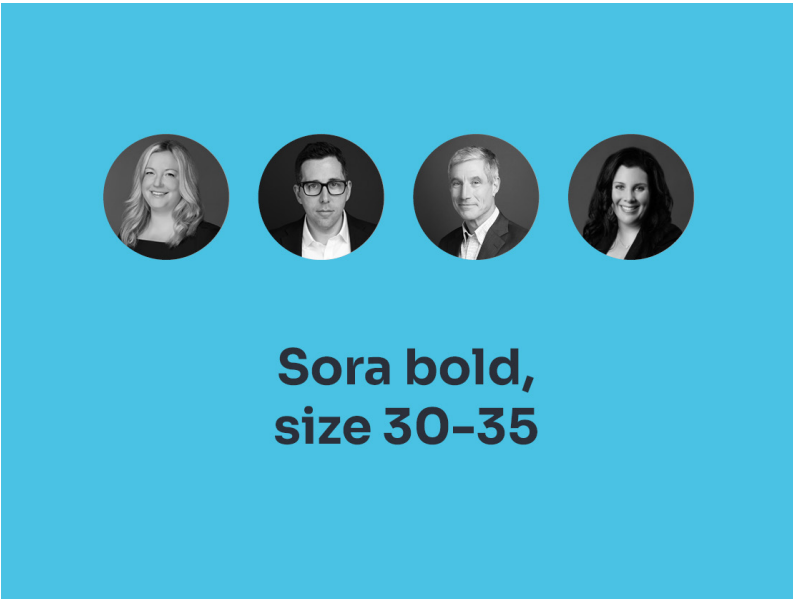
Headshots Template 12 - 4 people

Template 12 features a 4 person layout and no defined background. Stock abstract imagery can be added if requested or the solid color background can be used and changed for preference. The blog image doesn't need the headshots if there is text included but if no text then center the headshots

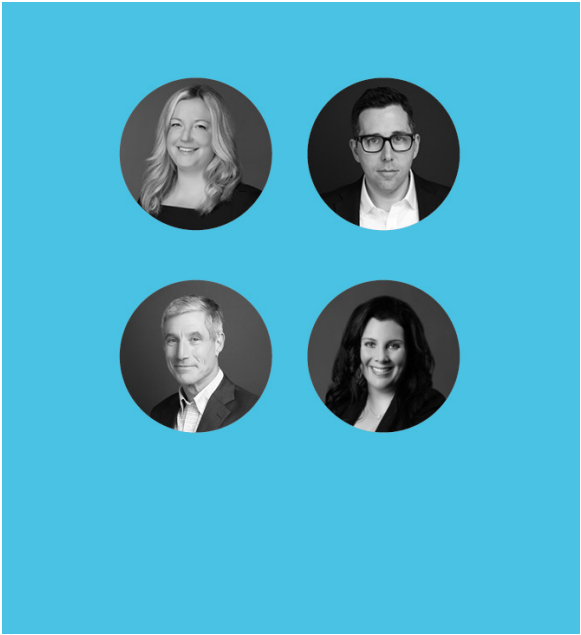
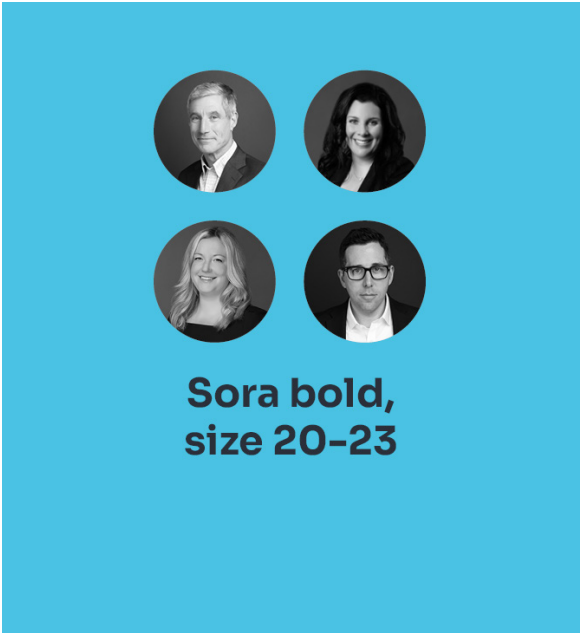
Large



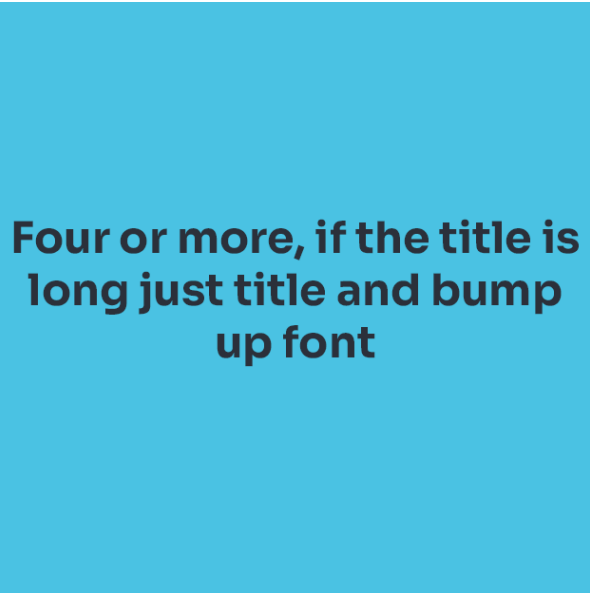
Email



Blog



Small





Special Case Templates



Special Templates (ongoing additions)

These templates are designed for specific holidays or campaigns. Please use accordingly.

Will dive more into these upon return :)



Applications

Template is reserved for application announcements with logos
The background circle should best match the logo color using a brand color.

Large



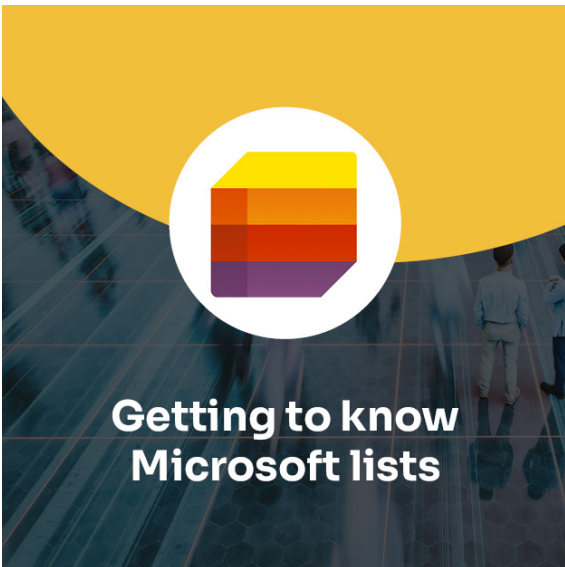
Email



Blog



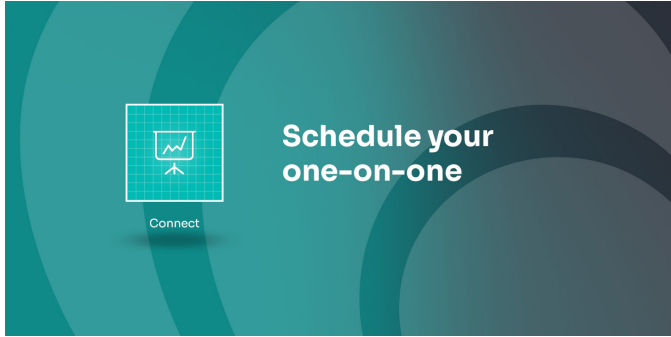
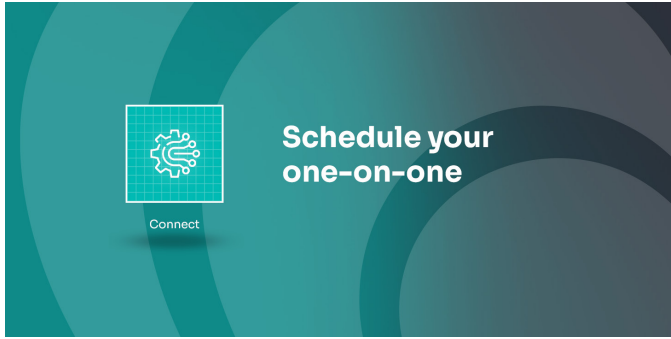
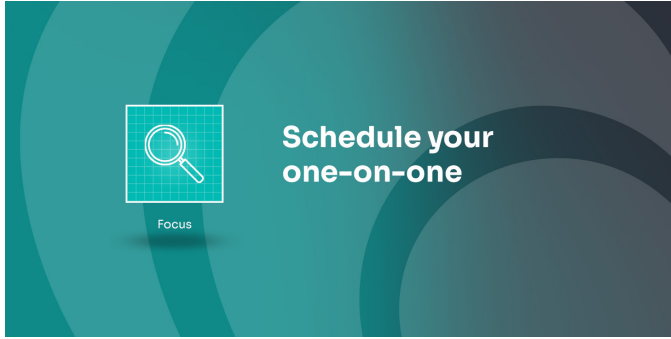
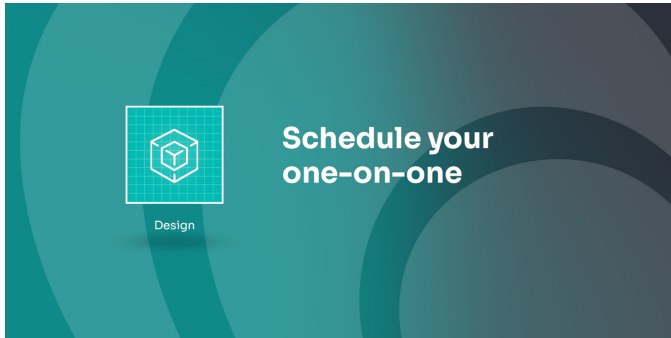
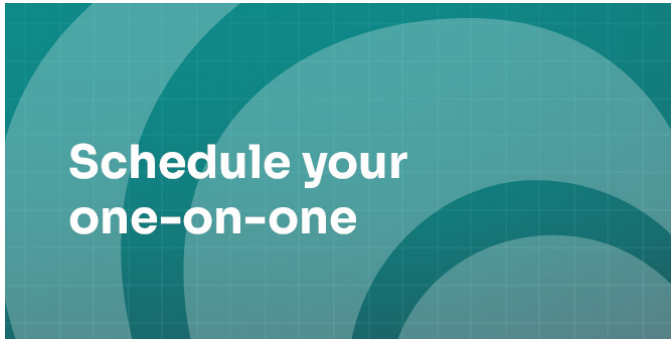
Small



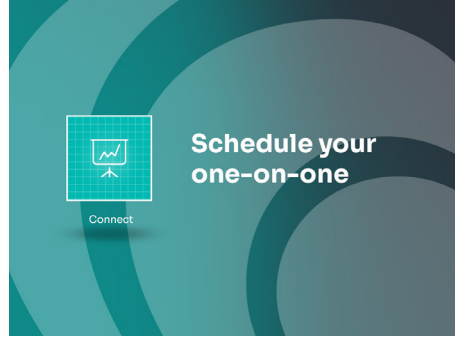
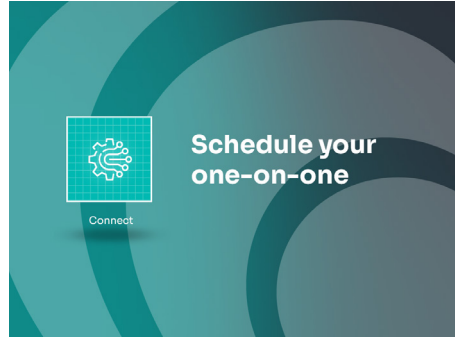
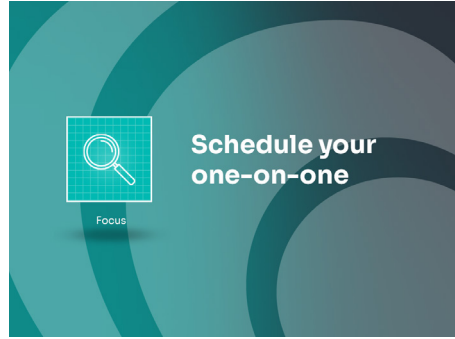
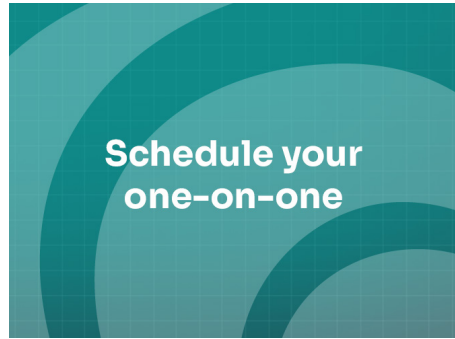
Blue Print

Blue Print will be called out in the CU ticket. There is the top basic design with just the grid in the background and text on top. Then there are 4 categories that can be request from.
Design
Focus
Connect
Plan
The template should always follow these layouts

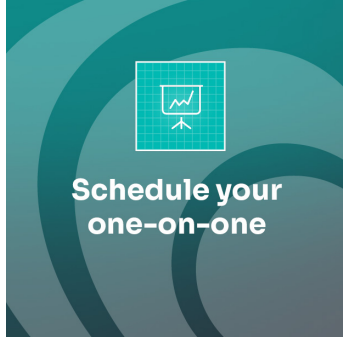
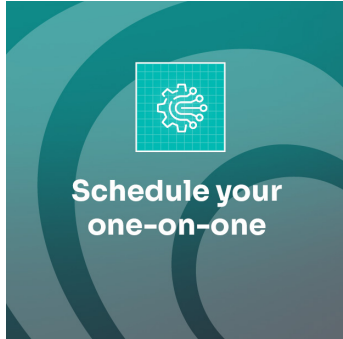
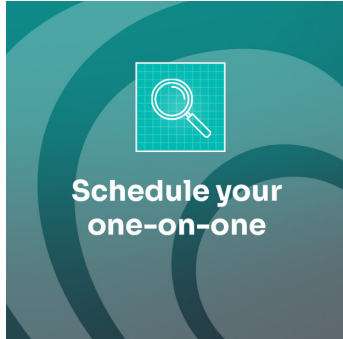
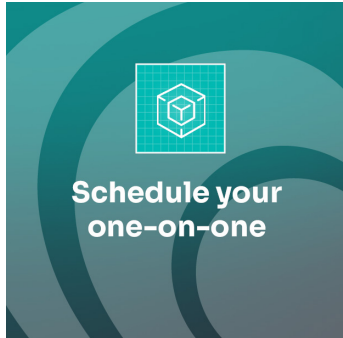
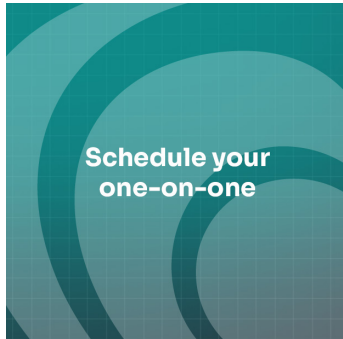
Large



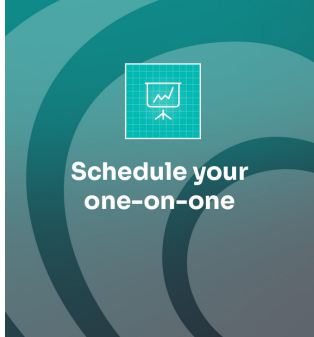
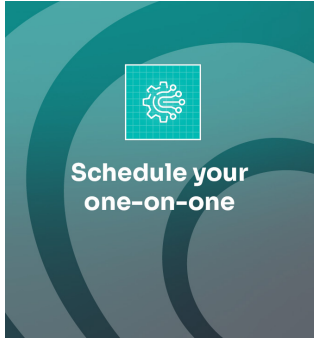
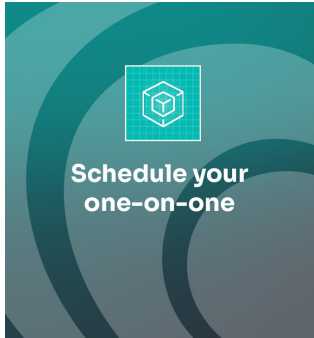
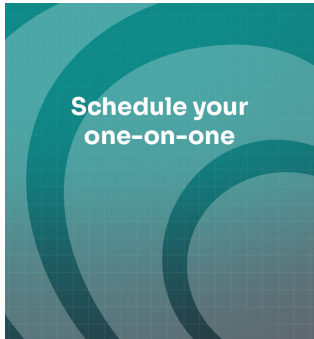
Email



Blog



Small



CTA

