



# Cru Social

August 2022

Hey social media managers – let's talk branding! The campus ministry has many specifications that help us maintain a unified look across our teams. Here are a few reminders:

## Colors

Most of us recognize Cru by the colors yellow, orange, dark blue, and light blue. However, do you know the exact shades to input when you are designing content?



*Yellow: Hex #FFCF07*

*Orange: Hex #FF9700*

*Dark Blue: Hex #007BC6*

*Light Blue: Hex #00C7E2*

You can copy and paste these codes right into whatever platform you are using to create your posts.

Out of all of these colors included in our logo, Cru Yellow is the most recognizable and is our preferred branding. To accent the yellow, we use a series of grays.



*Dark Gray: Hex #383F43*

*Medium Gray: Hex #9C9FA1*

*Light Gray: Hex #EBCCEC*

Canva Enterprise users can find these colors preset under "styles" when designing a post. If you are the primary, regular producer and/or publisher of media content for a U.S. ministry, department, project, or local team, you may submit a request for an enterprise license using [this form](#). This gives access to Canva Pro upon approval. Cru will cover the enterprise license cost for staff in communication roles as well as one license per field team.

Be on the lookout for additional branding tips in future Cru Social emails! If you need immediate support, check out Cru's [brand style guide](#).

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A message from Bill Kollar, Mission Expansion Team:

*Later this month, Cru is launching 'Take the Open Seat;' an Instagram, TikTok, and YouTube experience to help students explore faith in Jesus and connect to local movements. Your local Cru IG handle and/or your students may get a follow in the coming days. If so, we'd be grateful for a follow back. Starting next month, we'll offer content you can share as a part of your IG strategy. Please pray God works through 'Take the Open Seat' to connect students to Jesus and to local movements.*

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## **August Templates**

[August 17: National Non-Profit Day](#)

[August 23: World Water Week - For those with Filter of Hope partnerships](#)

End of August: Back to School

- [Feed Graphic](#)
- [Story Graphic](#)
- [Encouragement](#) (put actual IG question sticker on top of the example!)
- [Who We Are](#)
- [Staff Intros](#)

## FALL RETREAT PROMO

Our summer interns and staff worked together to create three different social media design packages with the theme "Unplugged, Recharged, Rooted." We would love for you to use whichever one best fits the aesthetic of your event!

**Design One:** [Feed Posts](#) "Miscellaneous" - good for any team!

Design One: [Story Posts](#)

**Design Two:** [Feed Posts](#) "City"

Design Two: [Feed Posts](#) (Alternate Colors)

Design Two: [Story Posts](#)

Design Two: [Story Posts](#) (Alternate Colors)

**Design Three:** [Feed Posts](#) "Country"

Design Three: [Story Posts](#)

[Shirt Designs](#)



### **Chelsea Hartzler**

Hi, I'm Chelsea Hartzler, Cru's National Social Media Coach, and I help staff build meaningful relationships on social media for ministry.



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