Marketing

Quick Reference Guide

Instructions, requirements and principles for Student Ambassadors marketing materials and communications
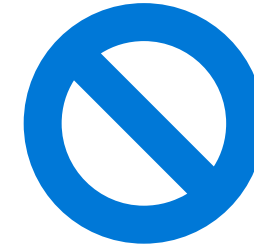

Style Guide
Do's (and don'ts) of Student Ambassadors Visual ID, Logo and Color Palette

The Microsoft Logo
Should not be used in any way

Creative Principles
Designs that evoke discovery which are consistent, clean and simple

Voice
Talk from your heart using warm, relaxed, and clear speech