



## Social Toolkit

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

### General Guidelines:

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



Fello Black #282828



Fello Orange #FF703E



Fello Dark Blue #1961CF



Fello Pink #EB9FED



Fello Yellow #FFDE2E



Fello Light Blue #9CC5FF



Fello Green #61A87F



Fello Cream #F0EBD9

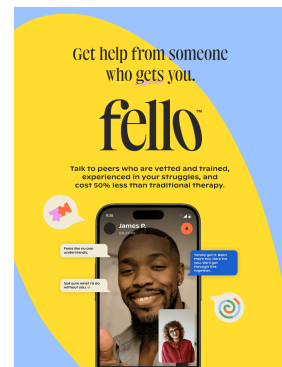
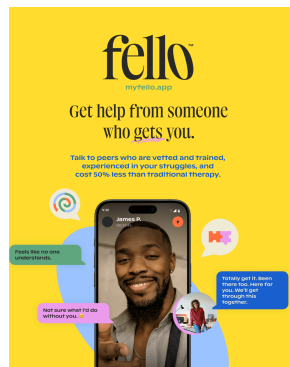
- Fello is a peer-support platform, not a replacement for therapy, nor is it a resource for medical advice. Please avoid any suggestion as such.
- Please direct people to these official Fello links to sign up or learn more:  
Website: <https://www.myfello.app/>  
Instagram: <https://www.instagram.com/myfello.app>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

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

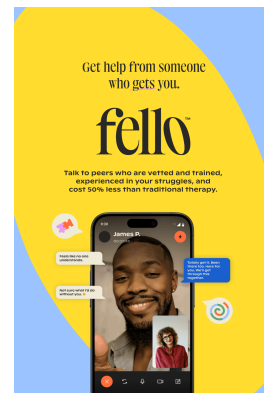
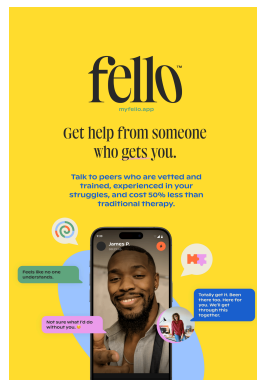
## How to share and promote Fello on social media:

1. Decide on which platform(s) you will promote Fello (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 Fello.  
*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 Fello or why you are encouraging others sign up.
5. Where possible, add links to [our website](#) or send people to our social pages (links are above).
6. Publish!  
*Consider promoting Fello using additional formats (video, feed, Stories, carousel) and platforms too – not just one!*

### Instagram Feed (Portrait)



### Facebook Feed (Portrait)



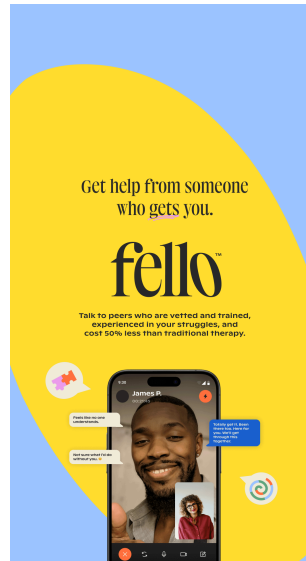
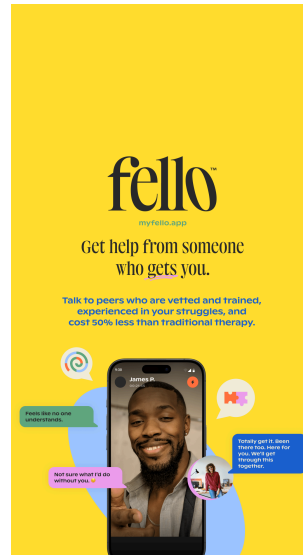
Suggested Captions for active Fellos (those who are giving help)

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

Suggested Captions for Finders (those who are getting help)

I just had my first check-in on Fello and now I have to recommend this!  
I can't tell you the relief I feel after talking with someone on Fello.  
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://www.myfello.app/> With the call-to-action text "Sign up here" or "Learn more"
- Account Tag Sticker: @myfello.app
- Your favorite song that you associate with the promise and benefit of getting a new kind of help through the Fello app.