



2025 Soluna Digital Toolkit • [SolunaApp.com](https://SolunaApp.com)

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If you are trying to reach a variety of audiences like caregivers, teachers, school administrators, please use the following assets:

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General Audience

# Print + Digital Materials

If you are trying to reach a variety of audiences like caregivers, teachers, school administrators, please use the following assets:

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**Digital materials**

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## Download or print a Soluna poster

**Specs:** 17in x 22in with .25in bleed

### How do I share these graphics?

Want to spread the word about Soluna in your community? These eye-catching posters are perfect for classrooms, waiting rooms, and anywhere young people and their supporters gather!

Just download and print them yourself with the specs above or request printed copies — we'll make sure they land right where they belong!

### Order printed materials

You can order Soluna printed materials **for free** through Soluna's online store! [Register here](#), login, and place your order — you'll receive tracking information when your order ships, and you'll receive the materials within *14 business days*.

Download PDF →



Visit [SolunaApp.com](#) or download Soluna by scanning the QR code.



## Download or print a Soluna quick card

**Specs:** 3.5in x 2in with .125in bleed

### How do I share these graphics?

Need a quick, easy way to introduce Soluna? These pocket-sized cards give a quick overview of how it works — perfect for handing out at events, tucking into welcome packets or leaving in resource centers.

Download and share digitally, or print on your own with the specs above, or request a batch from us!

### Order printed materials

You can order Soluna printed materials **for free** through Soluna's online store! [Register here](#), login, and place your order – you'll receive tracking information when your order ships, and you'll receive the materials within *14 business days*.

Download PDF →



Soluna is a space to **build coping skills, set goals, and get 1:1 support** to navigate life's challenges.

- ✦ 1:1 coaching for mental health support
- ✦ Secure, moderated peer community
- ✦ Mood log, articles, and tools for self-care
- ✦ **Care Navigation:** connecting users to critical local resources like food banks or housing



Scan to download  
the app or visit  
[SolunaApp.com](https://SolunaApp.com)

# Download or print a Soluna flyer

**Specs:** 8.5in x 11in with .125in bleed

## How do I share these graphics?

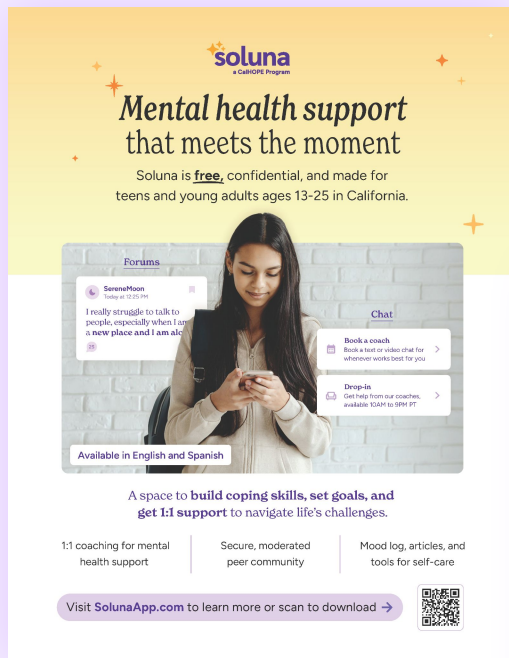
Want to dive deeper into Soluna's features? Our Soluna flyer breaks down everything you need to know in a front and back information sheet.

Share it with school counselors, community leaders, or anyone who wants the full picture. Print it yourself, share it digitally, or request hard copies from us!

## Order printed materials

You can order Soluna printed materials **for free** through Soluna's online store! [Register here](#), login, and place your order – you'll receive tracking information when your order ships, and you'll receive the materials within *14 business days*.

[Download PDF](#) →



**soluna**  
a CalHOPE Program

## Mental health support that meets the moment

Soluna is **free**, confidential, and made for  
teens and young adults ages 13-25 in California.

**Forums**

**Chat**

**Book a coach**  
Book a text or video chat for  
whenever works best for you


**Drop-in**  
Get help from our coaches,  
available 10AM to 8PM PT

Available in English and Spanish

A space to **build coping skills, set goals, and  
get 1:1 support** to navigate life's challenges.

1:1 coaching for mental  
health support | Secure, moderated  
peer community | Mood log, articles, and  
tools for self-care

Visit [SolunaApp.com](#) to learn more or scan to download →



## Discover a **new kind** of mental health support

### Privacy, protected

Security and privacy are our highest priority. Our safety team reviews every community post before it goes live.

### 1:1 chats with Soluna coaches

Seven days a week, mental health coaches are available for extra support whenever it's needed most.

### Self-service support, anytime

Interactive tools and educational articles help users take a breath, process their feelings, and build skills.

### Local care — a conversation away

Housing? Food? Mental health services? Our Care Coordinators help connect users with local resources.

**No smartphone?** No problem. Just call 844-582-2111 to talk to one of our coaches, or head to [SolunaApp.com](#) to access the web version of Soluna on any browser.



Interactive  
tools for  
self-support

Mood log  
Goal tracker  
Affirmations  
Guided breathwork  
And more!

For more information, visit [SolunaApp.com](#)

# Make a Social Post #1

Meet Soluna, 4:5 size, Carousel (2 Images)

## How do I share these graphics?

Looking for a quick way to introduce Soluna on your social media channels? This two-image carousel gives a high-level overview with simple, scroll-stopping graphics.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the images, upload them to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked to the right.
- **Pro tip:** X has character limits on their platform, but this caption will work for X if you don't include "...or download it on the App Store or Google Play." section!

[Download images →](#)

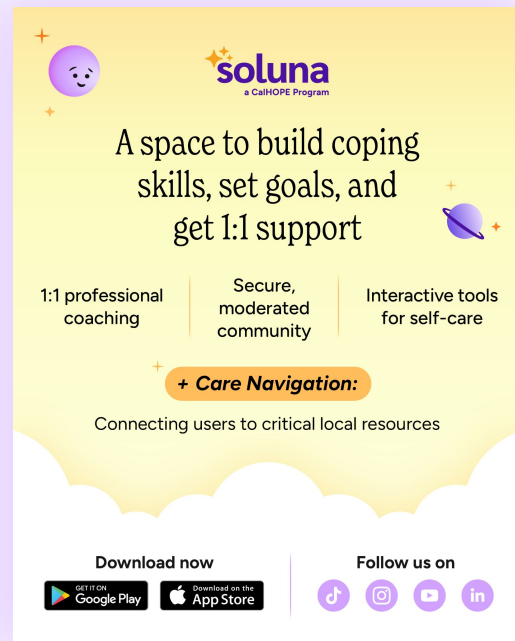


## Post caption:

Tap into better mental health with Soluna. ☀️

It's a free, confidential app made for California young adults 13-25. Whether managing stress, navigating challenges, or just needing a reset, Soluna offers support every step of the way.

Get more info at [SolunaApp.com](https://SolunaApp.com) or download it on the App Store or Google Play. [Tag Soluna!]



## Where to tag us:

LinkedIn: [Soluna Mental Health](#)

TikTok: [@soluna.app](#)

Instagram: [@soluna.app](#)

## Make a Social Post #2

No one has to struggle alone, 4:5 size

### How do I share these graphics?

Let your community know they have a place to turn. Whether you're a teacher sharing summer break resources, an organization offering mental health support, or simply someone who cares — this post helps spread the word to people who may be struggling.

- 4:5 image sizes work great across most social media platforms — Instagram (feed), X, LinkedIn, Facebook — you name it!
- To share, download the image, upload to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked on the right.



### Post caption:

Finding support shouldn't be a struggle. That's why Soluna's here. 🌟 Free, confidential, and made for California young adults 13-25.

A space to be safe, seen, and supported — all on their terms.

- 1:1 coaching for mental health support
- Caring, judgment-free community
- Quizzes, articles, and tools for self-care

Care Navigation: connecting users to critical local resources like food banks, therapy, and housing

Get more info at [SolunaApp.com](https://SolunaApp.com) or download it on the App Store or Google Play. [Tag Soluna!]

### Where to tag us:

LinkedIn: [Soluna Mental Health](https://www.linkedin.com/company/soluna-mental-health)

TikTok: [@soluna.app](https://www.tiktok.com/@soluna.app)

Instagram: [@soluna.app](https://www.instagram.com/soluna.app)

Download images →

## Make a Social Post #3

The right support, 4:5 size

### How do I share these graphics?

Mental health support isn't one-size-fits-all, and this post highlights how Soluna meets people where they are.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the image, upload to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked on the right.



### Post caption:

Soluna supports mental wellbeing through real talk, real tools, and real care. Free, confidential, and made for teens and young adults in California ages 13 to 25.

Whether managing stress, navigating challenges, or just needing a reset, Soluna offers a space to be safe, seen, and supported.

Get more info at [SolunaApp.com](https://SolunaApp.com) or download it on the App Store or Google Play. [Tag Soluna!]

### Where to tag us:

LinkedIn: [Soluna Mental Health](#)

TikTok: [@soluna.app](#)

Instagram: [@soluna.app](#)

Download images →

# Make a Social Post #4

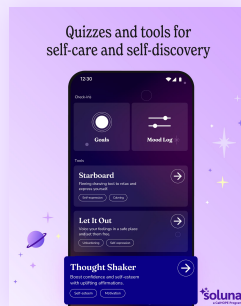
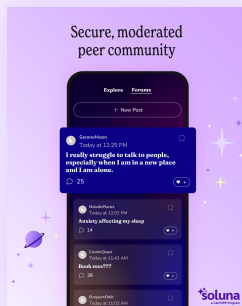
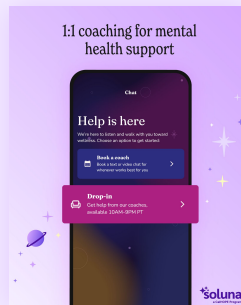
Explore Soluna, 4:5 size, Carousel (6 images)

## How do I share these graphics?

Want to give your followers a deeper dive into Soluna? This post breaks down key features and gives a preview of the app so your community knows exactly what to expect.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the images, upload them to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked on the right.

Download images →



## Post Caption:

Real support. Real impact. Meet the mental health app young Californians trust.

Soluna is free, confidential, and made for California young adults 13-25. A space to be safe, seen, and supported — all on their terms.

Whether managing stress, navigating challenges, or just needing a reset, Soluna offers support every step of the way.

Get more info at [SolunaApp.com](https://SolunaApp.com) or download now on the App Store or Google Play. [Tag Soluna!]

## Where to tag us:

LinkedIn: [Soluna Mental Health](https://www.linkedin.com/company/soluna-mental-health)

TikTok: [@soluna.app](https://www.tiktok.com/@soluna.app)

Instagram: [@soluna.app](https://www.instagram.com/soluna.app)



# Make an Instagram Story

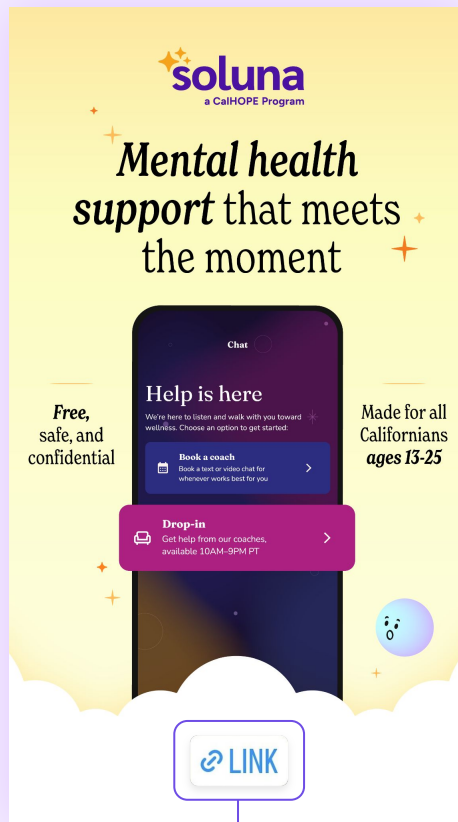
Meet Soluna, 9:16 size (2 Images)

## How do I share these graphics?

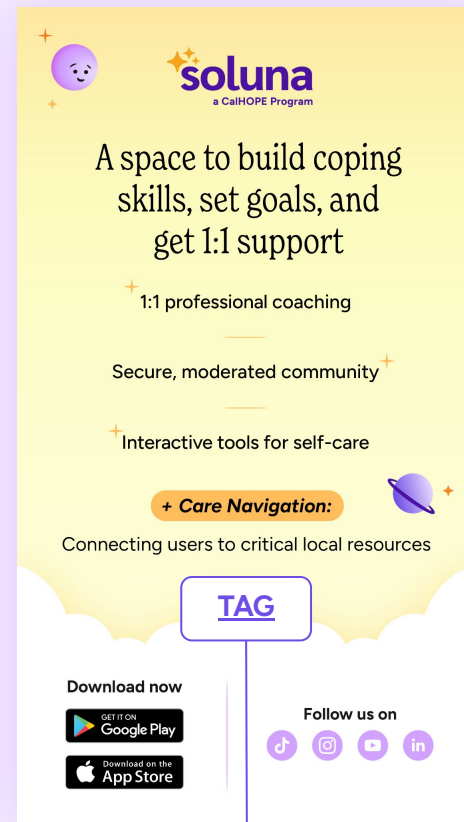
These graphics are sized for Instagram stories!

- Upload the first image, adding a link to [SolunaApp.com](https://SolunaApp.com). We recommend you do this in the white space at the bottom – see display to the right! Post.
- Cue up the second image immediately after. Tag [@Soluna.App](https://www.instagram.com/Soluna.App), similarly to how you linked on the first image – see display to right. Post!
- No captions are needed on Instagram stories!

Download images →



Link to [SolunaApp.com](https://SolunaApp.com)



Tag [@Soluna.App](https://www.instagram.com/Soluna.App)

## Add Soluna to your newsletter

Size: 300x250px

### How do I share these graphics?

Want to promote Soluna in your community newsletter? These graphics are designed to fit seamlessly into standard email templates and layouts.

Simply upload the graphic to your newsletter making system, and copy and paste the corresponding caption next to it (if needed – the graphic can also stand alone!). Don't forget to hyperlink to [SolunaApp.com](https://SolunaApp.com) in the caption and/or image to make it easy for readers to learn more.

Download images →



### Newsletter caption:

Real support. Real impact. Meet the mental health app young Californians trust.

Soluna is free, confidential, and made for California young adults 13-25. A space to be safe, seen, and supported — all on their terms.

Whether managing stress, navigating challenges, or just needing a reset, Soluna offers support every step of the way.

Get more info at [SolunaApp.com](https://SolunaApp.com) or download now on the App Store or Google Play.

## Send an informative email about Soluna

**Banner size:** 600px wide

### How do I share these graphics?

Looking to introduce Soluna to your community via email? We've got you covered. Use the email copy provided in the link below to give a clear and compelling overview of what Soluna is.

Attach the standard email header to make your email visually engaging.

Easily plug everything into your email-sending platform, whether it's Mailchimp, HubSpot, or another tool!

[Download images →](#)

[Download email copy →](#)



## Set an out-of-office email message

Banner size: 600px wide

### How do I share these graphics?

If you're stepping away from your inbox for an extended period, let your community know that while you're unavailable, **Soluna is here to help.**

Add this image to your out-of-office signature to direct people toward a resource they can turn to anytime.

Download images →

**Looking for immediate support?** Soluna is a free, confidential mental health service for Californians ages 13-25, featuring 1:1 coaching, a secure peer community, and self-care tools.



Get the support you need at **SolunaApp.com.**



**Support when you need it, no waiting required.** Soluna offers free, confidential mental health resources for teens and young adults ages 13-25, including 1:1 coaching, a moderated peer community, and interactive self-care tools.



For more information, go to **SolunaApp.com.**



## Add Soluna to your website

Graphic size: 1280x720px

### How do I share these graphics?

Want to feature Soluna on your website's partners or resources section? Use one of these pre-sized graphics!

Simply upload the image to your site, choose between the short or long copy provided below (if needed – the graphic can also stand alone!), and hyperlink to [SolunaApp.com](https://SolunaApp.com) so visitors can access Soluna directly.

[Download images →](#)



### Post caption:

**Long version:** Discover a new kind of mental health support with Soluna – a free, confidential app made for California young adults 13-25. Access 1:1 coaching, interactive self-care tools, and a supportive community in one app. Plus, a team of Care Coordinators, who can connect users to critical real-world resources, like food, housing, or financial aid. Whether managing stress, navigating challenges, or just needing a reset, Soluna offers a space to be safe, seen, and supported.

**Short version:** Featuring 1:1 coaching, interactive self-care tools, a supportive peer community, and expert help finding local resources — all in one place.

# Need a Soluna logo, web graphic, or ad?

**Sizes:** 160x600, 500x500, & 728x90

## How do I share these graphics?

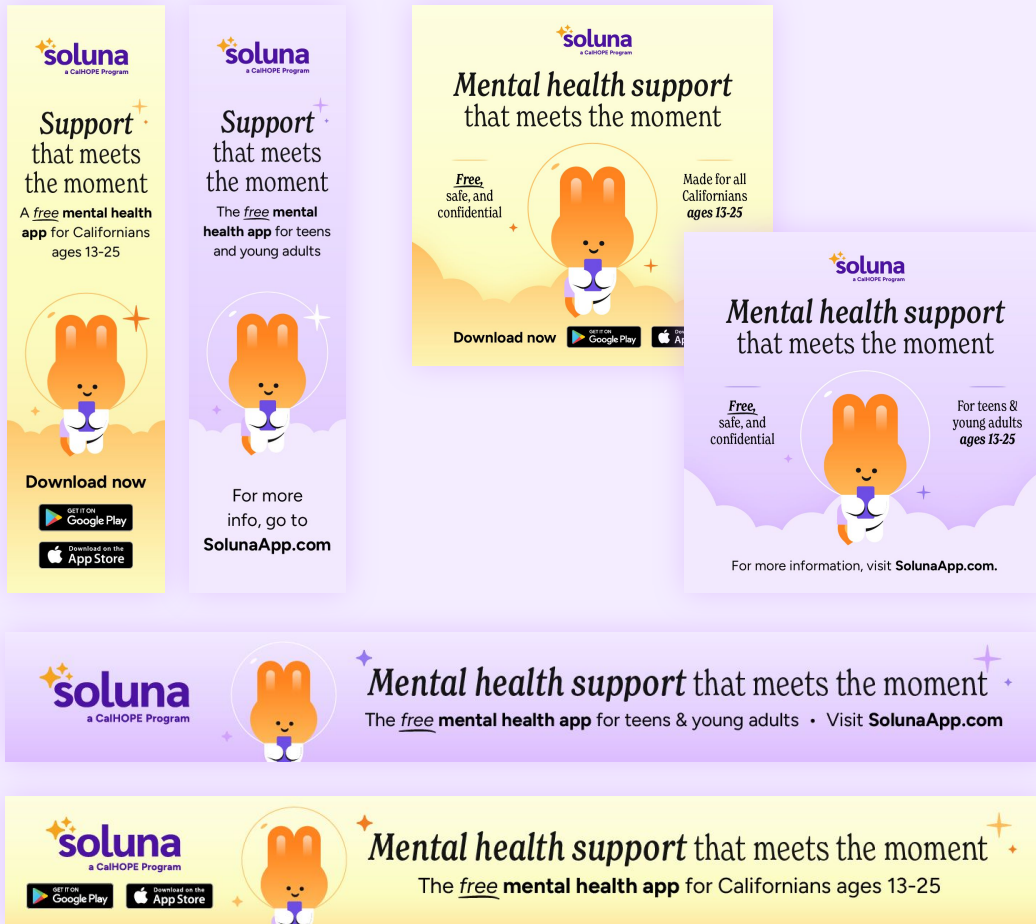
If the graphics on previous slides don't quite fit your needs, we've included a variety of sizes so you can pick what works best. Just plug and play as needed!

Wherever you place these graphics, don't forget to hyperlink to [SolunaApp.com](https://SolunaApp.com) so your audience can easily learn more.

**Also included:** Soluna logos for added flexibility.

Download images →

Download Soluna logos →





Teens + Young Adults

# Print + Digital Materials

If you are trying to share information about Soluna to California teens and young people ages 13 to 25, please use the following assets:

**Print materials**

Poster (17x22in)	18
Quick Card (2x3.5in)	19
2-Sided Flyer (8.5x11in)	20
Scavenger Hunt (8.5x11in)	21

**Digital materials**

Social Media Assets	22
Email Banners + Copy	28

## Download or print a Soluna Poster

**Specs:** 17in x 22in with .25in bleed

### How do I share these graphics?

Want to spread the word about Soluna in your community? This eye-catching poster is perfect for classrooms, waiting rooms, and anywhere young people gather. Just download and print them yourself (specs above) or request printed copies — we'll make sure they land right where they belong!

Unlike the [general audience poster](#), this is designed with Californians ages 13-25 in-mind, and are ideal for spaces where mostly that age group is present, like high school classrooms or youth centers.

### Order printed materials

You can order Soluna printed materials **for free** through Soluna's online store! [Register here](#), login, and place your order — you'll receive tracking information when your order ships, and you'll receive the materials within *14 business days*.

[Download PDF](#) →



## Download or print a Soluna quick card

**Specs:** 3.5in x 2in with .125in bleed

### How do I share these graphics?

Need a quick, easy way to introduce Soluna? These pocket-sized cards give a quick overview of how it works — perfect for handing out at events, tucking into welcome packets, or leaving in resource centers.

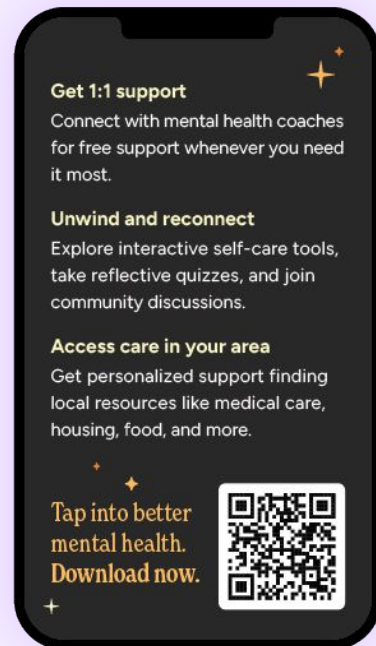
Download and share digitally, or print on your own with the specs above, or request a batch from us!

Unlike [the general audience quick card](#), this is designed with Californians ages 13-25 in-mind, and are ideal for spaces where mostly that age group is present, like high school classrooms or youth centers.

### Order printed materials

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[Download PDF →](#)



# Download or print a Soluna flyer

**Specs:** 8.5in x 11in with .125in bleed

## How do I share these graphics?

Want to dive deeper into Soluna's features? Our one-pager breaks down everything you need to know in a simple, designed sheet.

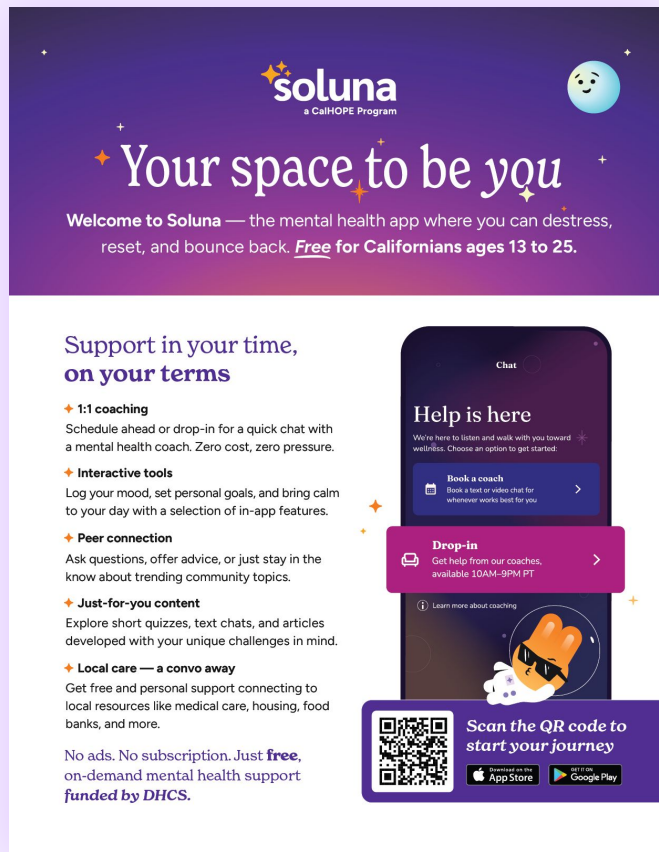
Print it yourself, share digitally, or request hard copies from us!

Unlike the [general audience flyer](#), this is designed with Californians ages 13-25 in-mind, and are ideal for spaces where mostly that age group is present, like high school classrooms or youth centers.

## Order printed materials

You can order Soluna printed materials **for free** through Soluna's online store! [Register here](#), login, and place your order – you'll receive tracking information when your order ships, and you'll receive the materials within *14 business days*.

Download PDF →



The flyer is a vertical rectangle with a purple-to-pink gradient background. At the top, the Soluna logo is on the left and a blue moon with a face is on the right. The main title 'Your space to be you' is in a large, white, serif font. Below it, a subtitle reads 'Welcome to Soluna — the mental health app where you can destress, reset, and bounce back. Free for Californians ages 13 to 25.' The middle section is titled 'Support in your time, on your terms' and lists five features: 1:1 coaching, Interactive tools, Peer connection, Just-for-you content, and Local care. To the right of this list is a smartphone mockup showing the app's interface with options like 'Help is here', 'Book a coach', 'Drop-in', and a QR code. The bottom of the flyer features a QR code and the text 'Scan the QR code to start your journey' along with App Store and Google Play logos.

**soluna**  
a CalHOPE Program

## Your space to be you

Welcome to Soluna — the mental health app where you can destress, reset, and bounce back. Free for Californians ages 13 to 25.

### Support in your time, on your terms

- 1:1 coaching**  
Schedule ahead or drop-in for a quick chat with a mental health coach. Zero cost, zero pressure.
- Interactive tools**  
Log your mood, set personal goals, and bring calm to your day with a selection of in-app features.
- Peer connection**  
Ask questions, offer advice, or just stay in the know about trending community topics.
- Just-for-you content**  
Explore short quizzes, text chats, and articles developed with your unique challenges in mind.
- Local care — a convo away**  
Get free and personal support connecting to local resources like medical care, housing, food banks, and more.

No ads. No subscription. Just **free**, on-demand mental health support **funded by DHCS**.

Chat

**Help is here**  
We're here to listen and walk with you toward wellness. Choose an option to get started.

**Book a coach**  
Book a text or video chat for whenever works best for you.

**Drop-in**  
Get help from our coaches, available 10AM-9PM PT.

Learn more about coaching

Scan the QR code to start your journey

Download on the App Store | GET IT ON Google Play

# Download or print a Soluna scavenger hunt

**Specs:** 8.5in x 11in with .125in bleed

## How do I share these graphics?

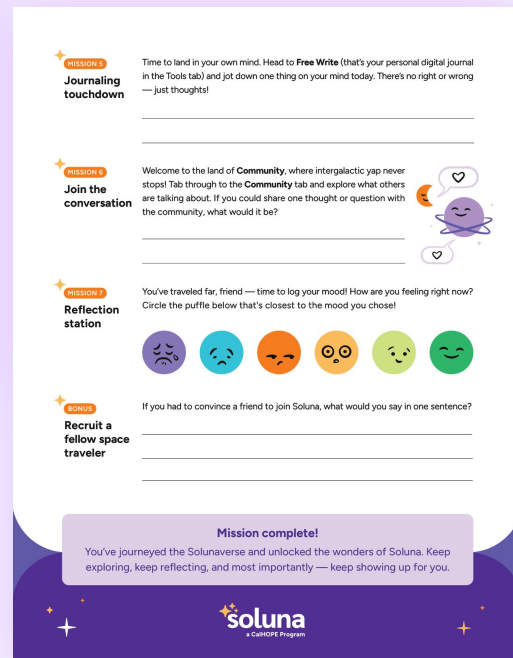
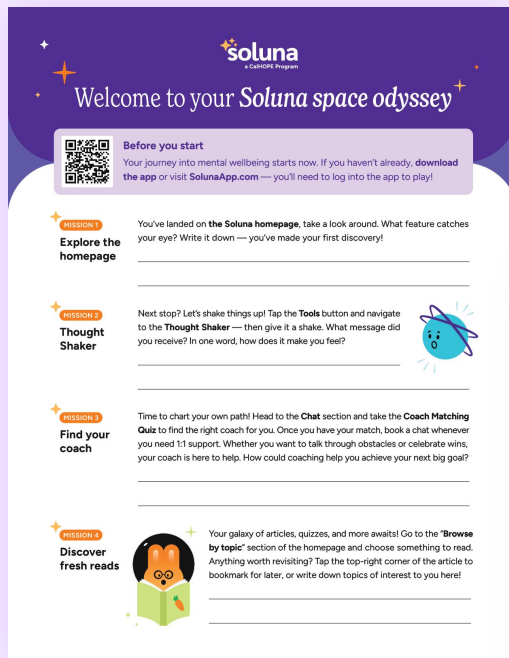
This front-and-back page is designed to help new users explore Soluna's features and get comfy using the app! Pass them out during a classroom lesson, hand them out in a mental health workshop, or use them as a quick activity in a group session.

However you share it, it's all about getting Soluna into the hands of the young people who need it most!

## Request printed materials

You can order Soluna printed materials **for free** through Soluna's online store! [Register here](#), login, and place your order – you'll receive tracking information when your order ships, and you'll receive the materials within *14 business days*.

Download PDF →



# Make a Social Post #1

Meet Soluna, 4:5 size

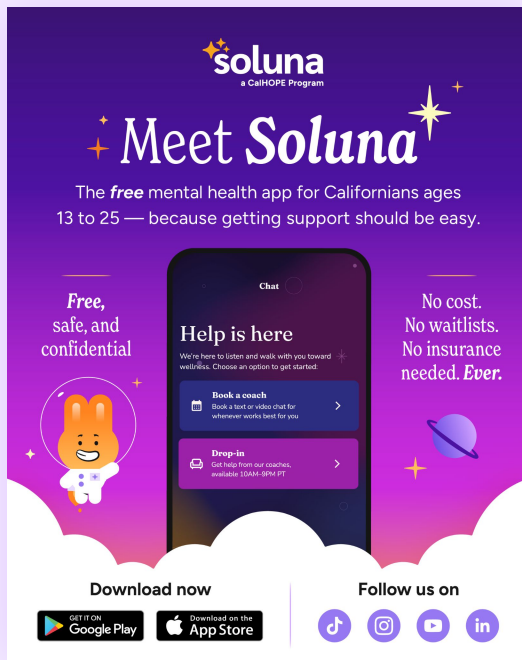
## How do I share these graphics?

Looking for a quick way to introduce Soluna on your social media channels? This single-image post gives a high-level overview, calling out important aspects of the app!

Want to get this post in front of the right crowd? Share it on channels where most of your followers are Californians ages 13-25! If your audience has a larger mix of ages, check out the [general audience section](#) of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the image, upload to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked on the right.

[Download images →](#)



## Post caption:

Ready to check it out? 🙌 Visit [SolunaApp.com](https://SolunaApp.com) today and kickstart your mental wellbeing journey! [Tag Soluna!]

## Where to tag us:

LinkedIn: [Soluna Mental Health](https://www.linkedin.com/company/soluna-mental-health/)

TikTok: [@soluna.app](https://www.tiktok.com/@soluna.app)

Instagram: [@soluna.app](https://www.instagram.com/soluna.app)



## Make a Social Post #2

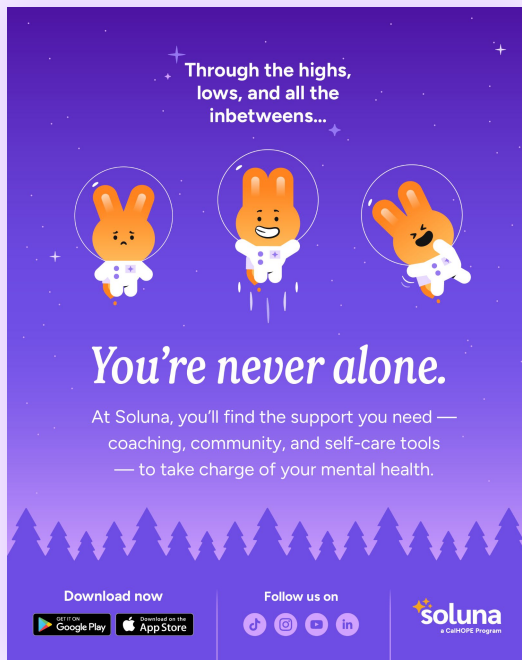
You're never alone, 4:5 size

### How do I share these graphics?

Show the young adults in your community that support is always within reach. This post reminds those who may be struggling that they aren't alone!

Want to get this post in front of the right crowd? Share it on channels where most of your followers are Californians ages 13-25! If your audience has a larger mix of ages, check out the [general audience section](#) of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the image, upload to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked on the right.



### Post caption:

Tag a friend to join you in the Solunaverse or drop a 🚀 if you're ready to launch your mental health journey today!

#MentalHealthMatters #SolunaSupport [Tag Soluna!]

### Where to tag us:

LinkedIn: [Soluna Mental Health](#)

TikTok: [@soluna.app](#)

Instagram: [@soluna.app](#)

Download images →

## Make a Social Post #3

You got this, 4:5 size

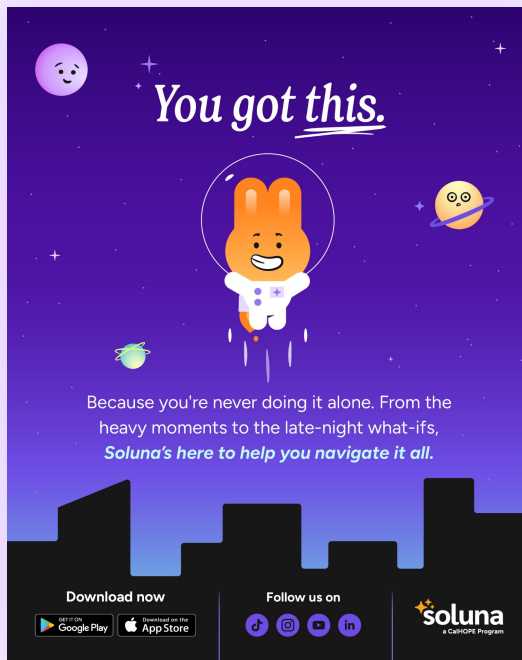
### How do I share these graphics?

Spread some encouragement with this post! Share this and let the young adults in your life know Soluna's got their back.

Want to get this post in front of the right crowd? Share it on channels where most of your followers are Californians ages 13-25! If your audience has a larger mix of ages, check out the [general audience section](#) of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the image, upload to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked on the right.

Download images →



### Post caption:

Drop a ❤️ in the chat or share your go-to words of encouragement that help you through tough times.

#MentalHealthMatters #SolunaSupport [Tag Soluna!]

### Where to tag us:

LinkedIn: [Soluna Mental Health](#)

TikTok: [@soluna.app](#)

Instagram: [@soluna.app](#)

## Make a Social Post #4

Meet Soluna, 4:5 size, Carousel (2 Images)

### How do I share these graphics?

Looking for a quick way to introduce Soluna to your followers? This two-image carousel gives a high-level overview with simple, scroll-stopping graphics.

Want to get this post in front of the right crowd? Share it on channels where most of your followers are Californians ages 13-25! If your audience has a larger mix of ages, check out the [general audience section](#) of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the images, upload them to the platform of your choice, and use the caption provided below.
- Don't forget to tag us in your post! Our handles are linked to the right.

[Download images](#) →



### Post caption:

Cali, are you ready to launch your journey to better mental wellbeing? No cost, no insurance, just REAL support! Discover the app today.

#MentalHealth #Soluna #Free [Tag Soluna!]



### Where to tag us:

LinkedIn: [Soluna Mental Health](#)

TikTok: [@soluna.app](#)

Instagram: [@soluna.app](#)

## Make a Social Post #5

Explore Soluna, 4:5 size, Carousel (5 images)

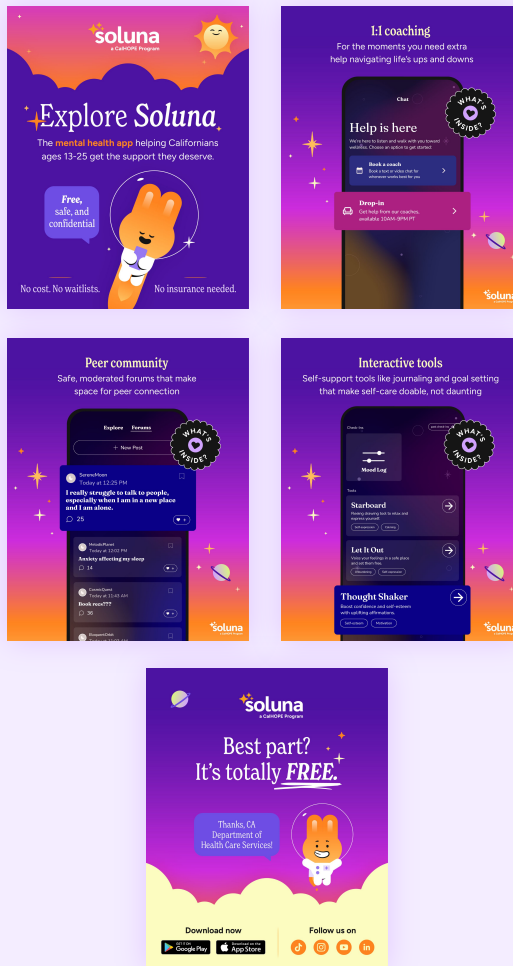
### How do I share these graphics?

Want to give your followers a deeper dive into Soluna? This post breaks down key features and gives a preview of the app so your community knows exactly what to expect.

Want to get this post in front of the right crowd? Share it on channels where most of your followers are Californians ages 13-25! If your audience has a larger mix of ages, check out the [general audience section](#) of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the images, upload them to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked to the right.

Download images →



### Post caption:

Big news, Cali! Soluna teamed up with the state of California to make mental health support FREE and accessible for teens and young adults (13-25)!

Whether you're navigating school, work, or just life in general, we've got the tools to help you thrive.



#SolunaSupport #MentalHealthMatters  
#CaliforniaCares #FreeForYou [Tag Soluna!]

### Where to tag us:

LinkedIn: [Soluna Mental Health](#)

TikTok: [@soluna.app](#)

Instagram: [@soluna.app](#)

# Make an Instagram Story

Meet Soluna, 9:16 size (2 Images)

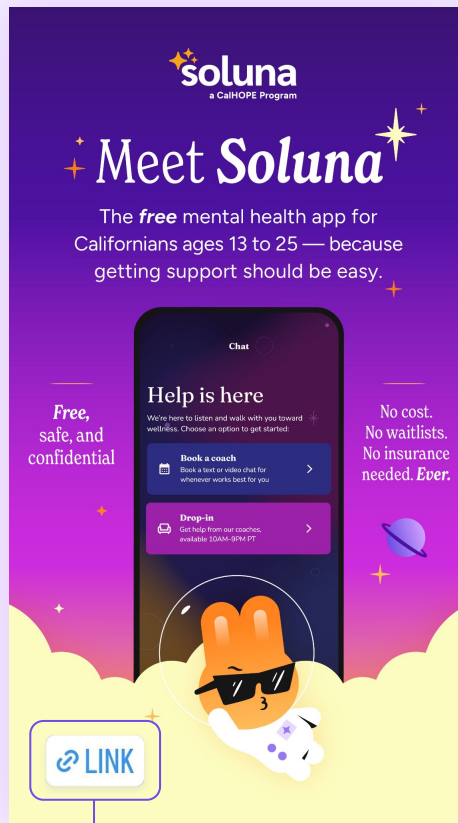
## How do I share these graphics?

These graphics are sized for Instagram stories!

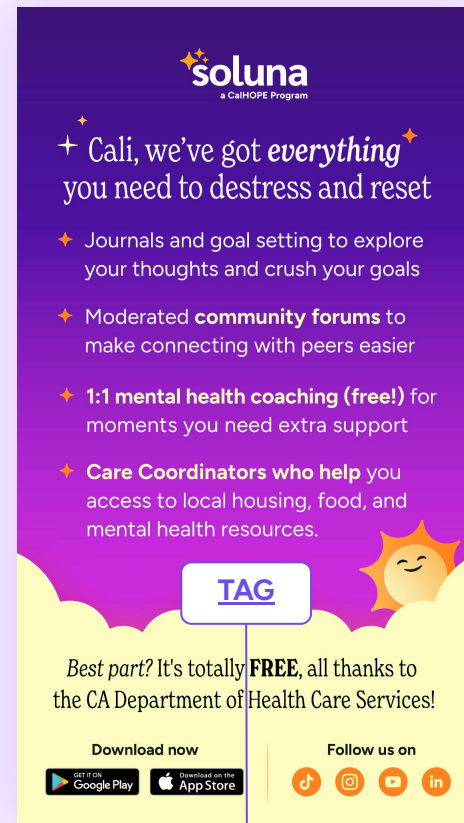
Want to get this post in front of the right crowd? Share it on channels where most of your followers are Californians ages 13-25! If your audience has a larger mix of ages, check out the [general audience section](#) of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

- Upload the first image, adding a link to [SolunaApp.com](https://SolunaApp.com). We recommend you do this in the white space at the bottom – see display to the right! Post.
- Cue up the second image immediately after. Tag [@Soluna.App](#), similarly to how you linked on the first image – see display to right. Post!
- No captions are needed on Instagram stories!

Download images →



Link to [SolunaApp.com](https://SolunaApp.com)



Tag [@Soluna.App](#)

## Send an informative email about Soluna

**Banner Size:** 600px wide

### How do I share these graphics?

Want to introduce Soluna to your community through email? We've got you! Grab the email copy linked below to share a clear, compelling, and ready-to-send intro on Soluna.

If most of your email list is Californians ages 13-25, this one's for you! It's written just for the people who can download and use Soluna. If your audience includes a wider mix — like school administrators, caregivers, or others — check out the [general audience section](#) of our digital toolkit for messaging that speaks to everyone.

Attach the standard email header to make your email visually engaging. Easily plug everything into your email-sending platform, whether it's Mailchimp, HubSpot, or another tool!

[Download images →](#)

[Download copy →](#)







**Thank you for helping us bring mental  
health support to teens and young adults!**

SolunaApp.com • Follow us on social

