

CFHL Social Media Branding Guide

Recipe Style 1 - Feature Image



- Change picture according to recipe
- Can change background color
- Font type(s) must remain the same (Bebas Neue and Quimby)
- Font color must remain neutral or consistent with featured picture
- Take image from recipe (or similar image/clipart) and remove background (see guide below for help)
- Adjust size of fonts as needed

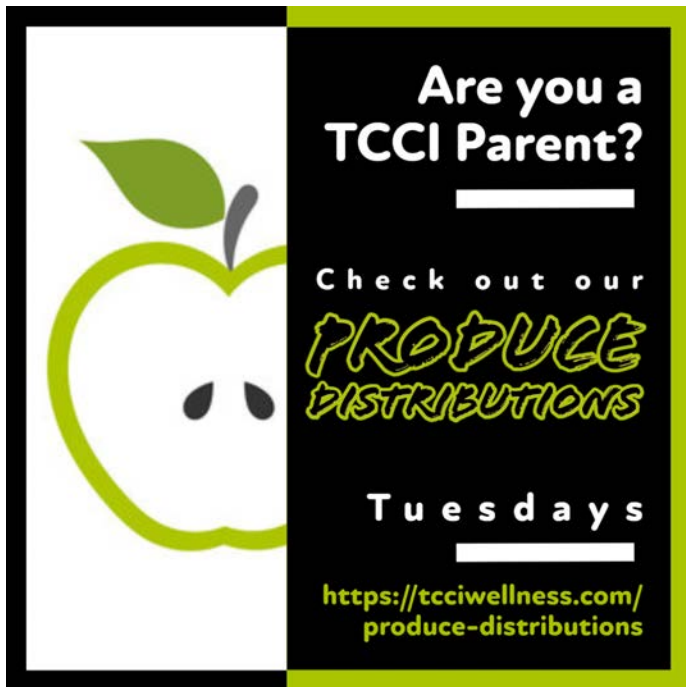
Recipe Style 2 - Background Image



- Change background picture according to recipe; may need to change opacity so the words are legible (depends on the image)
- Font type(s) must remain the same
- Font color must remain neutral or consistent with featured picture
- Adjust size of fonts as needed

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Produce Distributions – General Promo



- Keep structure
- Change colors and fruit/vegetable image
- Use colors of image to match fonts
- Post every two weeks

Produce Distributions – Featured Promo



- Use featured image from the week's distribution
- Change colors, but keep fonts
- Can remove background from image or use entire image as background
- In caption, give details of what was distributed and which childcare site hosted.
- Tag @seedsofhope_la

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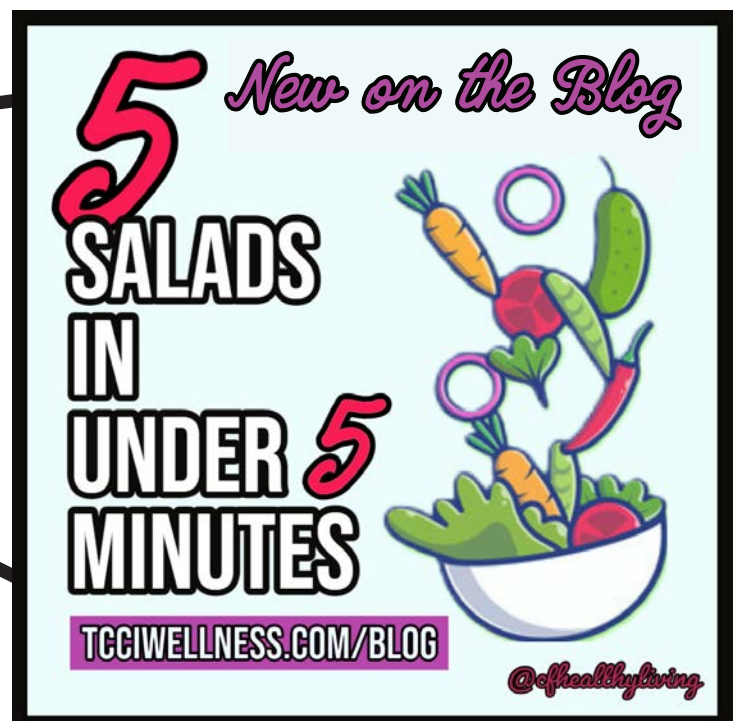
Blog Posts



- Must have following elements:
 - Blog title
 - 'tcciwellness.com/blog'
 - 'New on the Blog'
- Keep blog title font as Bebas Neue
- Keep "New on the Blog" in Quimby font
- Size, color, and position of fonts can be edited.
- Font color must remain neutral or consistent with featured picture
- For blog posts, images should be vectors/clipart (not photos)

It's OK to get a little creative with title and coloring

TCCIwellness.com/blog can be in either Bebas font or Quimby font



Quick Tips and Design Principles: And What NOT to Do

Keep it Clean



Image edges are visible or run off page

Uneven spaces stick out

Space Elements Evenly



Keep Contrast Visible



Light and thin outline makes it difficult to read

Dark on dark [on dark]

Distribute Color Variety

Pink color is all concentrated in middle of graphic



Hashtag Library

- Don't put hashtags in caption of post. After posting, open new comment and place hashtags in comment.
- Helpful to keep hashtags in notepad or Word document. You can copy/paste and post as a comment on your pc browser through [instagram.com](https://www.instagram.com).

Produce Distributions

#wearecalfresh #calfresh #calfreshhealthyliving #calfreshfood #nutritioned #snaped
#californiasnap #tcci #childrenscollective #southla #southlosangeles #lacommunityresources
#lafamilysupport #freeproduce #freefood #community #southcentral #wasteless #eatfruit
#eatveggies

Recipes

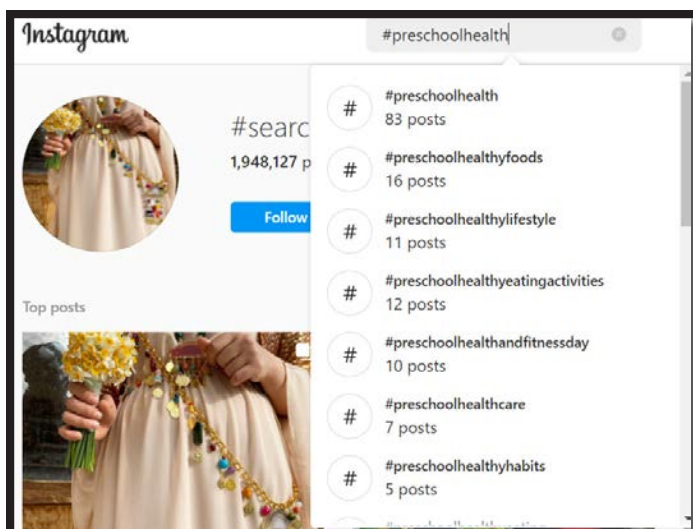
#wearecalfresh #calfresh #calfreshhealthyliving #calfreshfood #nutritioned #snaped
#healthymeals #healthysnacks #californiasnap #tcci #childrenscollective #southla
#southlosangeles #preschoolhealth #preschoolnutrition #southcentral #behealthy #gethealthy
#eatfruit #eatveggies #eatfresh #healthylifestyle #bebetter #refreshbetter #eatbetter

Blog Posts

#wearecalfresh #calfresh #calfreshhealthyliving #calfreshfood #nutritioned #snaped
#californiasnap #tcci #childrenscollective #southla #southlosangeles

*add whatever additional hashtags are relevant to the blog topic

Instagram Hashtag Lookup



- Easy way to find related and relevant hashtags
- Can also see how many posts have used the hashtag. Less used hashtags are typically better as your post won't get lost in the feed or a hashtag search