

Create content for Circular Monday



In these slide you can find templates and information that will help you to create and publish content for CircularMonday. Any questions? Please contact Alexandra Davidsson: alexandra@climatehero.org.

Guidelines, logotypes and resources:

In other slides you can find visual guidelines and different elements that can be copied and pasted or downloaded from our resource bank when you need to use them.

[Download all resources here](#)

Create and edit images & graphics:

Scroll down to the slides with our templates (7-10). Duplicate a slide and replace the photograph or graphic in the image block, with something that is related to your event or message.

#circularmonday

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Graphic elements

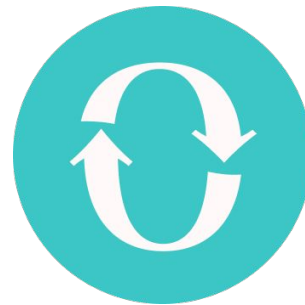
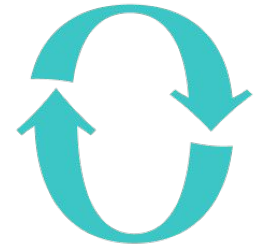
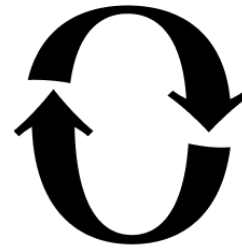
[Download all resources here](#)
in .png and .svg formats

Logotype black

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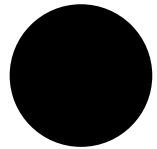
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Graphic elements

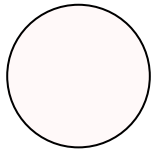


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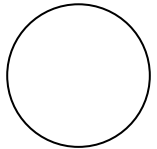
Colors to use



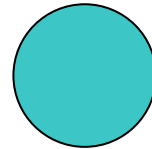
#000000 Black logotypes, headings, text



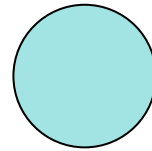
#fff9f9 Offwhite backgrounds, text on graphics



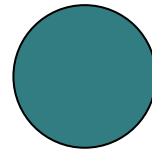
#ffffff White backgrounds



#3cc6c5 Deep turquoise graphic elements



#a2e4e4 Light aqua accent for graphic elements



#327d81 Dark teal for links, highlighted texts

[Download all resources here](#)

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Typography

For presentations and documents, we recommend using the following fonts and sizes:

Heading 1

Playfair Display, ca 48 pt, line height 0.9

Heading 2

Playfair Display Bold, ca 22 pt, line height 0.9

Paragraphs in presentations
Instrument Sans, 16–18 pt

Paragraphs in documents
Playfair Display, ca 12 pt, line height 1.0

For social media, we recommend using the following fonts and sizes:

Heading 1

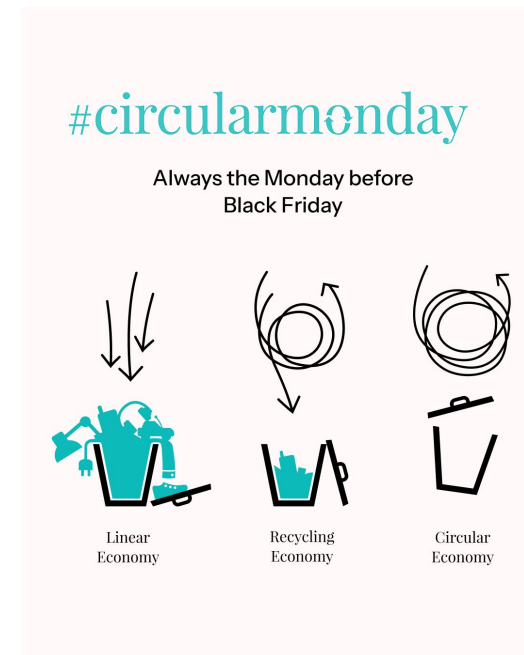
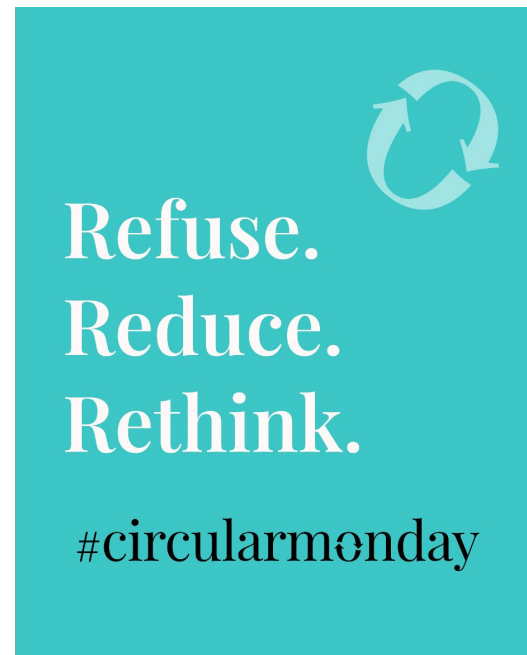
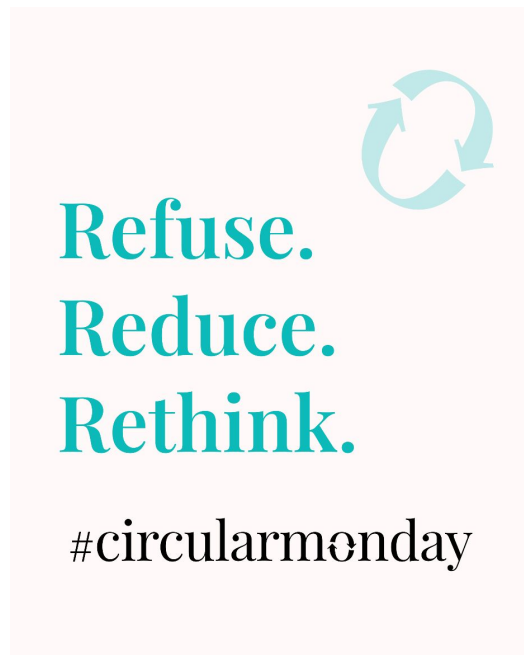
Playfair Display, ca 28 pt, line height 0.9

Paragraph font
Instrument Sans, 16–18 pt

For social media

Circular Monday has created a number of different graphic elements and images to use in your campaigns. Click the link to access all resources on different formats.

[Download all resources here](#)



Instagram sizes in 2025:

Feed Posts
1080 x 1350 pixels
(4:5 ratio)

Stories
1080 x 1920 pixels
(9:16 ratio)

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Circular Monday has created a watermark which you can use on your social media content.

Be sure to always use the hashtag **#circularmonday** when publishing. On Instagram, use **.png** for the best quality.

[Download all content here](#)

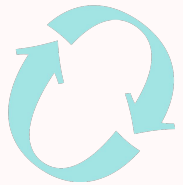


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24 Oct 2025



Introduction to circular economy

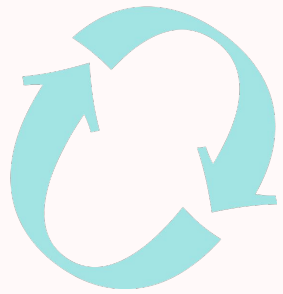
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua.

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Copy this slide to make your own
version for Instagram. Replace the text
and the image. Take a screenshot on a
full screen or export the slide as an
image.

Instagram Feed Post
1080 x 1350 pixels (4:5 ratio)

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24 Oct 2025

Introduction to circular economy

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua.

Copy this slide to make your own
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and the image. Take a screenshot on a
full screen or export the slide as an
image.

Instagram Feed Post
1080 x 1350 pixels (4:5 ratio)

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This is a colored
square for quotes and
facts for your
campaign. Use
half-bold white letters
and **extra bold black**
letters to highlight.

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and the image. Take a screenshot on a
full screen or export the slide as an
image.

Instagram Feed Post
1080 x 1350 pixels (4:5 ratio)

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