

FAITH & PURPOSE CLUBS

Social Media Brand Kit

**By Young Christian Leaders
Development Programs**

Purpose

To equip students with the tools and resources they need to confidently represent their club online while maintaining a consistent Faith & Purpose brand across every school.

Reason

Every FP Club is unique, but each is part of something bigger. We want you to have the confidence to create an online presence at your school while correctly representing YCL. We provide the logos, colors, templates, and guidelines; you bring the stories, people, and personality of your club.



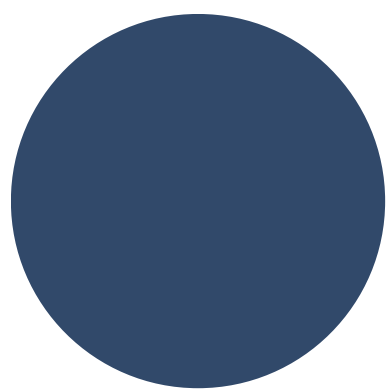
DEVELOPMENT PROGRAMS

FAITH & PURPOSE CLUBS

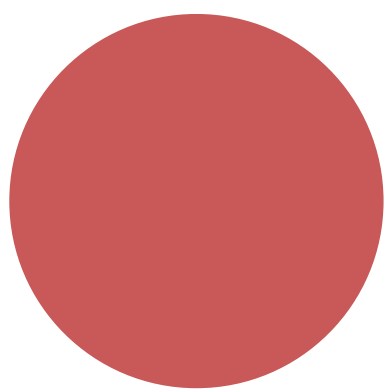
FAITH & PURPOSE CLUB

Brand Kit Overview

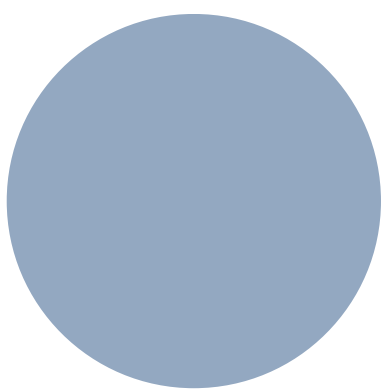
COLOR PALETTE



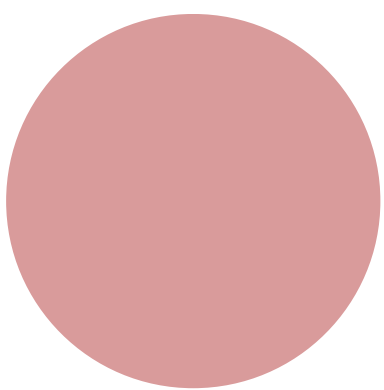
#31496a



#c95858



#93a8c1



#d99b9b



#f9f9f9



#fff8e8

FONT S

Aa

Wildcat

Aa

Poppins

Aa

Heading Now 71-78

LOGOS



INSTAGRAM ACCOUNT SETUP

Username Format

@faithandpurpose_schoolname

Examples:

- @faithandpurpose_plant
- @faithandpurpose_phs

Name Field ————— **Faith & Purpose Club | School Name**

Example:

Faith & Purpose Club | Plant High
Faith & Purpose Club | Plant Middle

Profile Picture

CHOOSE:

OPTION 1



OR

OPTION 2



- Both images can be found via the Canva folder
- You can customize option 2 through our Canva folder to add your school name.

Bio

Example:

 Student-led Christian club
 Weds at lunch in Room 123
All students are welcome!
Part of @yclprograms

Bio must
include “part of
@yclprograms”

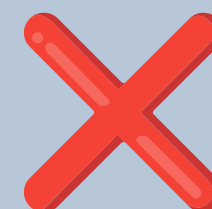
Link

In your profile setup, add the YCL website link:
{www.yclprograms.org}

CONTENT GUIDELINES



What to Post



- Bible verses
- Club photos/videos
- Student testimonies
- Encouragement
- Service projects
- Club announcements
- Promotional content

- Political debates
- Arguments online
- Personal information
- Students without permission
- Anything that does not represent Christ well

The Logos

Use:

- Primary logo
- Profile picture logo
- Horizontal logo
- Black/white version

Don't:

- Stretch logo
- Change colors
- Add effects
- Put on busy backgrounds

Customization

Do customize:

- School name
- Meeting time
- Photos/videos
- Caption
- School-specific content

Don't customize:

- Logos
- Organizational names
- Club name

ACCESSING CANVA RESOURCES

Everything you need to create your Faith & Purpose Club's social media is available via the links below.

Profile Photos → <https://canva.link/tkrf6010ib9vvdi>

Club Logos → <https://canva.link/tkrf6010ib9vvdi>



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