

Social Media & Press Kit

The Center — Sephardic Community Center

1901 Ocean Parkway, Brooklyn, NY 11223 · sclive.org

All assets created by Avinoam Ettun · avinoamettun@gmail.com · 2026

WHAT'S INSIDE

Complete Brand Asset Collection

This press kit contains ready-to-use social media assets for every major platform, print flyers, email banners, and more — all built with The Center's official brand colors, logo, and real photography.

| | Asset Type | Dimensions | Includes |
|-----|---------------------|----------------|---|
| ■ | Instagram Posts | 1080 x 1080 px | Events, programs, sports, senior center |
| ■ | Instagram Stories | 1080 x 1920 px | Camp, fitness, weekly events |
| ■ | Instagram Carousel | 1080 x 1080 px | Programs overview, membership plans |
| ■ | Quote & Stats Posts | 1080 x 1080 px | Quotes, by-the-numbers graphic |
| ■ | Facebook Posts | 1200 x 630 px | Camp, fitness, senior center |
| ■ ■ | Facebook Cover | 1640 x 624 px | Full-width profile cover |
| ■ | LinkedIn Posts | 1200 x 627 px | Professional announcements |
| ■ | Twitter / X Posts | 1600 x 900 px | Events, sports, fitness |
| ■ ■ | YouTube Thumbnails | 1280 x 720 px | Camp, fitness, carnival |
| ■ | WhatsApp Status | 1080 x 1920 px | Camp, fitness, senior |
| ■ ■ | Print Flyers (A4) | 1240 x 1754 px | Camp, fitness, senior center |
| ■ | Email Headers | 600 x 200 px | Camp, membership, events |

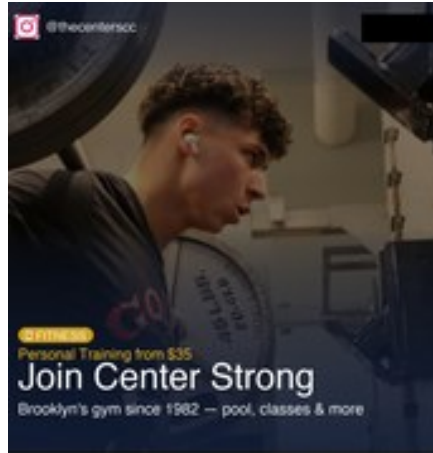
Instagram Posts - 1080 x 1080 px

EVENT & PROGRAM ANNOUNCEMENTS



Day Camp 2026

1080 x 1080



Center Strong

1080 x 1080



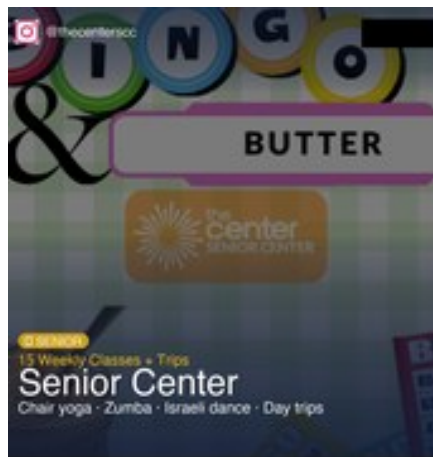
Ladies Night Out

1080 x 1080



Sports & Leagues

1080 x 1080



Senior Center

1080 x 1080



Membership Plans

1080 x 1080

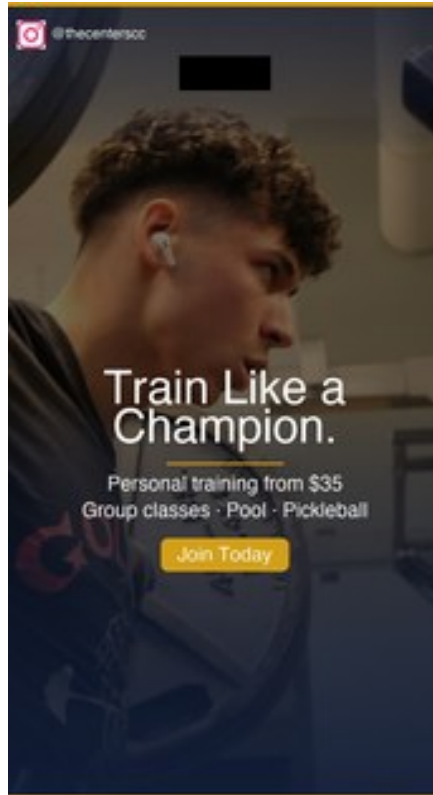
Instagram Stories - 1080 x 1920 px

VERTICAL FORMAT — FULL SCREEN



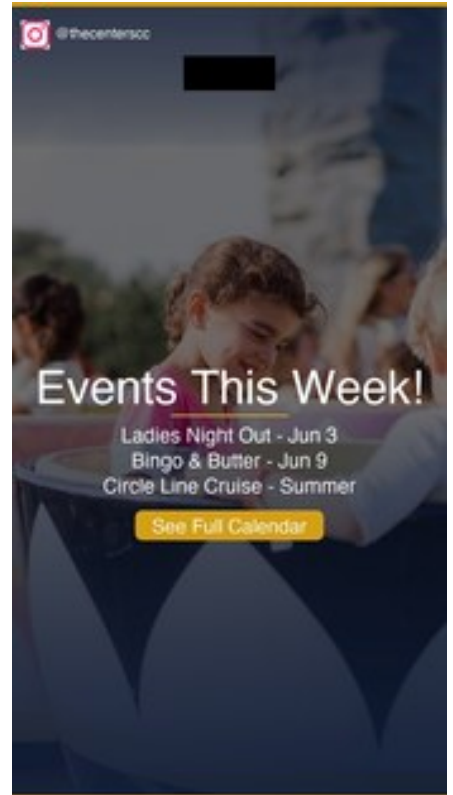
Day Camp Story

1080 x 1920



Fitness Story

1080 x 1920

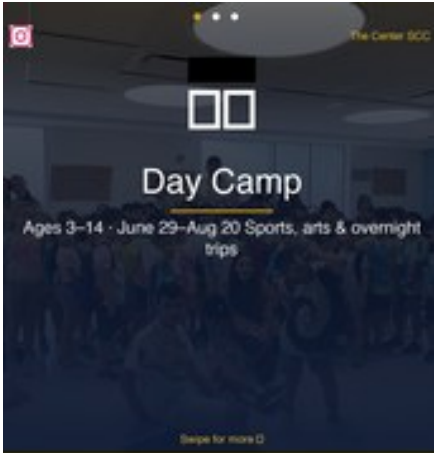


Events This Week

1080 x 1920

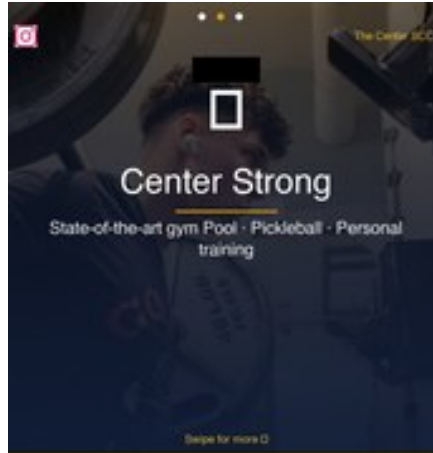
Instagram Carousel - 3 Slides Each

PROGRAMS CAROUSEL



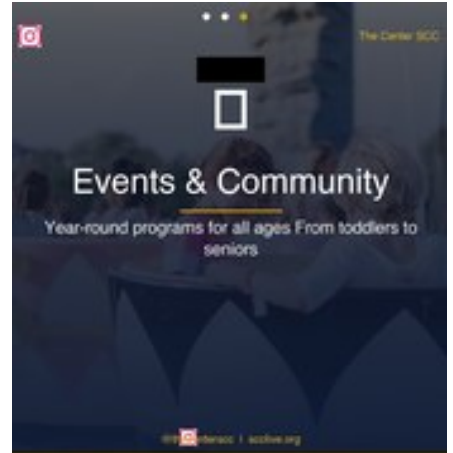
Slide 1 — Day Camp

1080 x 1080



Slide 2 — Center Strong

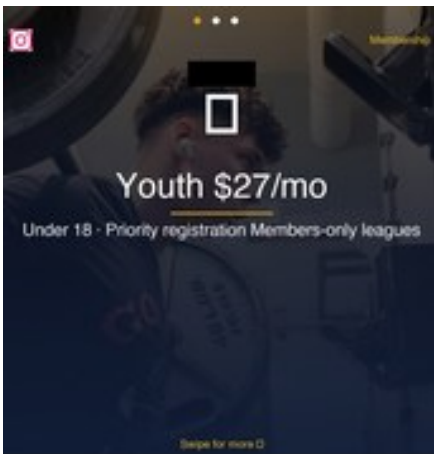
1080 x 1080



Slide 3 — Community

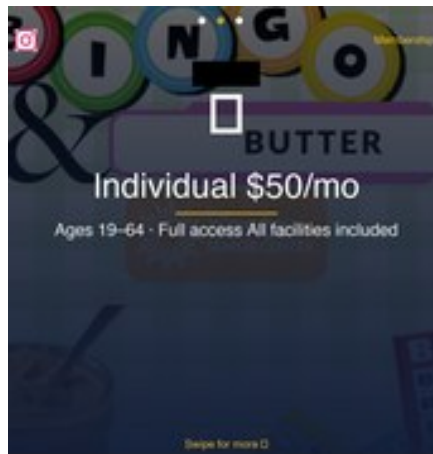
1080 x 1080

MEMBERSHIP CAROUSEL



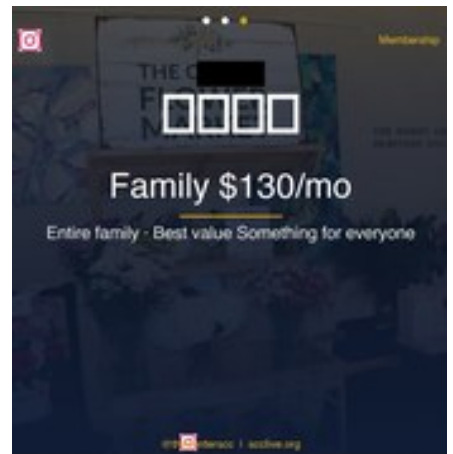
Slide 1 — Youth \$27

1080 x 1080



Slide 2 — Individual

1080 x 1080



Slide 3 — Family

1080 x 1080

Quote Posts & Stats - 1080 x 1080 px

QUOTE POSTS + BY THE NUMBERS



Quote — Preschool

1080 x 1080



Quote — Senior Center

1080 x 1080



Quote — Brand Tagline

1080 x 1080



Stats — By the Numbers

1080 x 1080

Facebook Posts & Cover

POSTS · 1200 × 630 px



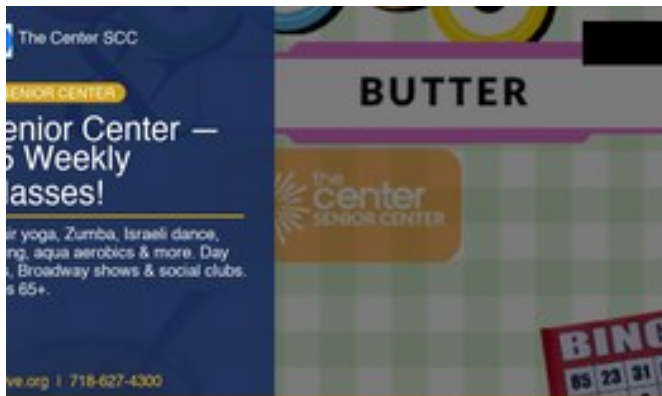
Day Camp 2026

1200 × 630



Center Strong

1200 × 630



Senior Center

1200 × 630

PROFILE COVER · 1640 × 624 px



Facebook Cover Photo

1640 × 624

■ LinkedIn Posts - 1200 x 627 px

PROFESSIONAL ANNOUNCEMENTS



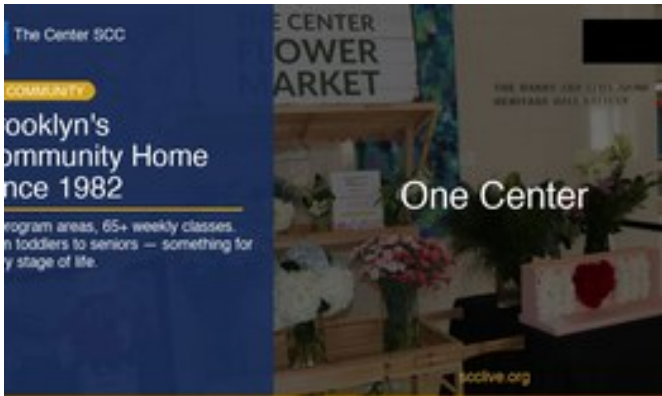
Center Strong

1200 x 627



Day Camp 2026

1200 x 627



Community Hub

1200 x 627

■ Twitter / X Posts - 1600 × 900 px



Day Camp
1600 × 900



Center Strong
1600 × 900



Sports Leagues
1600 × 900

■ YouTube Thumbnails - 1280 × 720 px



Fitness Story
1280 × 720

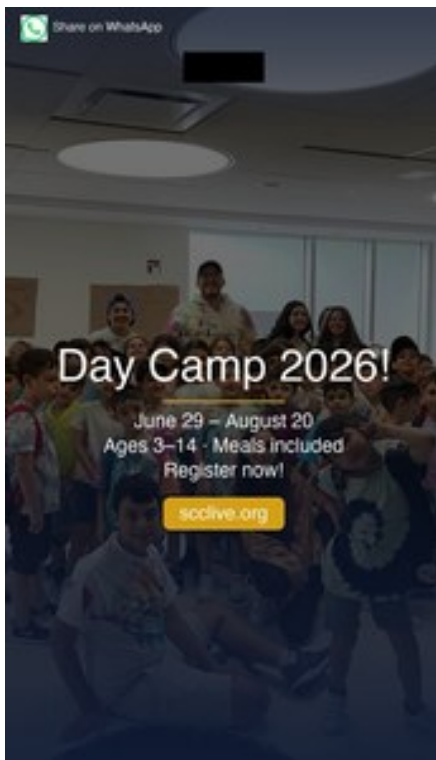


Day Camp Tour
1280 × 720



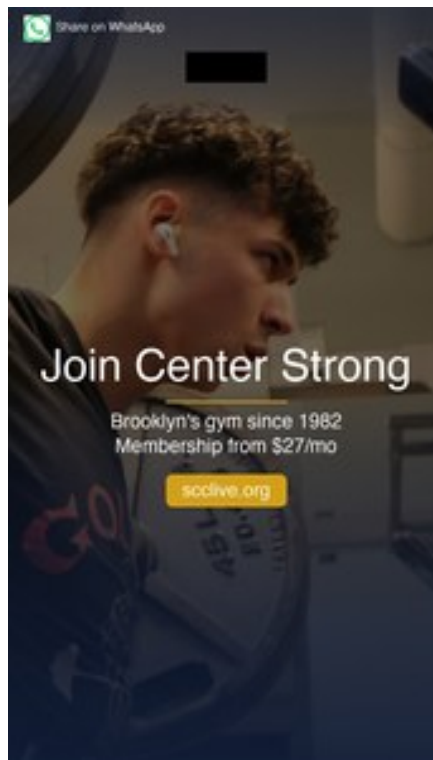
Carnival Highlights
1280 × 720

WhatsApp Status - 1080 x 1920 px



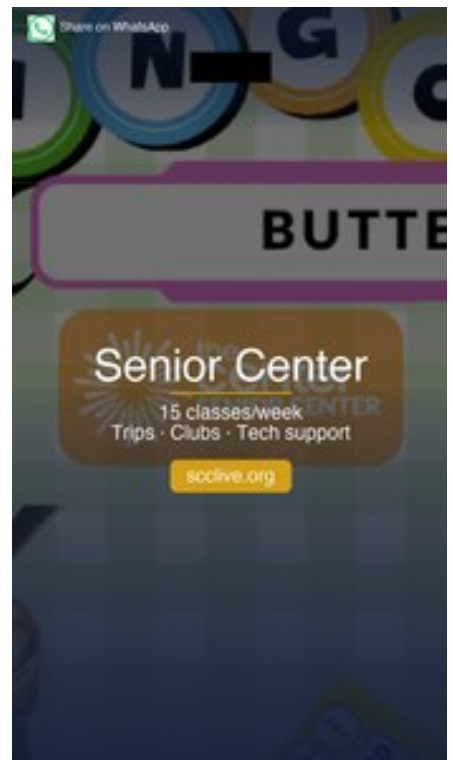
Day Camp

1080 x 1920



Fitness

1080 x 1920



Senior Center

1080 x 1920

Email Headers - 600 x 200 px



Camp — Email Header

600 x 200



Membership — Email Header

600 x 200



Events — Email Header

600 x 200

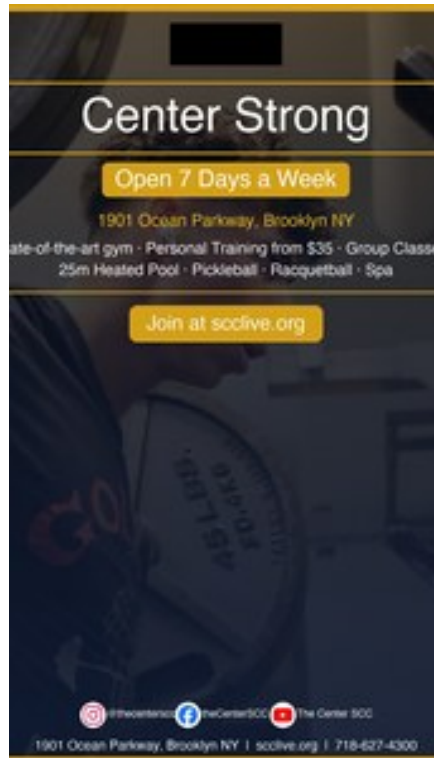
Print Flyers - A4 Format - Ready to Print

A4 PORTRAIT FLYERS — FULL BLEED DESIGN



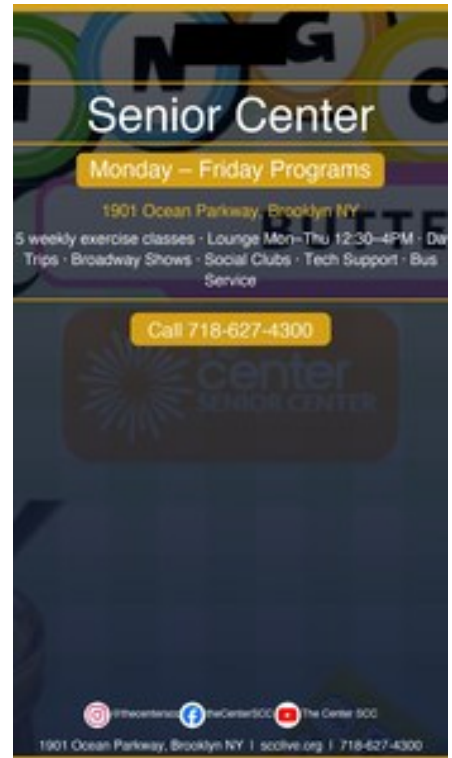
Day Camp 2026 Flyer

A4 · 1240 × 1754 px



Center Strong Flyer

A4 · 1240 × 1754 px



Senior Center Flyer

A4 · 1240 × 1754 px

Brand Summary & Color Reference

COLOR PALETTE

| | | | | | | | |
|------------------------|------------------------|-----------------------------|------------------------------|-------------------------|------------------------------|-----------------------------|----------------------------|
| Navy #1a2e5a | Gold #d4a017 | Navy Dark #111e3a | Navy Light #243d78 | White #ffffff | Light Gray #f8f9fa | Dark Gray #374151 | Mid Gray #6b7280 |
| Primary | Accent | Backgrounds | Hover | Cards | Sections | Body text | Captions |

ASSET SUMMARY

| Platform | Files | Dimensions | Format |
|-----------------------|-------------------|----------------|--------|
| Instagram Posts | 5 | 1080 x 1080 px | JPG |
| Instagram Stories | 3 | 1080 x 1920 px | JPG |
| Instagram Carousel | 6 slides (2 sets) | 1080 x 1080 px | JPG |
| Instagram Quote/Stats | 4 | 1080 x 1080 px | JPG |
| Facebook Posts | 3 | 1200 x 630 px | JPG |
| Facebook Cover | 1 | 1640 x 624 px | JPG |
| LinkedIn Posts | 3 | 1200 x 627 px | JPG |
| Twitter / X Posts | 3 | 1600 x 900 px | JPG |
| YouTube Thumbnails | 3 | 1280 x 720 px | JPG |
| WhatsApp Status | 3 | 1080 x 1920 px | JPG |
| Print Flyers (A4) | 3 | 1240 x 1754 px | JPG |
| Email Headers | 3 | 600 x 200 px | JPG |
| TOTAL | 44 files | — | — |