

LaunchToLead - Canva Brand Kit Setup

Copy these values into your Canva Brand Kit (Brand > Brand Kit).

🎨 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)

🚀 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	`#fffbeb`	Backgrounds

Accelerate (Indigo - Leadership)

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

📄 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

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):

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From: #064e3b (Brand Primary)

To: #14b8a6 (Brand Secondary)

Direction: Top to Bottom or Left to Right

...

****Accent Gradient**** (for highlights):

...

From: #14b8a6 (Brand Secondary)

To: #a3e635 (Brand Accent)

Direction: Left to Right

...

Shadow/Glow Effects

- **Soft shadow**: Subtle drop shadow for cards
- **Glow effect**: Teal glow (`#14b8a6` at 25% opacity) for CTAs

📁 LOGOS & GRAPHICS

Logo Text

- **Brand Name**: LaunchToLead
- **Tagline**: "Engineer Your Next Role"

Icon Style

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

📱 SOCIAL MEDIA SIZES

Profile Pictures

- All platforms: 400x400px (square)

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

✅ QUICK COPY LIST

Colors (Copy & Paste into Canva)

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#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