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)

Sub-Brand: Pivot (Amber - Career Change)

Color Name	Hex Code
Pivot Primary	`#b45309`
Pivot Secondary	`#f59e0b`
Pivot Light	`#fffbeb`

Sub-Brand: Accelerate (Indigo - Leadership)

Color Name	Hex Code
Accelerate Primary	`#4338ca`
Accelerate Secondary	`#6366f1`
Accelerate Light	`#eef2ff`

🔤 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):
```
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)
```
#064e3b
#14b8a6
#a3e635
#ecfdf5
#ffffff
#1f2937
#4b5563
#9ca3af
#b45309
#f59e0b
#fffbeb
#4338ca
#6366f1
#eef2ff
```

Brand Keywords
- **Tone**: Professional, Supportive, Action-Oriented
- **Mood**: Fresh, Growth-focused, Confident
- **Style**: Clean, Modern, Approachable

🎯 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