

NJ CLIMATE WEEK



SOCIAL MEDIA TOOLKIT

Badges, photo frames, banners, and captions for hosts, speakers, sponsors, and ambassadors. September 28 to October 5, 2026.

njclimateweek.com · [@njclimateweek](https://twitter.com/njclimateweek) · [#NJClimateWeek](https://twitter.com/njclimateweek)

NJ Climate Week is an independent community initiative. It is not affiliated with or endorsed by the New Jersey Department of Environmental Protection or the State of New Jersey.

WHAT'S IN THE FOLDER

badges/	"I'm hosting", "I'm speaking", "Proud sponsor", "Ambassador". Transparent, 1080×1080. Light and dark versions.
photo-frames/	Transparent overlays for your headshot (circle) or event photo (square).
banners/	Cover images for LinkedIn, X, Facebook, YouTube. Light and dark.
posts/	Save-the-date post and stories. Light and dark.
virtual-backgrounds/	Zoom / Teams / Meet backgrounds.
logos/	Official logo files.

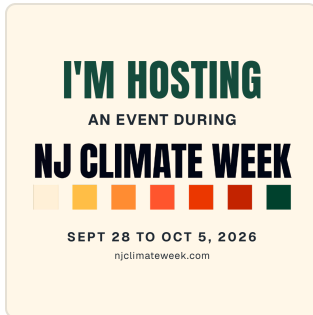
A few asks: use the files as they are (no stretching, recoloring, or cropping), describe us as an independent community initiative if you describe us at all, and tag @njclimateweek with #NJClimateWeek so we can reshare you.

GOOD TO KNOW

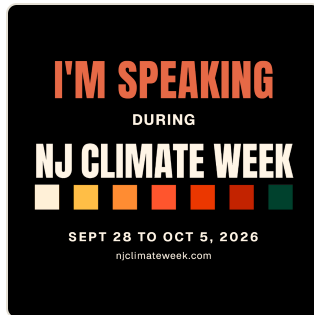
- NJ Climate Week: **September 28 to October 5, 2026**. Events across all 21 counties.
- An independent community initiative run by New Jersey volunteers.
- Anyone can host an event. Listing is free at njclimateweek.com.
- @njclimateweek on Instagram, X, Threads, TikTok. "NJ Climate Week" on Facebook.

BADGES

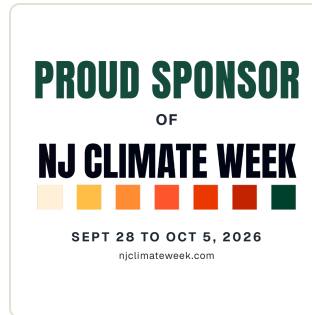
Post on their own, or drop onto a photo with a clean area behind the text. "For light backgrounds" has dark type; "for dark backgrounds" has cream type.



badge-host-for-light-backgrounds.png



badge-speaker-for-dark-backgrounds.png



badge-sponsor-for-light-backgrounds.png

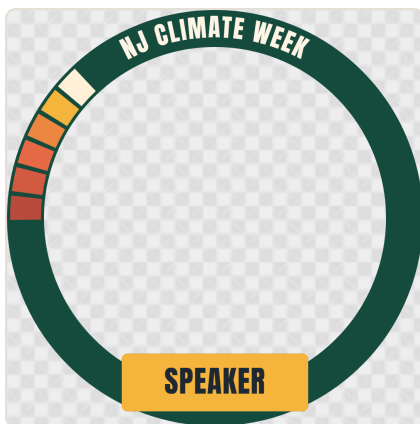


badge-ambassador-for-dark-backgrounds.png

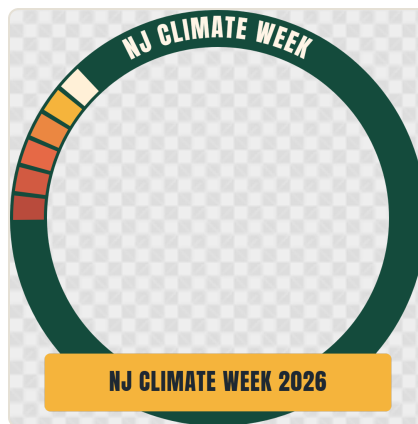
- **Host:** your event is listed on njclimateweek.com.
- **Speaker:** you're speaking, moderating, or performing at a listed event.
- **Sponsor:** confirmed sponsors and in-kind supporters.
- **Ambassador:** volunteers, board, and partners spreading the word.

PHOTO FRAMES

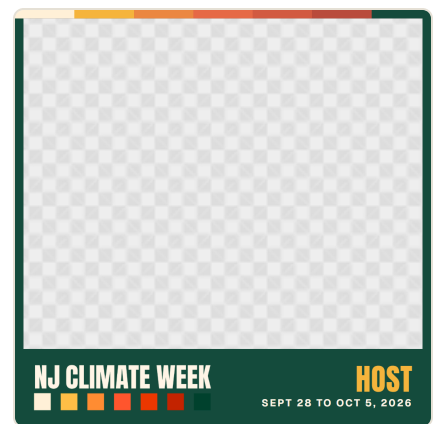
Layer over a square photo (1080×1080 or bigger). Circle frames are for profile pictures.



frame-circle-speaker.png



frame-circle-attending.png

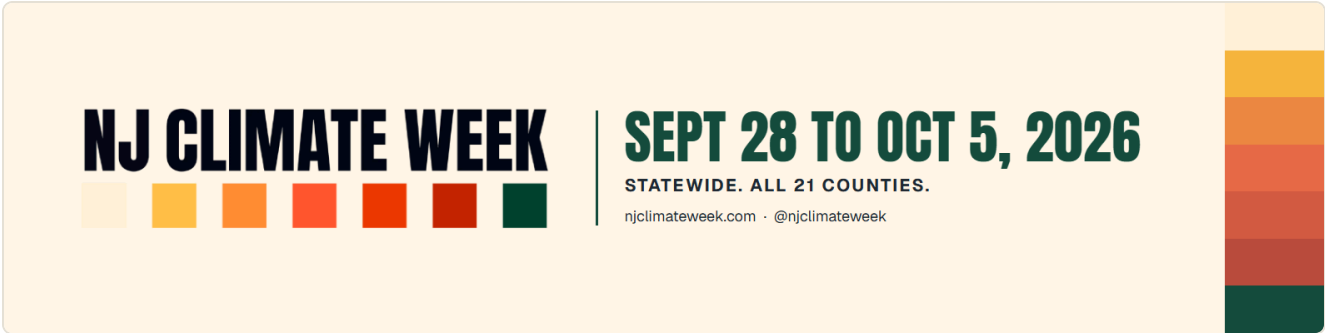


frame-square-host.png

How: in Canva, Photopea, or any app with layers, put your photo down first, then the frame PNG on top at full size. Export as PNG.

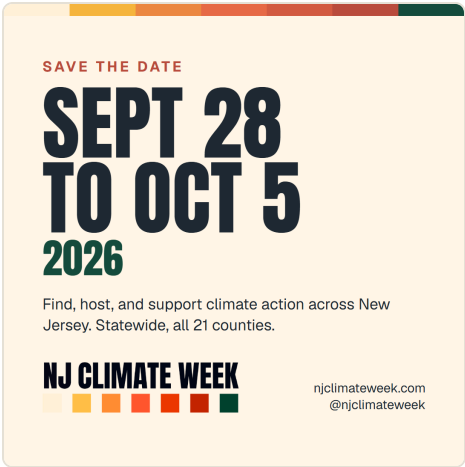
BANNERS

linkedin-personal-cover	1584 × 396	LinkedIn profile background
x-header	1500 × 500	X header
facebook-cover	1640 × 624	Facebook page, profile, group, event
youtube-channel-art	2560 × 1440	YouTube channel banner



Making your own? Anton headlines, Geist or Inter text, logos from logos/. Full rules in the Brand Guidelines PDF.

POSTS AND BACKGROUNDS



save-the-date-square · 1080×1080



zoom-background · 1920×1080

CAPTIONS

Edit freely. Swap in your event, town, and date. Tag @njclimateweek and add #NJClimateWeek. These are also in captions.txt in the folder.

Hosts

We're hosting [EVENT] during NJ Climate Week! [DAY, DATE] at [PLACE], [TOWN]. [What people will do.] Free and open to all. Full statewide calendar: njclimateweek.com @njclimateweek #NJClimateWeek

Speakers

I'm speaking during NJ Climate Week 🗣️ Catch me at [EVENT] on [DATE] in [TOWN] talking about [TOPIC]. Events across all 21 counties, Sept 28 to Oct 5, 2026: njclimateweek.com @njclimateweek #NJClimateWeek

Sponsors

[ORG] is a proud sponsor of NJ Climate Week, an independent community initiative connecting climate work across New Jersey. Sept 28 to Oct 5, 2026. njclimateweek.com @njclimateweek #NJClimateWeek

Ambassadors

Save the date: NJ Climate Week, Sept 28 to Oct 5, 2026. One week, all 21 counties: talks, cleanups, walks, workshops. Hosting something? Listing is free at njclimateweek.com @njclimateweek #NJClimateWeek

Short (X, Threads)

- Hosting [EVENT] for #NJClimateWeek, [DATE] in [TOWN]. njclimateweek.com
- I'm speaking at [EVENT] during #NJClimateWeek (Sept 28 to Oct 5, 2026). njclimateweek.com
- Proud to sponsor #NJClimateWeek. Sept 28 to Oct 5, 2026, all 21 counties. njclimateweek.com

Hashtags: #NJClimateWeek (main) · #NJClimateWeek2026 · your town or county.

PLEASE DON'T

- Stretch, recolor, or crop the badges, frames, or logo.
- Say or imply NJ Climate Week is run, funded, or endorsed by the State of NJ or NJDEP.
- Use the sponsor badge unless your sponsorship is confirmed.
- Use our name or logo to endorse a product, candidate, or position.

Need a custom size or a co-branded graphic? hello@njclimateweek.com. We're volunteers; give us a few days.