Exchange Day Style Guide

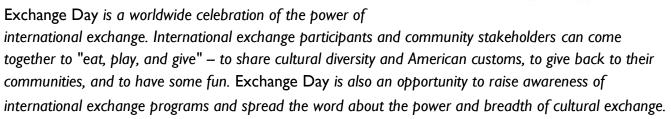
Use this style guide to ensure all Exchange Day materials have the same branding.

Social media:

- Primary hashtags for all social media posts:
 #CelebrateExchangeDay, #Exchanges Impact
- Additional hashtags: See Social Media Campaign Guide

Description:

For all public/external mention of Exchange Day:



Flyers:

• Use the flyers provided by the Alliance and distribute them widely to your exchange participants, alumni, and local communities.

Branding:

- Tagline: "Eat. Play. Give." use in all marketing materials
- Font: Gill Sans MT
- Logo: Download the Exchange Day logo at https://exchangeday2023.weebly.com/resources.html
 - Click "Graphics and Countdown Materials", and it will link to a Dropbox file with the logo and other graphic materials.
 - Please do not alter the logo.
- Colors:
 - Green (HEX #20A79E, RGB I-167-157, CMYK 79-11-45-0)
 - Light blue (HEX #BFE6F0, RGB 191-230-239, CMYK 23-0-5-0)
 - Dark blue (HEX #004380 RGB 0-67-128)
- T-shirts (optional):
 - If coordinating in person events, each individual sponsor is responsible for ordering Tshirts for their participants.



