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# LaunchToLead - Canva Brand Kit Setup
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Copy these values into your Canva Brand Kit (Brand > Brand Kit).
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## ## 🎨 BRAND COLORS

### ### Primary Colors (Add in this order)

Color Name	Hex Code	Use For
**Brand Primary**	`#064e3b`	Headings, primary buttons, main accents
**Brand Secondary**	`#14b8a6`	Icons, gradients, secondary buttons
**Brand Accent**	`#a3e635`	Highlights, attention-grabbing elements
**Brand Light**	`#ecfdf5`	Backgrounds, subtle sections
**White**	`#ffffff`	Cards, content areas

### ### Supporting Colors (Gray Scale)

Color Name	Hex Code	Use For
**Text Dark**	`#1f2937`	Body text (gray-800)
**Text Medium**	`#4b5563`	Secondary text (gray-600)
**Text Light**	`#9ca3af`	Muted text (gray-400)

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## ## 🚀 SERVICE-SPECIFIC COLORS

### ### Launch Path (Emerald/Teal - Job Search)

\*Uses the primary brand colors above\*

Color Name	Hex Code	Use For
Launch Primary	`#064e3b`	Headings, buttons
Launch Secondary	`#14b8a6`	Icons, accents
Launch Accent	`#a3e635`	Highlights
Launch Light	`#ecfdf5`	Backgrounds

### ### Pivot (Amber - Career Change)

Color Name	Hex Code	Use For
Pivot Primary	`#b45309`	Headings, buttons
Pivot Secondary	`#f59e0b`	Icons, accents
Pivot Light	`#fffbef`	Backgrounds

### ### Accelerate (Indigo - Leadership)

Color Name	Hex Code	Use For
Accelerate Primary	`#4338ca`	Headings, buttons
Accelerate Secondary	`#6366f1`	Icons, accents
Accelerate Light	`#eef2ff`	Backgrounds

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## ## 💾 FONTS

### ### Primary Font

\*\*Plus Jakarta Sans\*\* (Google Font)

1. In Canva: Go to \*\*Brand Kit\*\* > \*\*Fonts\*\* > \*\*Upload a font\*\* or search "Plus Jakarta Sans"
2. If not available in Canva, use \*\*Poppins\*\* or \*\*DM Sans\*\* as alternatives

### ### Font Weights to Add

Weight	Use For
**Extra Bold (800)**	Main headlines, hero text
**Bold (700)**	Section headings, buttons
**Semi-Bold (600)**	Subheadings, emphasis
**Medium (500)**	Navigation, labels
**Regular (400)**	Body text
**Light (300)**	Large display text (optional)

### ### Font Hierarchy (Text Styles to Create)

Style Name	Size	Weight	Color
**Heading 1**	48-60px	Extra Bold	`#064e3b`
**Heading 2**	36-42px	Bold	`#064e3b`
**Heading 3**	24-28px	Bold	`#064e3b`
**Body Large**	18-20px	Regular	`#4b5563`
**Body**	16px	Regular	`#4b5563`
**Caption**	14px	Medium	`#9ca3af`
**Button**	16-18px	Semi-Bold	`#ffffff` or `#064e3b`
**Badge**	12-14px	Semi-Bold	`#14b8a6`

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## ## DESIGN ELEMENTS

### ### Corner Radius

- \*\*Cards\*\*: 12-16px (rounded-xl)
- \*\*Buttons\*\*: 9999px (fully rounded/pill shape)
- \*\*Badges\*\*: 9999px (fully rounded)
- \*\*Icons\*\*: 12px (rounded-lg)

### ### Standard Gradients

\*\*Primary Gradient\*\* (for backgrounds):

From: #064e3b (Brand Primary)  
To: #14b8a6 (Brand Secondary)  
Direction: Top to Bottom or Left to Right  
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\*\*Accent Gradient\*\* (for highlights):

From: #14b8a6 (Brand Secondary)  
To: #a3e635 (Brand Accent)  
Direction: Left to Right  
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### Shadow/Glow Effects
- **Soft shadow**: Subtle drop shadow for cards
- **Glow effect**: Teal glow (`#14b8a6` at 25% opacity) for CTAs
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## ## 🌈 LOGOS & GRAPHICS

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### Logo Text
- **Brand Name**: LaunchToLead
- **Tagline**: "Engineer Your Next Role"
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### ### Icon Style

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- Use **Font Awesome** style solid icons
- Icon color: `#14b8a6` (Brand Secondary)
- Icon size: Proportional, typically 24-48px
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## ## 📱 SOCIAL MEDIA SIZES

### ### Profile Pictures

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- All platforms: 400x400px (square)
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### ### Cover/Banner Images

Platform	Size
LinkedIn Banner	1584 x 396px
Facebook Cover	820 x 312px
YouTube Banner	2560 x 1440px
X/Twitter Header	1500 x 500px

### ### Post Sizes

Platform	Size
LinkedIn Post	1200 x 1200px (square) or 1200 x 627px
Instagram Post	1080 x 1080px (square)
Instagram Story/Reel	1080 x 1920px
Facebook Post	1200 x 630px
X/Twitter Post	1600 x 900px
TikTok Video	1080 x 1920px
YouTube Thumbnail	1280 x 720px

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## ## ✅ QUICK COPY LIST

### ### Colors (Copy & Paste into Canva)

```
#064e3b
#14b8a6
#a3e635
#ecfdf5
#ffffff
#1f2937
#4b5563
#9ca3af
#b45309
#f59e0b
```

```
#ffffbeb  
#4338ca  
#6366f1  
#eef2ff  
` ``  
  
#### Brand Keywords  
- **Tone**: Professional, Supportive, Action-Oriented  
- **Mood**: Fresh, Growth-focused, Confident  
- **Style**: Clean, Modern, Approachable
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## ## 🔗 CANVA SETUP STEPS

1. \*\*Go to\*\* canva.com → Brand Kit (left sidebar)
2. \*\*Add Colors\*\*: Copy each hex code above
3. \*\*Add Font\*\*: Search "Plus Jakarta Sans" (or upload)
4. \*\*Create Text Styles\*\*: Use the hierarchy table above
5. \*\*Upload Logo\*\*: Add your logo files
6. \*\*Save Templates\*\*: Create branded templates for each social platform