



NestFest Branding & Messaging Guidelines

These guidelines ensure that *NestFest* is consistently represented across all materials. Please follow these standards when creating content or promoting the event.

Use Official Images:

Use the pre-designed *NestFest* images provided in the toolkit. These images are optimized for each platform (Instagram, Facebook, Twitter) and follow our branding.

Social Media Graphics

Include Captions:

Pair the images with engaging captions. Use our key messages or create your own that align with *NestFest's* mission of celebrating nature and sustainability.

Sample Captions:

Join us at *NestFest* for a special Beach Cleanup to protect nesting birds and sea turtles! 🐢🐦
Together, we can make a difference for our coastal wildlife. 🌊💚 #NestFest2025
#ProtectTexasBeaches #ProtectNestingWildlife

Love the beach? So do nesting birds and sea turtles! 🐢🐦 Help protect their habitats by joining our beach cleanup at *NestFest*! 🌊💚 #NestFest2025 #ProtectTexasBeaches
#ProtectTexasBeaches

We're live at the *NestFest* Beach Cleanup! 🌊🐢 Let's clean up the beach and protect the habitats of sea turtles and nesting birds. Together, we can make a big impact! 🐦💚
#NestFest2025 #ProtectTexasBeaches #ProtectNestingWildlife

Tag & Mention:

- Tag @SplashTrashTx @gulfcenterforseaturtleresearch @gulf.coast.bird.observatory in your posts to increase visibility.
- Use the official event hashtag:
 - #NestFest2025

Image Size & Formats:

- **Instagram:** Use square images (1080x1080 pixels) or vertical posts (1080x1350 pixels).
- **Facebook:** Recommended image size is 1200x630 pixels.
- **Twitter:** Use images sized at 1600x900 pixels for optimal display.

For any questions or additional assets, please contact splashtx@abcbirds.org