



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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 [DOWNLOAD ASSETS](#)



MARKETING ASSETS & BEST PRACTICES



MARKETING ASSETS & BEST PRACTICES

USE THE CREATIVE AND STRATEGIC MARKETING BEST PRACTICES THROUGHOUT THIS TOOLKIT 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.





MARKETING ASSETS & BEST PRACTICES

WEB ADS

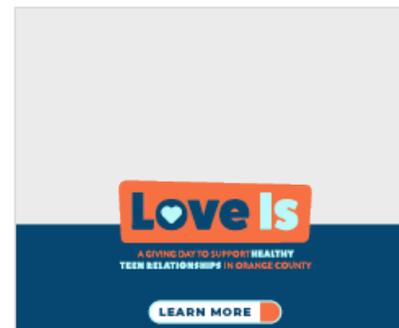
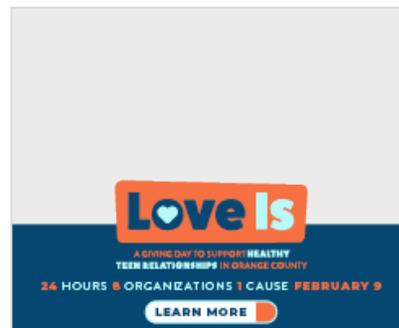
Use a web ad from the media gallery on your website. Choose one that best fits your organization's mission and programs. You can start this right away to start building awareness.





MARKETING ASSETS & BEST PRACTICES

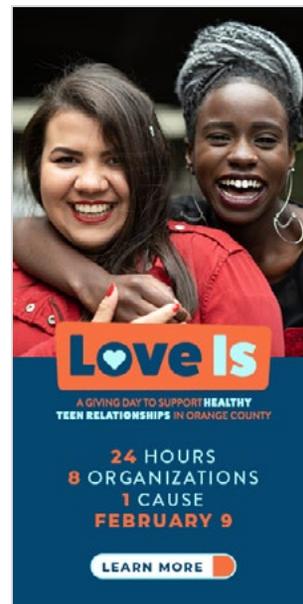
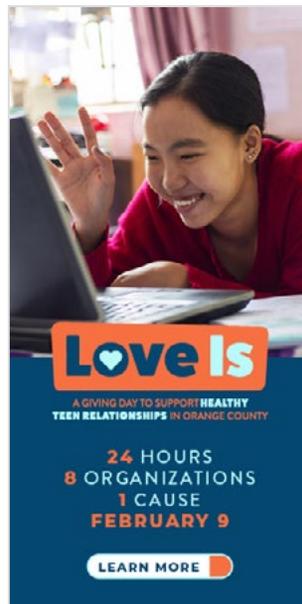
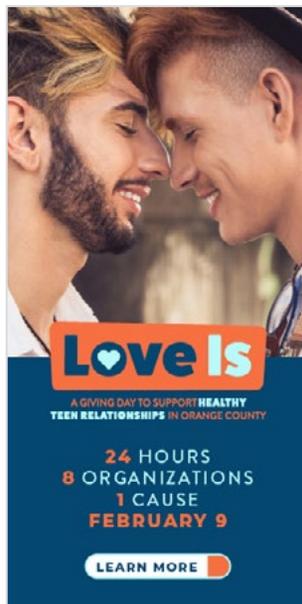
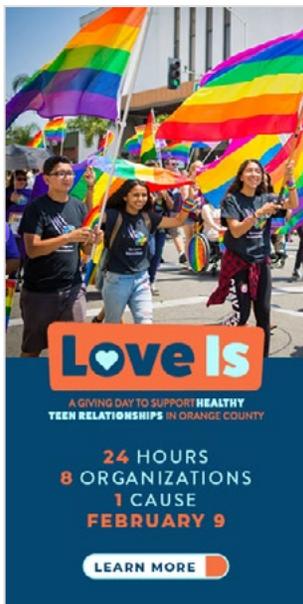
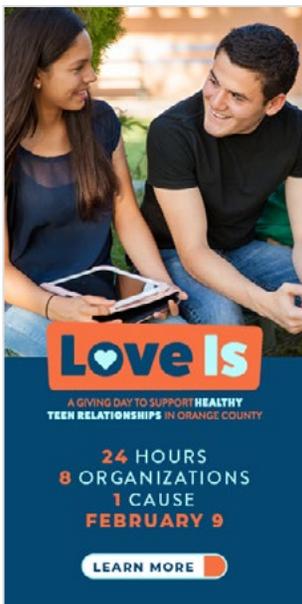
Web Ads | 245 x 200px





MARKETING ASSETS & BEST PRACTICES

Web Ads | 300 x 600px





MARKETING ASSETS & BEST PRACTICES

Web Ads | 455 x 70px





MARKETING ASSETS & BEST PRACTICES

Web Ads | 475 x 150px





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. We've also provided email signatures for use while you promote your campaign.





MARKETING ASSETS & BEST PRACTICES

eNewsletter/eBlast | 650 x 225px





MARKETING ASSETS & BEST PRACTICES

Email Signature | 405 x 110px





SOCIAL COVERS & SOCIAL PROFILE IMAGES

- 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.
- 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 like and reply to each comment thanking 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**.





MARKETING ASSETS & BEST PRACTICES

Social Covers | 851 x 315px



Social Profile Images | 360 x 360px





MARKETING ASSETS & BEST PRACTICES

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.





MARKETING ASSETS & BEST PRACTICES

Facebook 20% Rule Promoted Images | 1080 x 1080px

These assets also work for Instagram, Twitter and LinkedIn



Results Posts | 1080 x 1080px

Results posts will be provided upon final count.





MARKETING ASSETS & BEST PRACTICES

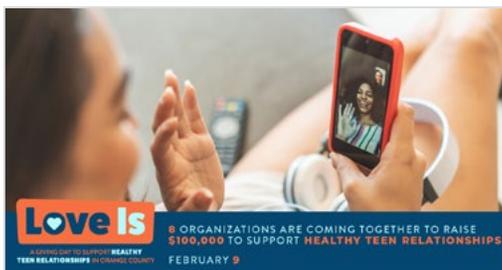
Facebook 20% Rule Promoted Images | 1200 x 444px





MARKETING ASSETS & BEST PRACTICES

Facebook 20% Rule Promoted Images | 1200 x 628px





MARKETING ASSETS & BEST PRACTICES

SOCIAL MEDIA GRAPHICS

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.
- 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!

LINKEDIN

- Post a series of images each week leading up to the 24-hour period and during the Love Is campaign.
- Use hashtag **#LOVEISOC**
- 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!





MARKETING ASSETS & BEST PRACTICES

Social Media Graphics | 1080 x 1080px





MARKETING ASSETS & BEST PRACTICES

Instagram Story Graphics | 1080 x 1920px





CUSTOMIZABLE GRAPHICS

BANNER IMAGES AND SOCIAL MEDIA POSTS

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 organization's partnership.
- Maintain design layout by adding your logo into the specific blank space.
- Promote custom posts to increase engagement and drive traffic to your organization's landing page.





MARKETING ASSETS & BEST PRACTICES

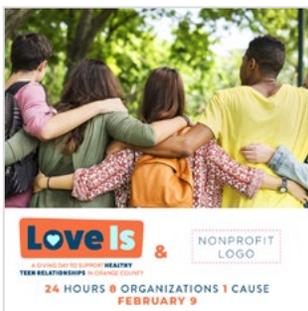
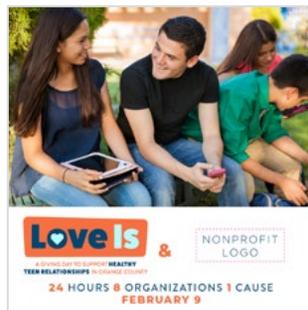
eNewsletter/eBlast | 650 x 225px





MARKETING ASSETS & BEST PRACTICES

Social Media Graphics | 1080 x 1080px





MARKETING ASSETS & BEST PRACTICES

OTHER IDEAS

VIDEO

Use a video to promote the event to your organization's audiences on websites, social media sites and internal communications channels.

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 EMAIL 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.





SAMPLE CAPTIONS

CAPTION #1:

INSTAGRAM

📣 #LovelsOC is here! 📣

We're thrilled to be a part of the annual Orange County collaborative effort #LovelsOC with 7 other amazing organizations in Orange County! We're joining forces to help raise funds for healthy, loving teen relationships 💕

Our combined goal is to raise \$100,000! Help us make CHANGE in our community and visit our LINK IN BIO to donate today!

FACEBOOK + LINKEDIN

📣 #LovelsOC is here! 📣

We're thrilled to be a part of the annual Orange County collaborative effort #LovelsOC with 7 other amazing organizations in Orange County! We're joining forces to help raise funds for healthy, loving teen relationships 💕

Our goal is to raise \$100,000! Help us make CHANGE in our community and donate today: **(paste LINK here)**

TWITTER

Thread 1:

📣 #LovelsOC is here! 📣

We're thrilled to be a part of the annual Orange County collaborative effort #LovelsOC with 7 other amazing organizations in Orange County! We're joining forces to help raise funds for healthy, loving teen relationships 💕

Thread 2:

Our goal is to raise \$100,000! Help us make CHANGE in our community and donate today: **(paste LINK here)**

CAPTION #2 (SHORTER VERSION):

INSTAGRAM

GET EXCITED for #LovelsOC 🙌 Help us reach our \$100,000 goal to help raise funds for healthy teen relationships 💕 Visit our LINK IN BIO to donate and be a part of the "Love Is" movement!

FACEBOOK + LINKEDIN + TWITTER

GET EXCITED for #LovelsOC 🙌 Help us reach our \$100,000 goal to help raise funds for healthy teen relationships 💕 Donate and be a part of the "Love Is" movement: **(paste LINK here)**



APPENDIX



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

MONTSERRAT

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz12345678910

 [DOWNLOAD MONTSERRAT](#)

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

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.



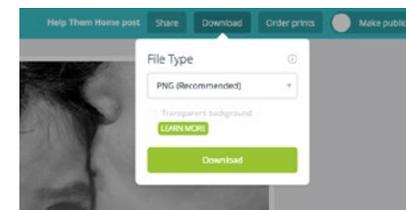
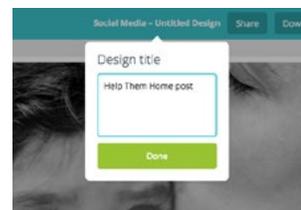
STEP 3:

- 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).



CAMPAIGN IMAGERY



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WAKE UP YOUR BRAND