

# warmer

## Social Toolkit

All hi-res social graphics can be found [in this Google Drive folder](#).

### General Guidelines:

- ☐ Capitalize W when writing the word Warmer in text or use the official wordmark (logo) for Warmer when you can – [available for download here](#).
- ☐ Use Warmer's official colors when you can.



Warmer Dark Green #2B6660



Warmer Light Green #5DBB92



Warmer Pink #F81799



Warmer Ink #112A28



Warmer Yellow #F9D741



Warmer Orange #FF6C1E



Warmer Red #77012D



Warmer Cream #F9F3EB

- ☐ Warmer is a peer-support platform, not a replacement for therapy, nor is it a resource for medical advice. Please avoid any suggestion as such.
- ☐ Please direct people to these official Warmer links to sign up or learn more:
  - Website: <https://withwarmer.com/>
  - Instagram: <https://www.instagram.com/warmerhq>
  - Facebook: <https://www.facebook.com/warmerhq>
  - TikTok: <https://www.tiktok.com/@warmerhq>
  - LinkedIn: <https://www.linkedin.com/company/warmerhq>

*For any custom graphics or questions about promoting Warmer in social media or in the press, please contact [social@withwarmer.com](mailto:social@withwarmer.com).*

## How to share and promote Warmer on social media:

1. Decide on which platform(s) you will promote Warmer (Instagram, TikTok, Facebook, LinkedIn, X, etc.)  
*Thank you for helping us to spread the word!*
2. Pick one (or more) of the below graphics – there are three designs you can choose from.  
*Don't use the screenshots below, but please download the hi-res versions [in this folder](#) instead.*
3. [Download the right size](#) for the specific platform and format where you'll promote Warmer.  
*Eg. Instagram Feed (Portrait), Instagram Stories (9x16), Facebook Feed, etc.*
4. Write a caption or add custom text/stickers (we've given you a few suggestions below) to give more context for why you love Warmer or why you are encouraging others to sign up.
5. Where possible, add links to [our website](#) or send people to our social pages (links are above).
6. Publish!  
*Consider promoting Warmer using additional formats (video, feed, Stories, carousel) and platforms too — not just one!*

Instagram Feed  
(Portrait)



Facebook Feed  
(Portrait)



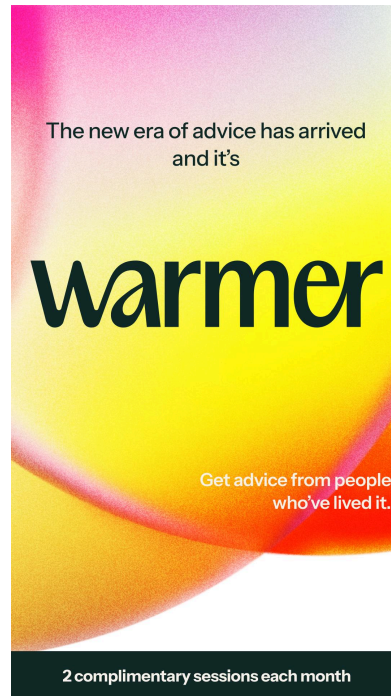
Suggested Captions for active everyday experts (those who are giving help)

Don't go at it alone - find me on Warmer.  
The lessons I've learned the hard way can be your playbook.  
Find me on Warmer! I get what you're going through.

Suggested Captions for customers (those who are getting help)

I just had my first session on Warmer and now I have to recommend this!  
I can't tell you the relief I feel after talking with someone on Warmer.  
Check out this new app that's connecting people based on real life sh\*t we experience.

Instagram, Facebook  
Stories, or TikTok  
(9x16)



Suggested Text/Stickers

We've left space at the top of these Stories assets so that you can add more context or links at the top, such as:

- Text personalization (such as "I love this app!" or "I just signed up!")
- Link Sticker using <https://withwarmer.com/>  
With the call-to-action text "Sign up here" or "Learn more"
- Account Tag Sticker: @warmerhq
- Your favorite song that you associate with the promise and benefit of getting a new kind of help through the Warmer web app.