



Love Is

A GIVING DAY TO SUPPORT HEALTHY
TEEN RELATIONSHIPS IN ORANGE COUNTY

POWERED BY
reveille 

Orange County
Community
Foundation 

GiveGab 



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MARKETING IDEAS



MARKETING IDEAS

USE THE CREATIVE AND STRATEGIC MARKETING TIPS BELOW TO HELP DRIVE FRIENDS AND SUPPORTERS TO YOUR ORGANIZATION'S DONATION PAGE.

How to Promote the Love Is campaign:

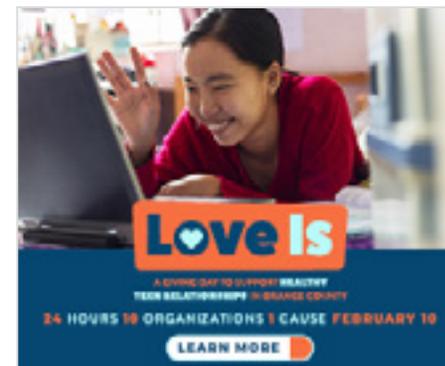
Use the Love Is logo on your organization's website and via Facebook, Twitter, Instagram, Pinterest etc. All marketing channels can utilize the elements provided in this toolkit.

WEB ADS

Use a web ad from the media gallery on your website. Choose one that best fits your organization's mission and programs. You can start this right away to start building awareness.



300 x 600px



245 x 200px



455 x 70px



475 x 150px

Sample Posts - Find a full library of assets at the end of this toolkit.



ENEWSLETTER/ EBLAST

Create a banner or dedicated message in all of your organization's e-communications. Use social media toolkit images for the header or footer of your e-communications.

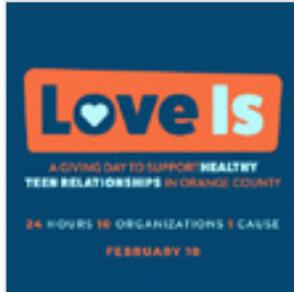


650 x 225px

Sample Posts - Find a full library of assets at the end of this toolkit.



MARKETING IDEAS



360 x 360px



851 x 315px

FACEBOOK COVERS & PROFILE

- Change the cover photo on your organization's Facebook page to the Love Is graphic.
- Update your organization's default Facebook image.
- Promote posts to increase engagement and drive traffic to your campaign landing page.
- Boost your organization's Love Is posts to reach more of your Facebook fans.
- Run Facebook page like ads to increase your Facebook fan following.
- Drive Facebook users to your campaign donation page through link click ads targeting potential donors.
- Start the conversation by creating a schedule of posts to consistently push "friends and fans" to remember to give and support your organization.
- Be sure to comment and thank those who post to your organization's Facebook page. Remember, social media is a two-way street.
- Invite people to join in or donate by tagging or mentioning them on Facebook.
- Use hashtags **#LOVEISOC**.

Sample Posts - Find a full library of assets at the end of this toolkit.



MARKETING IDEAS



1200 x 628px - Web Click Posts



1200 x 444px - Like Posts



1080 x 1080px - Boost Posts

FACEBOOK ADVERTISING

- Be sure any custom images you are promoting via Facebook fall within Facebook's 20% rule. Here's the checker https://www.facebook.com/ads/tools/text_overlay
- Boost posts to reach larger audiences. If a post is performing well organically, utilize some of your social media advertising budget to boost it even further!
- Target local social media users who may not be familiar with your organization to increase awareness via link click ads to your donation page.
- Run Facebook page like ads to increase the size of your Facebook fan base.

Sample Posts - Find a full library of assets at the end of this toolkit.



MARKETING IDEAS

BLANK BANNER IMAGES AND POST GRAPHICS

Use a blank banner ad from the media gallery to customize your organization's awareness. Choose one that best fits your audience. You can start this right away to promote your partnership with Love Is.

- Create a banner, ad or post to highlight your organizations partnership.
- Maintain design layout by adding your logo into the specific blank space.
- Promote custom posts to increase engagement and drive traffic to your organizations landing page.



851 x 315px



1080 x 1080px

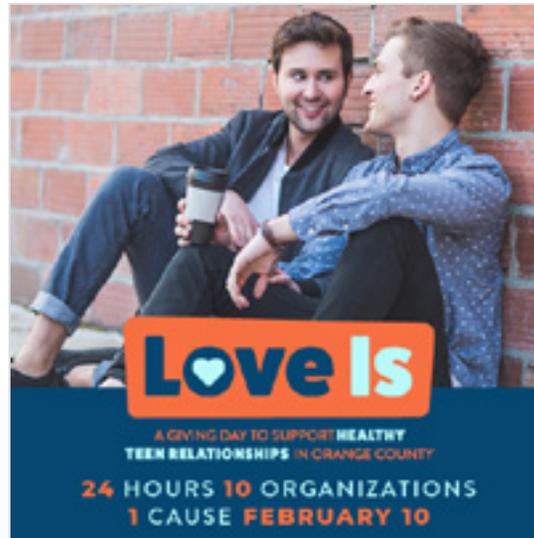
Sample Posts - Find a full library of assets at the end of this toolkit.



MARKETING IDEAS



1080 x 1080px



1080 x 1080px



1080 x 1080px

TWITTER

- Schedule tweets and promote your organization's custom donation page.
- Use hashtag **#LOVEISOC**
- Tag your organization's brand ambassadors in a tweet with your custom link to spread the word about the Love Is campaign.
- Thank everyone who mentions **#LOVEISOC** and tags your organization in a tweet.

INSTAGRAM

- Post a series of images each week leading up to the 24-hour period and during the Love Is campaign.
- Ask your organization's followers to post images with the hashtags **#LOVEISOC** to show how they've donated or supported your organization.

VIDEO

Use a video to communicate the event to your organization on websites, social media sites and internal communications channels.

Sample Posts - Find a full library of assets at the end of this toolkit.



WORD OF MOUTH

Ask current and former board members, donors, prospective donors, staff and volunteers to promote the event to five of their friends, family and co-workers via email, social media, etc.

PERSONAL E-MAIL CAMPAIGN

Start a personal email campaign to raise awareness of the Love Is campaign. Email five people the URL link to your dedicated donation page and ask them to forward to five more people, etc.

VOICEMAIL

Change outgoing voicemail messages on greetings, staff lines and cell phones to remind people about the Love Is campaign.

TALK ABOUT THE LOVE IS CAMPAIGN

Announce and discuss the Love Is campaign with staff, board, donors, volunteers and constituents in all meetings.

BE CREATIVE AND HAVE FUN!

The more the opportunity to be a part of something big is shared, the more your organization can benefit.



STYLE GUIDE



STYLE GUIDE

STYLE GUIDE

Provided are guidelines to ensure the correct and consistent use of the brand identity system while creating your own ads and banners. By implementing this style guide you are enforcing the Love Is brand while displaying your organizations partnership awareness.

Love Is is a humanistic campaign focusing on organization-centric photography. All photography should be presented with a focus on the subjects to best depict the impact of the organizations.

- Imagery should remain dominate with 1/3 of the composition given for copy on all assets.
- All copy should utilize the font family, Montserrat, with weight and point size variation for hierarchy.



TYPEFACE

BRANDON GROTESQUE MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz12345678910

BRANDON GROTESQUE BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz12345678910

MONTERRAT

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz12345678910

 [DOWNLOAD MONTERRAT](#)

COLOR PALETTE

DIGITAL

R: 5 | G: 71 | B: 112
HEX: #054770

DIGITAL

R: 247 | G: 112 | B: 66
HEX: #F77042

DIGITAL

R: 186 | G: 250 | B: 250
HEX: #BAFAFA

DIGITAL

R: 80 | G: 120 | B: 150
HEX: #507896



CANVA STEP-BY-STEP GUIDE



CANVA STEP-BY-STEP GUIDE

Free and easy way to customize your own social graphics. What is Canva? Canva is a free design website that allows you to easily create social graphics and more for your use! You can upload your own pictures or use theirs (*for a small fee*) to enhance the images that your company uses to promote itself. This tool is a perfect resource to create custom organization branded graphics.

STEP 1:

- Sign on to [canva.com](https://www.canva.com). Create an account if you haven't already. Choose Facebook Post as the type of image you want to create. (*Note that you can do this for any of the types of images they list.*)



STEP 2:

- Drag and drop both the giving day image and your logo into your browser, or you can use the upload button on the left of the screen to upload an image. When both items appear in your menu, drag the background image onto your canvas and resize it to fit the space allotted.



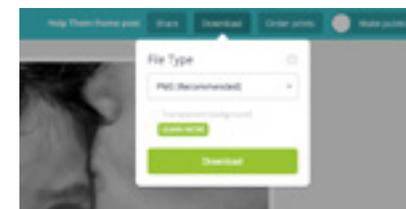
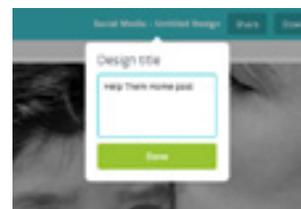
STEP 3:

- Drag your logo onto the canvas. Resize your logo to fit in the white box.
**If the pink (your logo here) still shows underneath your logo follow these additional steps.*
 - **3a.** Click on “Elements” located in the menu on the left. Choose “Shapes.”
 - **3b.** Select the first rectangle that appears and drag it onto your canvas. Size it to cover up the pink text and create a nice white space for your logo.
 - **3c.** Place your logo on top of the white box.



STEP 4:

- Name your image by clicking on “Untitled” on the top, and typing in your desired name.
- To save the image click “Download” at the top and choose a file type. Then use your image on social media!



For more information and more detailed resources visit [canva.com](https://www.canva.com).



ASSET SNAPSHOT



ASSET SNAPSHOT

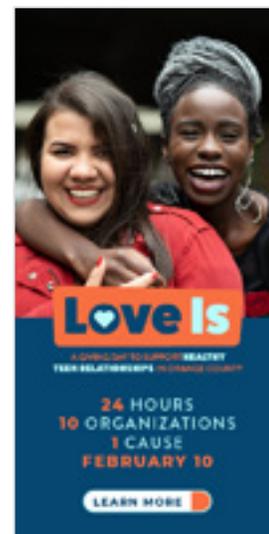
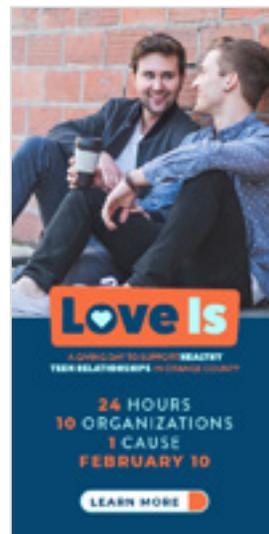
WEB ADS | 245 x 200px





ASSET SNAPSHOT

WEB ADS | 300 x 600px





ASSET SNAPSHOT

WEB ADS | 455 x 70px

Love Is
A DINKY DAY TO SUPPORT REALITY
TEEN RELATIONSHIPS IN ORANGE COUNTY

34 HOURS
10 ORGANIZATIONS
1 CAUSE
FEBRUARY 10

LEARN MORE

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ASSET SNAPSHOT

WEB ADS | 475 x 150px





ASSET SNAPSHOT

Facebook 20% Rule Promoted Images | 1080 x 1080px





ASSET SNAPSHOT

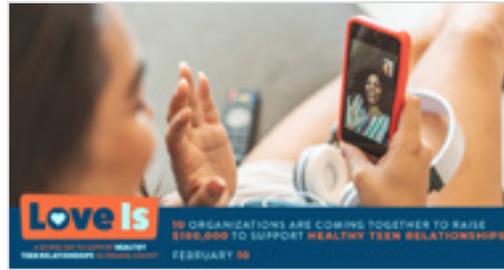
Facebook 20% Rule Promoted Images | 1200 x 444px





ASSET SNAPSHOT

Facebook 20% Rule Promoted Images | 1200 x 628px





ASSET SNAPSHOT

Newsletter Graphics | 650 x 225px





ASSET SNAPSHOT

Newsletter Graphics | 650 x 225px





ASSET SNAPSHOT

Social Media Images | 1080 x 1080px



Results posts will be provided upon final count.



ASSET SNAPSHOT

Email Signature | 405 x 110px



Social Covers | 851 x 315px



Social Profile Image | 360 x 360px





ASSET SNAPSHOT

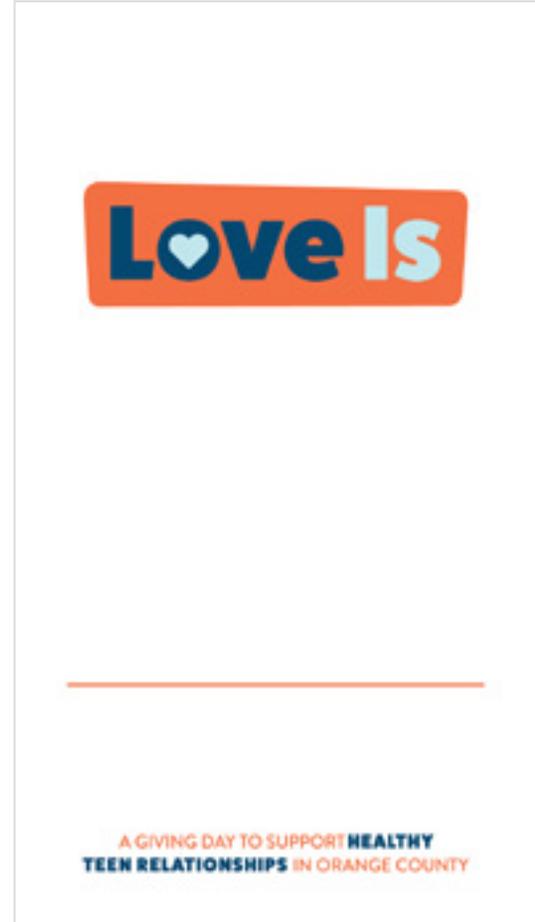
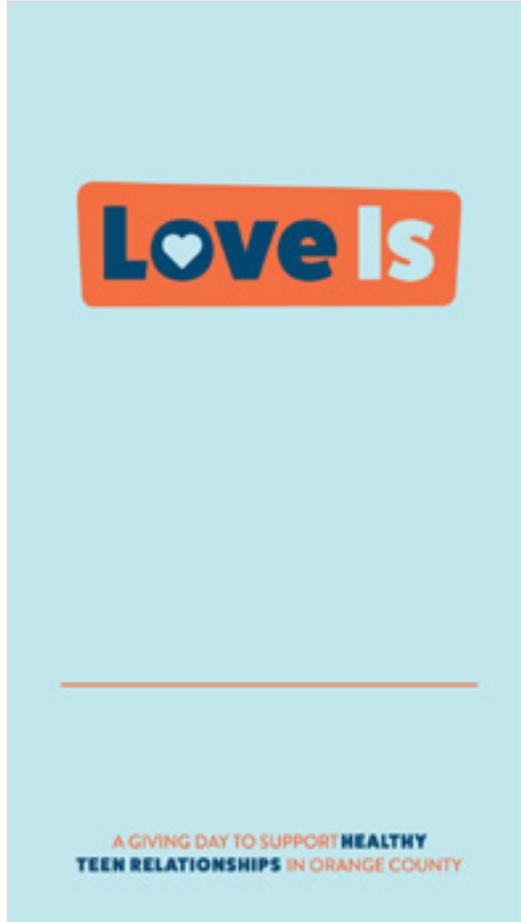
Social Media Type Graphics | 1080 x 1080px





ASSET SNAPSHOT

Social Media Instagram Story Graphics | 1080 x 1920px





Campaign Imagery



reveille 
WAKE UP YOUR BRAND