2025 Soluna Digital Toolkit • SolunaApp.com/NewJersey

soluna

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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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Misc. Web Graphics	16

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 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!

Order printed materials

You can order Soluna printed materials 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 flyer

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

How do I share these graphics?

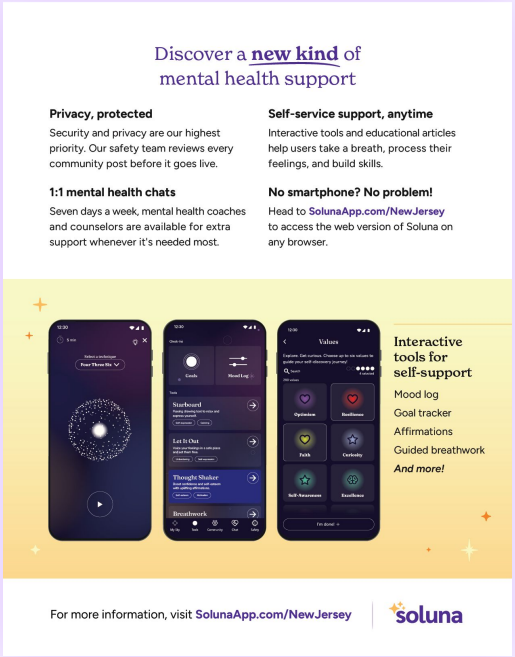
Want to dive deeper into Soluna's features? Our Soluna flyer breaks down everything you need to know in a front and back information sheet.

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 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

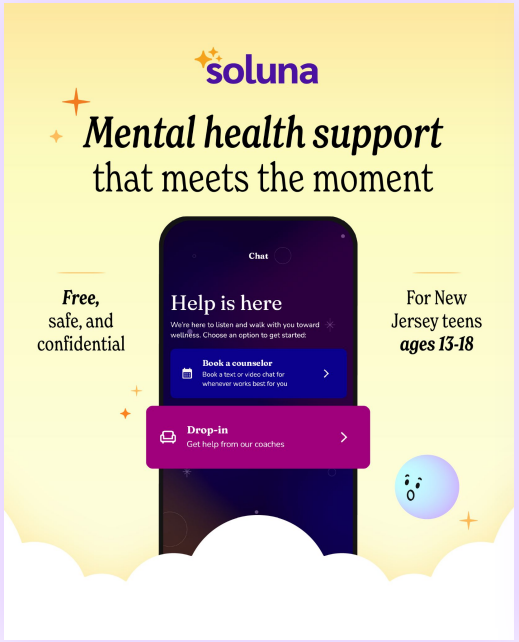
Meet Soluna, 4:5 size, Carousel (2 Images)

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 for New Jersey teens 13-18. Whether managing stress, navigating challenges, or just needing a reset, Soluna offers support every step of the way.

Get more info at SolunaApp.com/NewJersey 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.

Download images ➔

Post caption:

Finding support shouldn't be a struggle. That's why Soluna's here. 🌟 Free, confidential mental health support for New Jersey teens ages 13–18.

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

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

Get more info at SolunaApp.com/NewJersey 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 #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.

Download images ➔

Post caption:

Soluna is free and confidential support for New Jersey teens 13-18.

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/NewJersey 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 #4

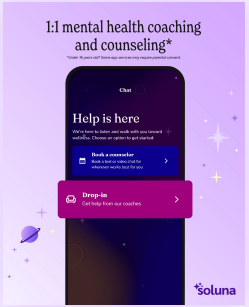
Explore Soluna, 4:5 size, Carousel (6 images)

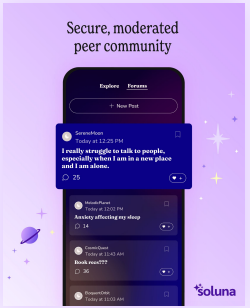
How do I share these graphics?

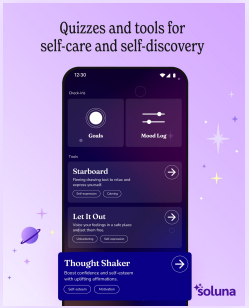
Want to give your followers a deeper dive into Soluna? This post breaks down key features and gives a preview of the app so your community knows exactly what to expect.

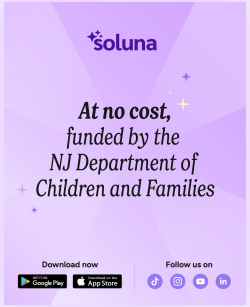
- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the images, upload them to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked on the right.

Download images ➔









Post Caption:

Real support. Real impact. Meet the mental health app teens trust.

Soluna is a free and confidential service for New Jersey teens 13-18. 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/NewJersey or download now on the App Store or Google Play. [Tag Soluna!]

Where to tag us:

LinkedIn: Soluna Mental Health

TikTok: @soluna.app

Instagram: @soluna.app

Make an Instagram Story

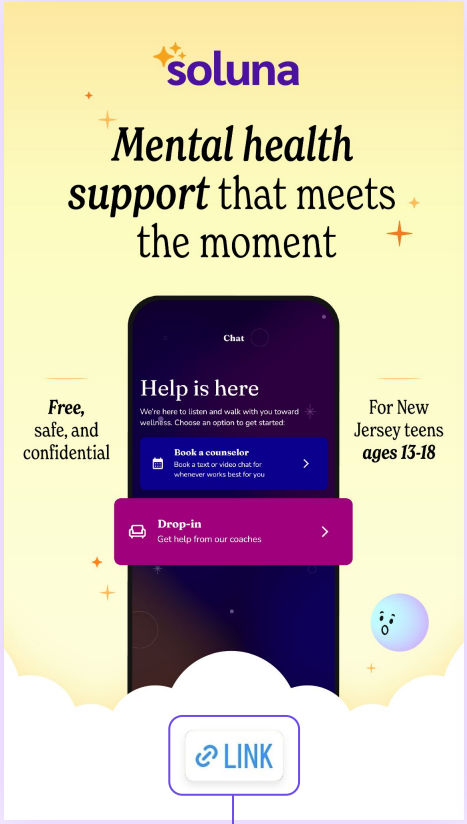
Meet Soluna, 9:16 size (2 Images)

How do I share these graphics?

These graphics are sized for Instagram stories!

- Upload the first image, adding a link to SolunaApp.com/NewJersey. 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/NewJersey

Tag @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/NewJersey in the caption and/or image to make it easy for readers to learn more.

Download images ➔

Newsletter caption:

Soluna is a free and confidential service for New Jersey teens ages 13 to 18. 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/NewJersey 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

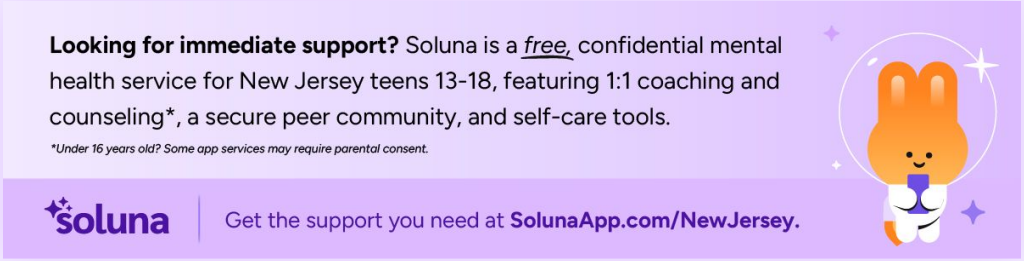
Banner size: 600px wide

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 ➔



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/NewJersey 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 service for New Jersey teens ages 13-18. Access 1:1 coaching and counseling*, interactive self-care tools, and a supportive community in one app. Whether managing stress, navigating challenges, or just needing a reset, Soluna offers a space to be safe, seen, and supported. **Under 16 years old? Some app services may require parental consent.*

Short version: Featuring 1:1 coaching, interactive self-care tools, and a safe, secure peer community — all in one place.

Need a Soluna logo, web graphic, or ad?

Sizes: 160x600, 500x500, & 728x90

How do I share these graphics?

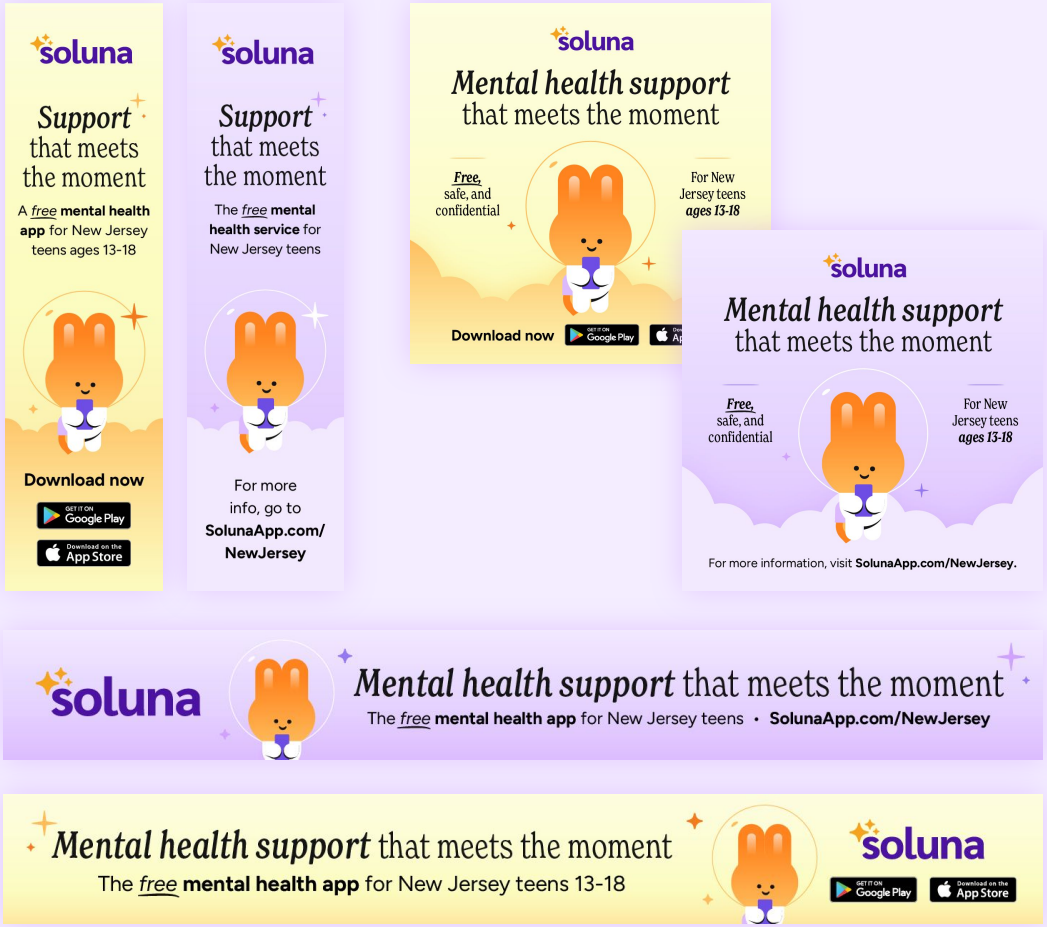
If the graphics on previous slides don't quite fit your needs, we've included a variety of sizes so you can pick what works best. Just plug and play as needed!

Wherever you place these graphics, don't forget to hyperlink to SolunaApp.com/NewJersey so your audience can easily learn more.

Also included: *Soluna logos for added flexibility.*

Download images ➔

Download Soluna logos ➔



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Teens + Young Adults

Print + Digital Materials

If you are trying to share information about Soluna to New Jersey teens ages 13 to 18, 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 New Jersey teens 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 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 New Jersey teens 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 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.*

Order Prints ➔

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.

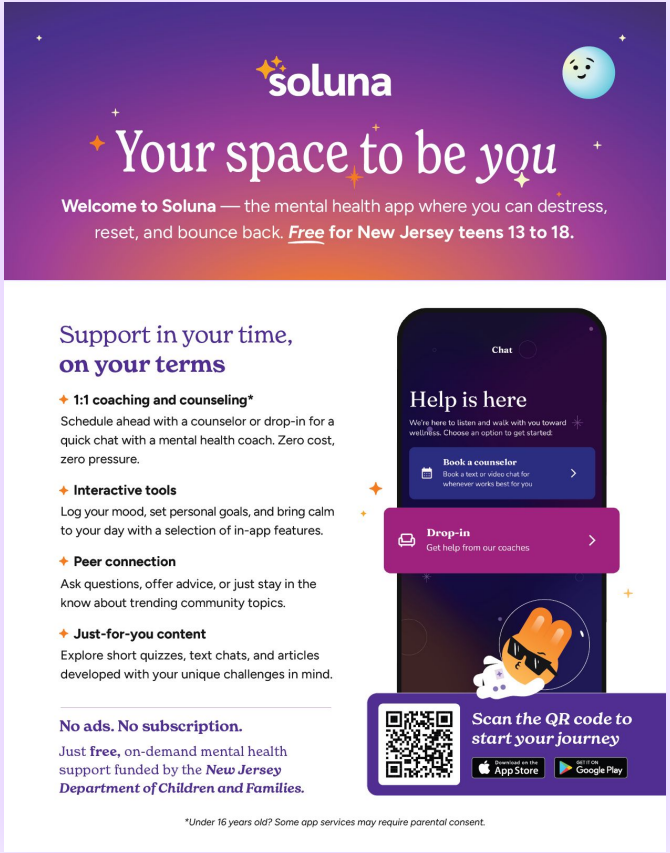
Print it yourself, share digitally, or request hard copies from us!

Unlike the general audience flyer, this is designed with New Jersey teens 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 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 scavenger hunt

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

How do I share these graphics?

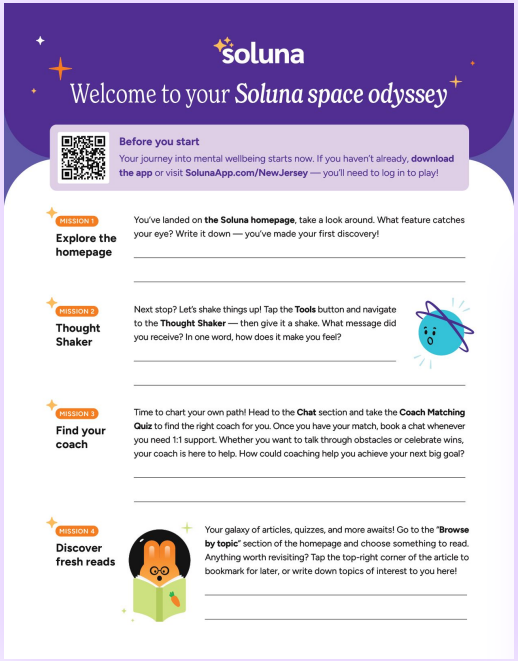
This front-and-back page is designed to help new users explore Soluna's features and get comfy using the app! Pass them out during a classroom lesson, hand them out in a mental health workshop, or use them as a quick activity in a group session.

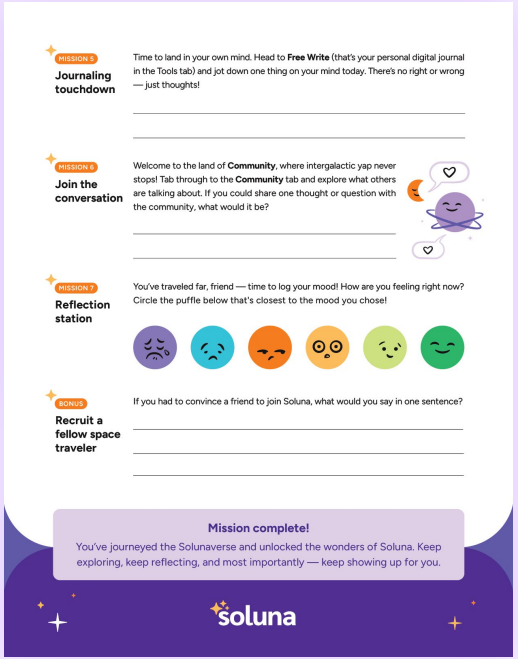
However you share it, it's all about getting Soluna into the hands of the young people who need it most!

Request printed materials

You can order Soluna printed materials 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

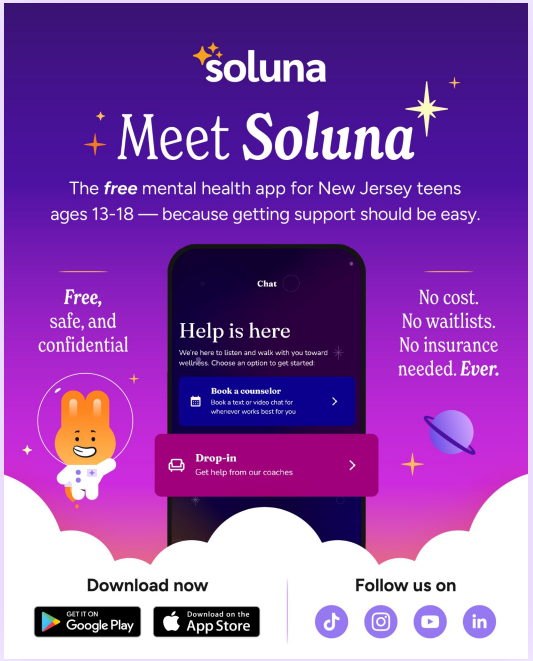
How do I share these graphics?

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 New Jersey teens! 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/NewJersey today and kickstart your mental wellbeing journey! [Tag Soluna!]

Where to tag us:

LinkedIn: Soluna Mental Health

TikTok: @soluna.app

Instagram: @soluna.app

Make a Social Post #2

You're never alone, 4:5 size

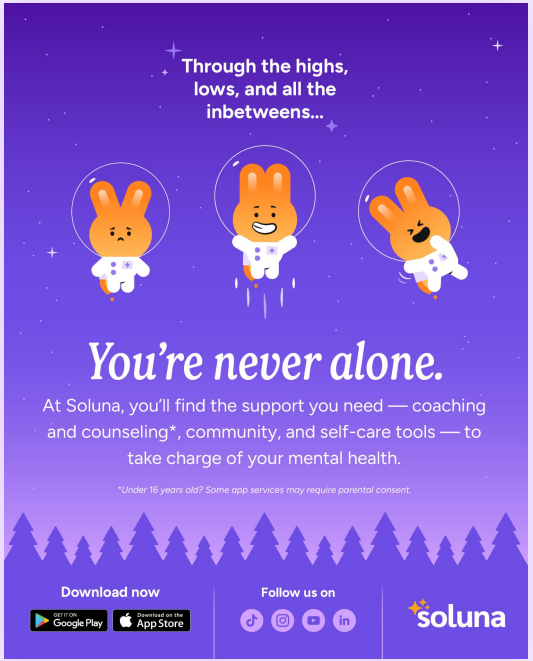
How do I share these graphics?

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 New Jersey teens! 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:

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

Make a Social Post #3

You got this, 4:5 size

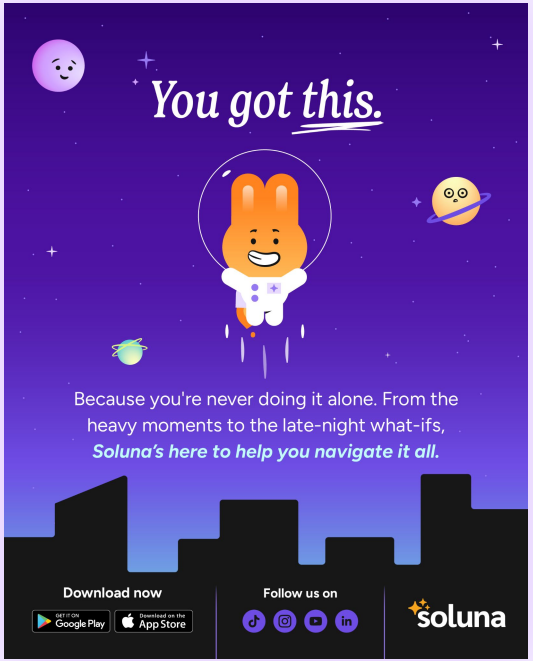
How do I share these graphics?

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 New Jersey teens ages 13-18! 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)

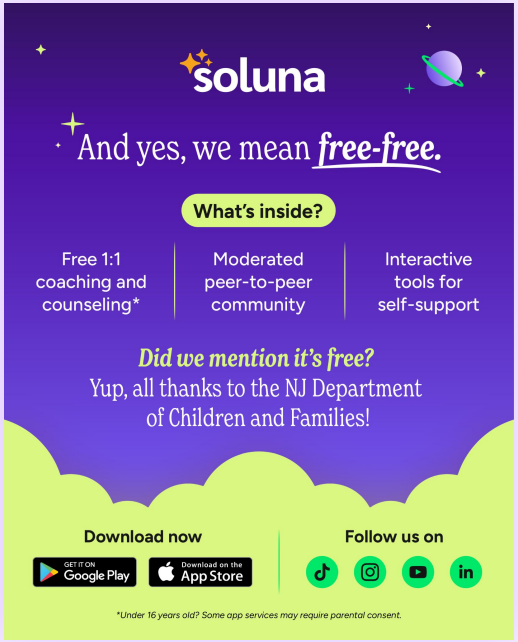
How do I share these graphics?

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 New Jersey teens ages 13-18! 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:

New Jersey, 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)

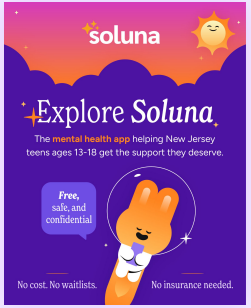
How do I share these graphics?

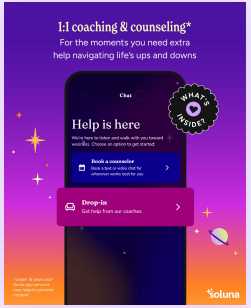
Want to give your followers a deeper dive into Soluna? This post breaks down key features and gives a preview of the app so your community knows exactly what to expect.

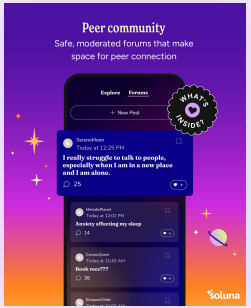
Want to get this post in front of the right crowd? Share it on channels where most of your followers are New Jersey teens ages 13-18! If your audience has a larger mix of ages, check out the *general audience section* of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

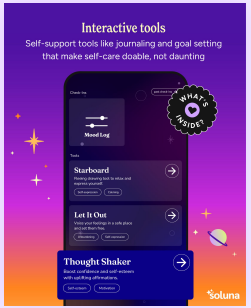
- 4:5 image sizes work great across most social media platforms – Instagram (feed), X, LinkedIn, Facebook – you name it!
- To share, download the images, upload them to the desired platform, and use the caption provided.
- Don't forget to tag us in your post! Our handles are linked to the right.

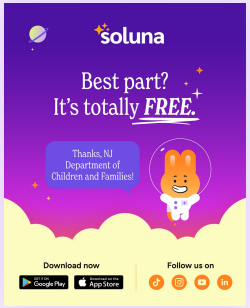
Download images ➔











Post caption:

Big news, Jersey! Soluna teamed up with the state of New Jersey to make mental health support FREE and accessible for teens ages 13-18!

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

#SolunaSupport #MentalHealthMatters #NJCares #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)

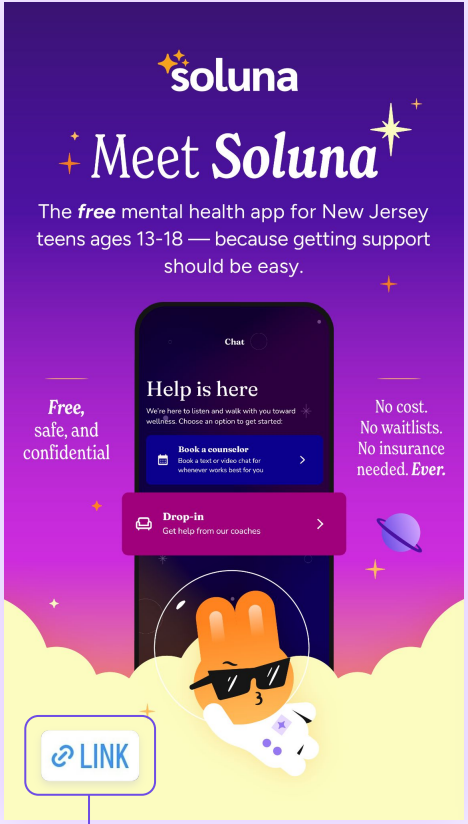
How do I share these graphics?

These graphics are sized for Instagram stories!

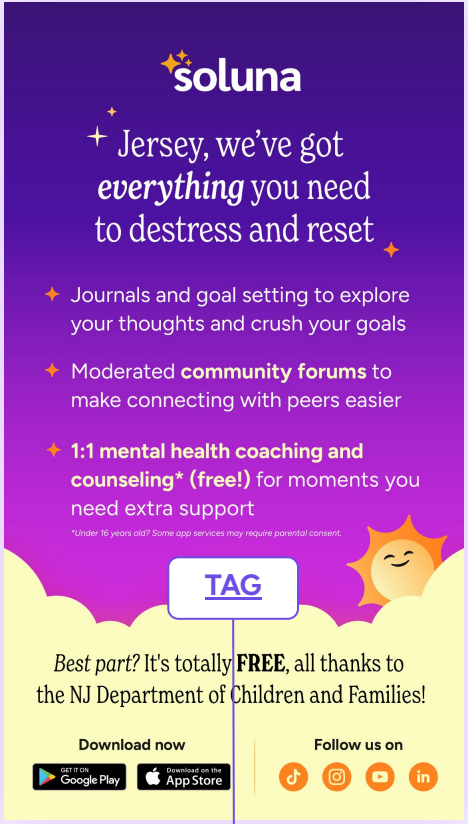
Want to get this post in front of the right crowd? Share it on channels where most of your followers are New Jersey teens ages 13-18! If your audience has a larger mix of ages, check out the *general audience section* of our digital toolkit for messaging and graphics meant to resonate with broader audiences.

- Upload the first image, adding a link to SolunaApp.com/NewJersey. 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/NewJersey



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 New Jersey teens ages 13-18, 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 ➔**

soluna

Thank you for helping us bring mental health support to New Jersey teens!

SolunaApp.com/NewJersey • Follow us on social