

## Co-Branding Guidelines for 2025 CAP Month Social Media Graphics

As we prepare for CAP Month this April, we want to ensure you have clear guidance on how to co-brand the official campaign graphics while maintaining consistency in our visual identity. Below are the key guidelines for co-branding:

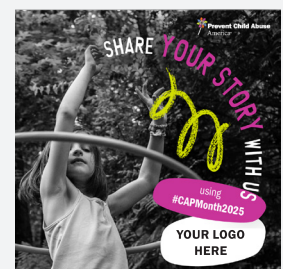
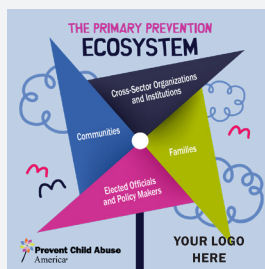
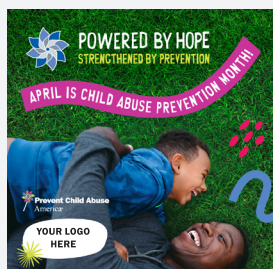
### Co-Branding Guidelines

- **Logos:** Your chapter logo can be added to the space as needed. See examples below.
- **Colors & Fonts:** To maintain brand consistency, the colors and fonts used in the graphics must not be altered in any way.
- **Content:** The text included in the graphics is final and should not be edited, removed, or replaced. Any additional information you'd like to share can be done in the caption or accompanying messaging.
- **Sizing & Placement:** Graphics should not be stretched, distorted, or resized in a way that affects their quality or readability.
- **Using and Accessing the Graphics:** The social media calendar outlines the dates, image and post copy for the month. Graphic tiles will be provided in a link. These graphics are PNG files that may be used in a wide variety of programs (including Canva). Graphic frames and stickers may be placed on top of your imagery (see examples below).

These guidelines help ensure a cohesive national campaign while allowing you to represent your chapter within the CAP Month materials. If you have any questions or need assistance with co-branding, please reach out to the Communications Team.

**Thank you for your cooperation. We look forward to a strong and unified campaign in April!**

Your chapter logo can be added to the available space on each tile



Examples of templates and stickers on an image (chapters will provide their own images)

