



KLBRI

Style Guide | Brand Identity Toolkit

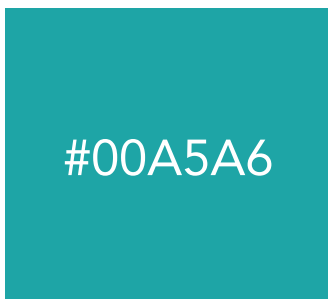
PRIMARY LOGO



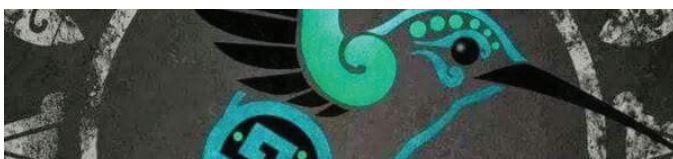
SECONDARY LOGO & SYMBOLS



COLOR PALETTE



INSPIRATION



TYPOGRAPHY

Logo Font: Montserrat Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body Font: Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

KLBRİ'S SOCIAL MEDIA TOOLKIT

GIVING TUESDAY CAMPAIGN

Thank you for helping us spread the word for our Giving Tuesday Fundraising Campaign, happening Tuesday, November 30th.

KLBRİ launched the Holistic Wellness and Mental Health Fund "Healing Fund" to increase access to holistic wellness and mental health services for communities that would otherwise not have access to these services. KLBRİ's focus will be street vendors in Los Angeles, survivor leaders, and social justice advocates and leaders.

KLBRİ is partnering up with local advocacy organizations and dedicating their efforts to supporting Los Angeles street vendors. Latinx Therapy is an inaugural partner in providing mental health support services.

Currently, we have a pilot group of eight street vendors from Community Power Collective in a group therapy series with our partner, Latinx Therapy, from October 2021 to December 2021. Our goal is to raise money to offer five 8-week group therapy session series to street vendors in 2022. Help us increase access to mental health services to Los Angeles Street Vendors. Our goal and focus is to raise at least \$10,000.

We have created a social media kit below to assist you as you share our campaign with your networks. We understand that we are experiencing unprecedented times and any fiscal support will be of great help.

We have included click to tweet posts which will generate a composed tweet that you can post on your Twitter account.

We have also included sample posts for Facebook, LinkedIn, and Instagram. Please note that there are two image sets. The first set of three images are related to a Giving Tuesday Giveaway that we were included in. This is a great incentive to give as it will enter donors into a giveaway for a chance to win amazing items from our micro-enterprise vendor partner Wild Luna Botanicals. We will also uplift our second micro-enterprise vendor partner Piel Peel and their items on sale that will directly donate a percentage of the proceeds to the KLBRİ Healing Fund.

The second set is one static post that captures our Giving Tuesday campaign and provides information about who we are, our work, and includes our campaign link.

As always, the best posts are the ones that come from the heart. Please feel free to customize and include a personalized statement of why you support KLBRİ and why your network should too.

KL BRI'S SOCIAL MEDIA TOOLKIT

GIVING TUESDAY CAMPAIGN

Sample Twitter Posts

Twitter Handel: @

Help [tag KL BRI page] #SupportLosAngelesStreetVendors with their goal to raise \$10,000 for the KL BRI Healing Fund and ensure their impact can continue in 2022. Donate at [insert link] #GivingTuesday #Donate #KL BRI#Grassroots #SupportLosAngelesStreetVendors

Join me in supporting [tag KL BRI page]. Donate this Giving Tuesday to help to sustain and build their collective grassroots efforts for collective healing [insert link] #GivingTuesday #Donate #KL BRI#Grassroots #SupportLosAngelesStreetVendors

Support [tag KL BRI page] healing-centered work. Donate this Giving Tuesday to the KL BRI Healing Fund to increase access to holistic wellness and mental health services for street vendors [insert link] #GivingTuesday #Donate #KL BRI#Grassroots #SupportLosAngelesStreetVendors

Support my work as a student consultant for [tag KL BRI page] | & help us reach our goal to raise at least \$10,000 to increase access to mental health services to Los Angeles Street Vendors Donate at [insert link] #GivingTuesday #Donate #KL BRI#Grassroots #SupportLosAngelesStreetVendors

KL BRI'S SOCIAL MEDIA TOOLKIT

GIVING TUESDAY CAMPAIGN

Sample Facebook and LinkedIn Posts

FB Page: @KLBRIInstitute

LinkedIn Page: KLBRI

Support my work as an [MSW student consultant] for [tag KLBRI page] and help us reach our goal to raise at least \$10,000 to ensure our impact can continue in 2022. Donate at [insert link] #GivingTuesday #Donate #KLBRI#Grassroots #SupportLosAngelesStreetVendors

Join me in supporting [tag KLBRI page]. KLBRI is a grassroots start-up organization and fiscal project of Los Angeles Indigenous People Alliance, and relies on community support to build their capacity for collective healing. Donate this Giving Tuesday to the KLBRI Healing Fund and directly increase access to healing services for Street Vendors. Donate at [insert link] #GivingTuesday #Donate #KLBRI#Grassroots #SupportLosAngelesStreetVendors

Donate \$25 to [tag KLBRI page] to be entered into a giving Tuesday Giveaway for a chance to win a @WildLunaBotanicals gift basket retailed at \$75. Donate at [insert link] by November 30th, 2021. #GivingTuesday #Donate #KLBRI#Grassroots #SupportLosAngelesStreetVendors

KL Bri's Social Media Toolkit

GIVING TUESDAY CAMPAIGN

Sample Instagram Posts

IG Handle: @klbri_institute



Donate \$25 to [tag KLBRI page] to be entered into a giving Tuesday Giveaway for a chance to win a @WildLunaBotanicals gift basket retailed at \$75. Donate at [insert link] by November 30th, 2021. #GivingTuesday #Donate #KLBRI#Grassroots #SupportLosAngelesStreetVendors