



# Summit Flyers

## Design Brief

### About ASES

ASES is a global entrepreneurship organization that aims to connect and cultivate the talents of young entrepreneurs who are interested in innovating in a global market. ASES values close, communal relationships and proactivity.

### Objective

Get international (potential) delegates to apply for the ASES Stanford 2015 Summit.

### Key Elements

- ASES Logo
- Summit application link
- Application Deadline

### Target Audience

Males and females who are University undergraduates (ages 17-24) at international universities all over the globe (China, India, Korea, Japan, Southeast Asia) who are interested in entrepreneurship (broad).

### Values to Communicate

Emphasis on community, networking. Convey legitimacy of event and establish ethos. Stability.

### Stylistic Preference

Adapt flyers to design preferences of different countries. Be specific with design, but establish common theme across flyers. Audience should be able to recognize that different flyers belong to same event.

### Color

None. Just be consistent and not too crazy.

### Example Images

