

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, #SaveJI
- Additional hashtags: See Social Media Campaign Guide



Description:

- For all public/external mention of Exchange Day:

Exchange Day is a nationwide celebration of the power of international exchange. Traditionally, participants have come together to "eat, play, and give" – to share cultural diversity and American customs, to give back to their communities, and to have some fun. As it is not possible to hold in person events this year, Exchange Day has moved online to celebrate and share the power of exchanges virtually. Exchange Day is an opportunity to raise awareness of international exchange programs and spread the word about the positive impact and breadth of exchange programs.

Branding:

- Font: Gill Sans MT
- Logo: Download the Exchange Day logo at <https://alliancewid.weebly.com/exchange-day.html>
 - Click "Graphics", 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 1-167-157, 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)