

The logo for the All Nations International Student Conference. The word "ALL" is rendered in a large, stylized font where each letter is filled with a different geometric pattern of white lines on a dark teal background. Below "ALL", the word "NATIONS" is written in a clean, white, sans-serif font. Underneath "NATIONS", the words "INTERNATIONAL STUDENT" and "CONFERENCE" are stacked in a smaller, white, sans-serif font, with "CONFERENCE" centered under "INTERNATIONAL STUDENT".

ALL
NATIONS
INTERNATIONAL STUDENT
CONFERENCE

All Nations Brand Guide

Promotion Strategy



Promoting to International Students

Promote the following messaging to International Students

- Be expectant to be transformed
- Be in community and experience fun fellowship with other international students and experienced international ministers
- It's worth it (it's worth the money and time)
- Gain resources and teachings from other internationals
- Fulfill the calling God has on your life
- Share about the event (what it is and logistics)

Potential Barriers

- Hesitant about being a leader with cultural barriers
- They don't think Chi Alpha is for them
- Being in a small group: not feeling welcomed and like they belong in that small group.
- Event - Finances, lack of personal invitation and trusting someone they are going with or invited by.

Platforms to promote on

- **Social Media (wherever your international students are online)**
 - Instagram
 - Facebook (especially grad students)
- **Large groups**
 - Stay tuned for a video including an invitation from Sevo to your international students that you can play at your large group
- **Announce to student leaders and staff**
 - Share the vision, logistics and purpose of the event to American and international students leaders and staff
 - Designate a specific staff member and student leader to be the main advocates responsible for promoting.
- **Print Material**
 - Consider creating a personal invitation to give directly to your international students

Colors



#450d43

#991a3b

#067b8a

#067248

#d14327

#e4a924

#5a5a5a

Hex Color #

Fonts

- Montserrat (various weights): esp titles, pull-outs
- Source Sans Pro: for large chunks
- Brownhill Script: for "by His Spirit"
- Frontage: for emphasis, only used very sparingly Squares and rectangles

