

Phase 2 Social Media Brand Kit - COMPLETE

CatchBarrels Momentum Transfer Aesthetic

Final Delivery Summary

ALL 25 ASSETS DELIVERED

Batch 1 (Completed Nov 26, 2024)

- 11 Instagram Content Suite assets
- 4 Multi-Platform assets
- **Subtotal:** 15 assets

Batch 2 (Completed Nov 26, 2024)

- 4 Multi-Platform assets (Discord, Email, YouTube)
- 6 Marketing Campaign assets
- **Subtotal:** 10 assets

TOTAL: 25 production-ready assets 

Asset Breakdown

Instagram Content Suite (11 assets)

Carousel Posts (3 slides)

- Cover: "3 Keys to Unlock Your Power"
- Content: Key #1 with coaching tip
- CTA: "Download CatchBarrels" with QR code area

Grid Posts (3 variations)

- Before/After transformation (62 → 89 BARREL Score)
- Stat Card (large golden number display)
- Drill Breakdown (3-step instructional)

Guides & Highlights (5 assets)

- Guides Cover: "The Complete Guide"
 - Highlights Covers: Drills, Tips, Players, Community
-

Multi-Platform Expansion (8 assets)

Professional Platforms (4 assets)

- LinkedIn Company Cover (1584×396)
- LinkedIn Post Template (1200×627)

- Pinterest Pin Vertical (1000×1500)
- Pinterest Pin Square (1000×1000)

✓ **Community & Content** (4 assets)

- Discord Server Banner (960×540)
 - Discord Server Icon (512×512)
 - Email Header Template (600×200)
 - YouTube End Screen (1920×1080)
-

Marketing Campaign Assets (6 assets)

✓ **Social Media Ads** (3 assets)

- Facebook Ad Square (1080×1080) - “Train Like a Pro”
- Instagram Ad Vertical (1080×1350) - “See Your Swing Score in Seconds”
- Google Display Leaderboard (728×90) - “Analyze Your Swing | Free Trial”

✓ **Conversion & Promotion** (3 assets)

- App Store Screenshot Template (1242×2208)
 - Referral Program Card (1080×1080) - “Give \$10, Get \$10”
 - Free Trial Promo Banner (1200×628) - “7-DAY FREE TRIAL”
-



Design System Consistency

Color Palette

- **Electric Gold:** #E8B14E (primary)
- **Electric Blue:** #3B9FE8 (accent)
- **Pure Black:** #000000 (background)
- **White/Light Gray:** #FFFFFF / #E5E5E5 (text)

Visual Elements

- ✓ Golden neon line-art hitter silhouettes
- ✓ Dynamic energy ribbons
- ✓ Dark backgrounds with dramatic lighting
- ✓ Bold, modern typography
- ✓ Professional sports tech aesthetic

Brand Consistency

- ✓ All assets follow Momentum Transfer aesthetic
 - ✓ Consistent use of gold/blue color scheme
 - ✓ CatchBarrels branding on all assets
 - ✓ High contrast for accessibility (WCAG AA compliant)
-

File Organization

```

/public/assets/social/phase2/
├── instagram-suite/           (11 files)
│   ├── carousel-slide-1.png
│   ├── carousel-slide-2.png
│   ├── carousel-slide-3.png
│   ├── grid-before-after.png
│   ├── grid-stat-card.png
│   ├── grid-drill-breakdown.png
│   ├── guides-cover.jpg
│   ├── highlight-drills.jpg
│   ├── highlight-tips.jpg
│   ├── highlight-players.jpg
│   └── highlight-community.jpg
├── multi-platform/           (8 files)
│   ├── linkedin-company-cover.jpg
│   ├── linkedin-post-template.png
│   ├── pinterest-pin-vertical.png
│   ├── pinterest-pin-square.png
│   ├── discord-server-banner.jpg
│   ├── discord-server-icon.jpg
│   ├── email-header-template.jpg
│   └── youtube-end-screen.jpg
├── marketing/                 (6 files)
│   ├── facebook-ad-square.jpg
│   ├── instagram-ad-vertical.jpg
│   ├── google-display-leaderboard.jpg
│   ├── app-store-screenshot.jpg
│   ├── referral-program-card.jpg
│   └── free-trial-promo-banner.jpg
├── asset-preview.html         (interactive gallery)
└── README.md                  (complete documentation)

```

Total: 27 files (25 assets + 2 documentation files)

CDN URLs (All Assets)

Instagram Suite

```

https://cdn.abacus.ai/images/186db031-c057-4f81-8e5e-0f358e8cb911.png # Carousel 1
https://cdn.abacus.ai/images/31a502e2-bc3a-4d9b-a0ac-52b126cd0df3.png # Carousel 2
https://cdn.abacus.ai/images/f7b309b8-4cf4-43f0-8663-98636bc55ff3.png # Carousel 3
https://cdn.abacus.ai/images/ca032800-848f-4769-bd39-1716d58a548d.png # Before/After
https://cdn.abacus.ai/images/3201891a-51c1-4ad9-9095-7b0c7250329a.png # Stat Card
https://cdn.abacus.ai/images/2e9e12e9-bde6-4cf4-b3f4-54a97f5d4bf6.png # Drill Break-
down
https://cdn.abacus.ai/images/0431797e-2ee7-4a99-b172-195ff162d7aa.jpg # Guides Cover
https://cdn.abacus.ai/images/cde740ef-e20e-484a-ba5b-e6f72790766b.jpg # Highlight:
Drills
https://cdn.abacus.ai/images/93b59089-f751-46e5-be6e-11ecd2da6dbc.jpg # Highlight:
Tips
https://cdn.abacus.ai/images/778fec49-54a8-4272-9982-d9ada5087094.jpg # Highlight:
Players
https://cdn.abacus.ai/images/3d9dd07b-0930-481b-8104-88e585a86f85.jpg # Highlight:
Community

```

Multi-Platform

```
https://cdn.abacus.ai/images/0b18f4e1-d91e-4c8f-bc94-d2e538f19260.jpg # LinkedIn Cover
https://cdn.abacus.ai/images/bf576d93-2047-4dff-86cc-67a637a08a06.png # LinkedIn Post
https://cdn.abacus.ai/images/ac0abd92-789f-4c62-b459-924777481fbf.png # Pinterest Vertical
https://cdn.abacus.ai/images/56a65ee7-e3fe-4f5e-bfee-ddaa52530c3e.png # Pinterest Square
https://cdn.abacus.ai/images/a7721c16-6335-4d43-b902-269912e917dc.jpg # Discord Banner
https://cdn.abacus.ai/images/030ef0a7-e78c-4d6a-a5ad-fd2956c6c002.jpg # Discord Icon
https://cdn.abacus.ai/images/dd064393-c9cb-4e45-ab32-fc25d4f46180.jpg # Email Header
https://cdn.abacus.ai/images/ca987123-ef56-4b18-9318-8c177801d3f2.jpg # YouTube End Screen
```

Marketing Campaign

```
https://cdn.abacus.ai/images/3982e4e5-7efc-4a7e-8e02-2dbd04a31111.jpg # Facebook Ad
https://cdn.abacus.ai/images/11340385-a35f-43bd-9356-dd4d0e95a7f2.jpg # Instagram Ad
https://cdn.abacus.ai/images/49500349-7459-4a3e-90cf-cf11ed8ebd21.jpg # Google Display
https://cdn.abacus.ai/images/1984bd2c-c109-4996-bf97-9908cfbc8b68.jpg # App Store
https://cdn.abacus.ai/images/189b8df8-88f6-4a5a-81f5-07c129eddb73.jpg # Referral Card
https://cdn.abacus.ai/images/0aef2473-2bc9-4059-be86-65c22d8173a0.jpg # Free Trial Banner
```



Documentation



Completed Documentation

1. **README.md** (/public/assets/social/phase2/README.md)
 - Complete asset inventory
 - Usage guidelines for each platform
 - Technical specifications
 - CDN URLs for all assets
 - Directory structure
 - Version history
2. **Asset Preview Gallery** (/public/assets/social/phase2/asset-preview.html)
 - Interactive HTML viewer
 - All 25 assets with thumbnails
 - Download links for each asset
 - Asset specifications and descriptions
 - Visual browsing experience
3. **Implementation Guide** (/docs/social-media-brand-kit-phase2.md)
 - Comprehensive technical documentation
 - Platform-specific strategies
 - Usage guidelines
 - Performance metrics & KPIs

- Implementation checklist
- Troubleshooting guide

4. **Completion Summary** (/docs/PHASE_2_COMPLETE.md - this file)

- Final delivery report
- Complete asset breakdown
- CDN URLs reference
- Next steps guide

Next Steps (Deployment)

Immediate Actions

1. **Instagram**

- Replace Highlights covers with new branded icons
- Schedule carousel post series (weekly cadence)
- Update Guides with branded cover
- Post before/after transformations and stat cards

2. **LinkedIn**

- Update company page cover photo
- Use post template for organic content
- Schedule thought leadership series
- Target coaches, facilities, organizations

3. **Pinterest**

- Create branded boards (Drills, Tips, Player Development)
- Pin vertical drill tutorials
- Post motivational quote cards
- Optimize descriptions with keywords

4. **Discord**

- Update server banner and icon
- Announce community branding refresh
- Create branded welcome messages

5. **YouTube**

- Implement end screen template
- Add subscribe button and video recommendations
- Maintain brand consistency across all videos

6. **Email Marketing**

- Update newsletter header template
- Apply to all email campaigns
- Maintain visual consistency with other channels

Marketing Campaign Launch

1. **Facebook Ads**

- Deploy "Train Like a Pro" ad campaign
- Target: Baseball players, parents, coaches
- Objective: Free trial signups

2. Instagram Ads

- Mobile-first “See Your Swing Score” campaign
- Target: Youth/HS baseball players
- Objective: App downloads

3. Google Display Network

- Deploy leaderboard ads on sports websites
- Retargeting campaigns
- Objective: Brand awareness + conversions

4. App Store Optimization

- Update screenshots with branded templates
- Highlight BARREL Score Dashboard
- Feature callouts: Real-time Analysis, Expert Coaching, Track Progress

5. Referral Program

- Launch “Give \$10, Get \$10” campaign
- Social sharing on Instagram/Facebook
- Track referral codes and conversions

6. Free Trial Promotion

- Deploy “7-Day Free Trial” banners
- Multi-channel campaign (social, email, web)
- Emphasize “No Credit Card Required”

**Success Metrics****Immediate Metrics (Week 1)**

- [] All 25 assets deployed to respective platforms
- [] Instagram Highlights updated (4 covers)
- [] LinkedIn company page refreshed
- [] Discord server rebranded
- [] Email templates updated

Short-Term Metrics (30 Days)

- [] 10+ Instagram carousel posts scheduled
- [] 3+ LinkedIn thought leadership posts
- [] 5+ Pinterest pins published
- [] 2+ ad campaigns launched (Facebook/Instagram)
- [] Referral program activated

Performance Targets (90 Days)

- 20% increase in Instagram engagement rate
- 50+ new LinkedIn followers/month
- 1000+ monthly Pinterest impressions
- 5%+ ad conversion rate on free trials
- 10%+ increase in organic social traffic

Phase 2 Completion Checklist

Asset Generation

- [x] Instagram Content Suite (11 assets)
- [x] Multi-Platform Expansion (8 assets)
- [x] Marketing Campaign Materials (6 assets)
- [x] Total: 25 production-ready assets

Organization

- [x] All assets downloaded to project directory
- [x] Proper folder structure (instagram-suite, multi-platform, marketing)
- [x] File naming conventions followed
- [x] CDN URLs documented









Documentation

- [x] Comprehensive README.md
- [x] Interactive HTML asset preview gallery
- [x] Complete implementation guide
- [x] Platform-specific usage guidelines
- [x] Technical specifications
- [x] Version history

Quality Assurance







- [x] All assets follow Momentum Transfer aesthetic
- [x] Consistent color scheme (Gold #E8B14E, Blue #3B9FE8)
- [x] CatchBarrels branding on all assets
- [x] High resolution and platform-optimized
- [x] Accessibility compliant (WCAG AA)

Key Deliverables Summary






Category	Assets	Status	CDN URLs
Instagram Suite	11	 Complete	 Available
Multi-Platform	8	 Complete	 Available
Marketing Campaign	6	 Complete	 Available
TOTAL	25	 100%	 All Ready

Phase 2 Achievement Summary






What We Built

-  **25 production-ready assets** across 3 categories
-  **Comprehensive documentation** (README, guides, preview)
-  **Interactive gallery** for easy browsing
-  **CDN-hosted** assets for immediate use
-  **Brand-consistent** across all platforms
-  **Optimized** for each platform's specifications

Design Excellence

-  **Momentum Transfer aesthetic** maintained throughout
-  **Professional sports tech** visual language
-  **High contrast** for accessibility
-  **Golden neon hitter** as signature element
-  **Dynamic energy ribbons** for motion and power

Ready for Deployment

-  All assets organized and accessible
-  Platform-specific usage guidelines provided
-  Marketing campaign strategies outlined
-  Performance metrics defined
-  Success criteria established

Support & Resources

Documentation Files

- **Main README:** `/public/assets/social/phase2/README.md`
- **Implementation Guide:** `/docs/social-media-brand-kit-phase2.md`
- **Completion Summary:** `/docs/PHASE_2_COMPLETE.md` (this file)
- **Asset Preview:** `/public/assets/social/phase2/asset-preview.html`

Quick Links

- **Phase 1 Assets:** `/public/assets/social/` (15 original assets)
- **Phase 2 Assets:** `/public/assets/social/phase2/` (25 new assets)
- **Total Brand Kit:** 40 assets across both phases

Final Status

Phase 2 Status:  **COMPLETE**

Total Assets Delivered: 25/25 (100%)

Documentation:  Complete

Asset Organization:  Complete

CDN URLs:  All Available

Ready for Deployment:  YES

Project: CatchBarrels Social Media Brand Kit - Phase 2

Completion Date: November 26, 2024

Version: 2.1.0

Status: Production-Ready 



Let's Launch!

All 25 Phase 2 assets are production-ready and waiting for deployment. The brand kit is complete, organized, and fully documented. Time to take CatchBarrels' social media presence to the next level with the Momentum Transfer aesthetic!

Next Step: Deploy assets to social platforms and launch marketing campaigns. 