

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:

Exchange Day is a nationwide celebration of the power of international exchange. Traditionally, participants 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. 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.

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://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)
- T-shirts (optional):
 - If coordinating in person events, each individual sponsor is responsible for ordering T-shirts for their participants.