J Day Style Guide

Use this style guide to ensure all J Day materials are branded alike.

Social Media:

- Primary hashtags for all social media post: **#CelebrateJDay**, **#EatPlayGive**
- Additional hashtags: See Social Campaign Guide

Description:

- For all public/external mention of J Day:

  J Day is a nationwide celebration of the power of international exchange. 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. J Day is an opportunity to raise awareness of the J-1 Exchange Visitor Program (EVP) and spread the word about the positive impact and breadth of cultural exchange.

Flyers:

- Use the flyers provided by the Alliance and distribute them widely to your J-1 exchange participants and local communities

Branding:

- Tagline: **"Eat. Play. Give."** – use in all marketing materials

- Font: Gill Sans MT

- Logo: Download the J Day logo from our resources page.
  - Click "Graphics and Countdown Materials," and a zipfile with the logo and countdown materials will download onto your computer
  - 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):
  - Each individual sponsor is responsible for ordering t-shirts for their J-1 participants