

TRUDINH

CASE STUDY

CENTRAL ASIA INSTITUTE
NEWSLETTER PROPOSAL

CREATIVE BRIEF

UNLOCKING POTENTIAL

CLIENT

Central Asia Institute

Central Asia Institute is an international non-profit organization, co-founded by Greg Mortenson and Jean Hoerni in 1996. The organization is based in Bozeman, Montana and works to promote and support community-based education throughout Central Asia, primarily in Pakistan and Afghanistan, by building schools, supporting teacher-training programs, and funding school scholarships.

TARGET AUDIENCE

My targeted audience for this Newsletter is going to be the retired CEO. Their wealth, time availability, life experience, and connection, makes them the perfect audience to target for the Central Asia Institute newsletter, Unlocking Potential. The newsletter will use colors and images as the main element to attract the audience attention and get them involve in our cause.

SOLUTION

The two dominate colors I decided to utilize is blue and orange. The plan is to use blue to represent the organization with a strong sense of trust, letting the retired CEO know that their money is going toward a good cause. Orange represents high energy, passionate, and fun, letting them know that the people at the CAI are high spirited, energized, and passionate people who are here to help unlock the potential of the children in Central Asia. The images that I have selected are images of classes currently in session and the school being build. With the combination of colors and images and with the support of the selected fonts, this newsletter will surely succeed with the targeted audience.

PERSPECTIVE OF THE CLIENT

Get new donor

Keep investor engaging in the cause

Keep investor informed

COLLATERAL

Newsletter: 7.5 x 10 inches (spread: 15 x 10 inches)

MASTHEAD

CENTRAL ASIA INSTITUTE | 3



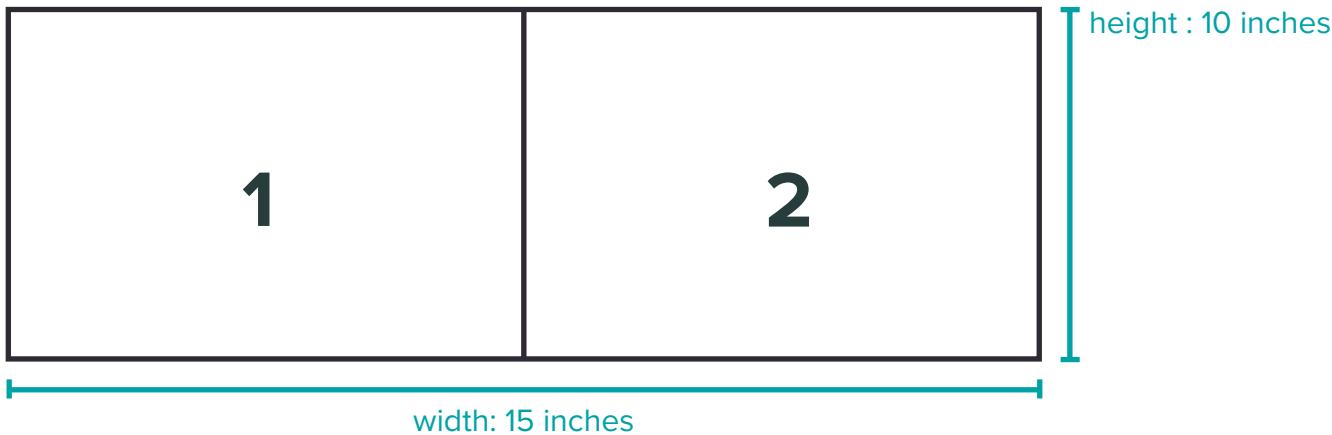
IMAGES

CENTRAL ASIA INSTITUTE | 4



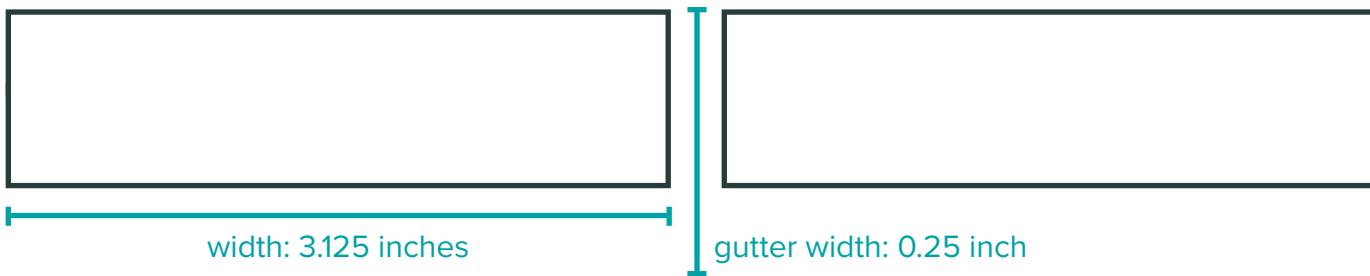
STYLE GUIDE

DOCUMENT SIZE



PAGE LAYOUT

2 Columns layout



STYLE GUIDE

FONT

Couretta Regular

ԱՅԵՒԹԵՐԴԱՐԱՎՈՐՈՒՄՆԱՄԽԿԱ
աբեգիկլմնօրքստասախց

Proxima Nova Bold

ABCDEF~~GHIJKLMNOPQRSTUVWXYZ~~
abcdefg~~hijklmnopqrstuvwxyz~~

Proxima Nova Regular

ABCDEF~~GHIJKLMNOPQRSTUVWXYZ~~
abcdefg~~hijklmnopqrstuvwxyz~~

COLOR



RGB (224,92,37)

CMYK (7,38,100,1)



RGB (118,198,197)

CMYK (23,2,4,0)



RGB (19,24,24)

CMYK (76,66,66,80)



RGB (39,61,59)

CMYK (80,56,64,52)



RGB (192,225,237)

CMYK (23,2,4,0)

STYLE GUIDE

PULL QUOTE STYLE

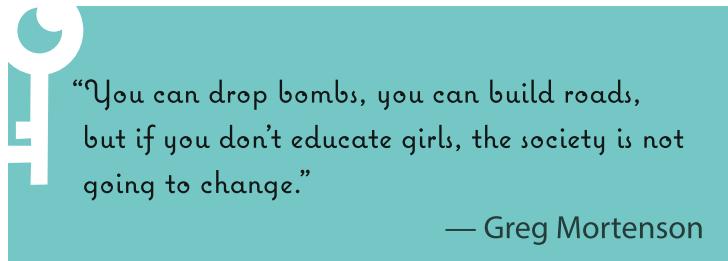


IMAGE STYLE



BODY COPY

Coquette
Regular 10pt
Leading 14pt
RGB (39,61,59)
CMYK (80,56,64,52)

CREDIT

Proxima Nova
Bold 10pt
Leading 14pt
RGB (39,61,59)
CMYK (80,56,64,52)

GRAPHIC ELEMENT

Key Symbol
RGB (255,255,255)
CMYK (0,0,0)
Width: 0.3789 inch
Height: 0.8559 inch
Background
RGB (118,198,197)
CMYK (23,2,4,0)

BORDER

3.5pt Solid Border
RGB (39,61,59)
CMYK (80,56,64,52)



STYLE GUIDE

PARAGRAPH STYLE

People

Community Partnerships

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the community matches project funds with equal amounts of local resources and labor. This commitment ensures the project's viability and long-term success.

[0.0625 inch spacing above

HEADING	SUBHEADING	BODY COPY
Coquette	Proxima Nova	Proxima Nova
Regular 20pt	Extra Bold 12pt	Regular 10pt
RGB (224,92,37)	RGB (39,61,59)	Leading 14pt
CMYK (7,38,100,1)	CMYK (80,56,64,52)	RGB (39,61,59) CMYK (80,56,64,52)

STYLE GUIDE

LIST STYLE

Education in Pakistan

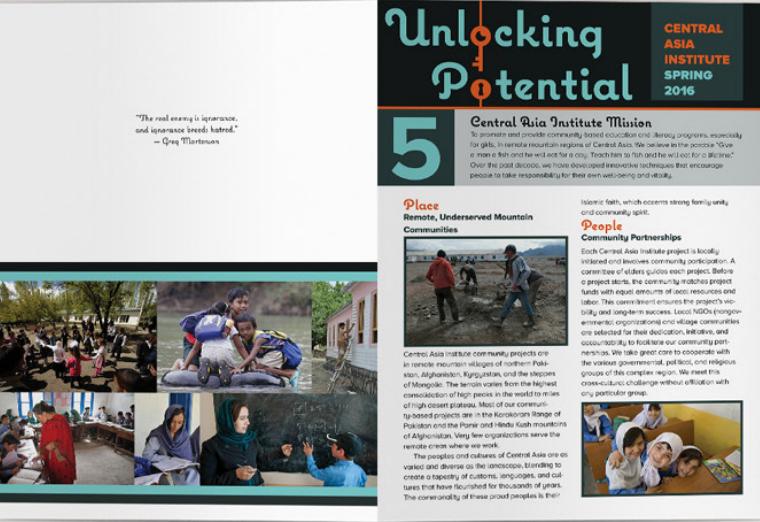
- 58 schools fully or partially supported
- 520+ teachers fully or partially supported

SUBHEADING	LIST ITEM	GRAPHIC ELEMENT
Proxima Nova	Proxima Nova	Bullet Point
Bold Italic 10pt	Regular 9pt	Height : 0.072 Inch
RGB (39,61,59)	Leading 14pt	Width : 0.072 Inch
CMYK (80,56,64,52)	RGB (39,61,59)	RGB (118,198,197)
	CMYK (80,56,64,52)	CMYK (23,2,4,0)



MOCK-UP

CENTRAL ASIA INSTITUTE | 10



"The real enemy is ignorance, and ignorance breeds hatred."
— Greg Mortenson

Unlocking Potential

Central Asia Institute Mission
To promote and provide community-based education and literacy programs, especially for girls, in remote mountain regions of Central Asia. We believe in the possibility "Give a man a fish and he will eat for a day. Teach him to fish and he will eat for a lifetime." Over the past decades, we have developed innovative techniques that encourage people to take responsibility for their own well-being and stability.

Place
Remote, Underserved Mountain Communities

People
Community Partnerships

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the committee convenes with local NGOs and government agencies to assess resources and labor. This commitment ensures the project's viability and long-term success. Local NGOs (nongovernmental organizations) and government agencies are selected for their dedication, initiative, and accountability to facilitate our community partnerships. While the great majority of projects work with the local government, politics, and religious groups of this complex region, we invest this cross-cultural challenge without affiliation with any particular group.

The peoples and cultures of Central Asia are one of the most diverse in the world. From Turkmenistan to Kyrgyzstan, Uzbeks, Tajiks, and Afghans, there exists a variety of customs, languages, and cultures that have flourished for thousands of years. The commonality of these proud peoples is their

Islamic faith, which contains strong family unity and community spirit.

Projects Overseas

The Central Asia Institute supports community-based education programs in remote mountain regions of Central Asia. Each project involves local people in all phases of the project planning, implementation, and evaluation. A committee of elders and experts guides each project. By 2007, the cooperative effort produced the following resources:

- 88 schools fully or partially supported
- 524 teachers fully or partially supported
- School library projects
- 624 graduates of Porter Training Program
- Teacher training workshops
- 24,000 current students, including 14,500 girls supported

Education in Pakistan

- 34 women's vocational centers
- Women's NGO assistance and training
- Health and rehabilitation training
- Rural Women's Vocational Fund
- Maternal health care services
- Birth technology scholarships

Women's Education

- 14 women's vocational centers
- 244 public water projects
- Water filtration systems
- 3,200+ cataract eye surgery patients
- Sanitation and latrine projects
- Rural health clinics

Public Health and Conservation

VOLUME 5 | PAGE 2

Central Asia Institute Recent Talks
Seattle, Washington, 2007

Seattle, Washington, 2007
A phenomenon from Seattle left Everywhere. Greg Mortenson went, prepared just to listen to his sister speak at a conference to change the world. A week ago at Town Hall, the lines were forming two hours before the event. It was the same at Bellarmine Hall, Everett, Washington, where, following a sell-out, 800, will more people squeezed into every available space, sitting on the floor or listening to the talk from the hallway. Hundreds of people were there.

What is this message that we're so ready to hear? It's the attitude to the ways of war.

These about the way we fight terrorism. We are at war with the bad guys in the south. What will do is the key word.

But there's one other way to prevent people from being on board. Mortenson said in his talk, "The best answer is ignorance, because it's based on hatred."

Mortenson's message comes from an African proverb: "If you educate a dog, you educate an individual, but if you educate a wolf, you educate a community."

When a boy goes to school, it's not just him who will leave. His village and his world. But a girl going to school grows into a woman, bears healthy children, and encourages other women to be educated.

"The schools increase girls' self-worth. The ultimate goal is to educate women, to give them a chance to learn, to teach, to lead."

Consider the worst "problem." We now know that war in one context – is violent, but it can also have other meanings including other pursuits. Before beginning a jihad, you ask permission from your mother. Mortenson said, if she is educated, she'll less likely give approval to a violent mission. Those

who desire to education us (including of the 9/11 hijackers) were educated – and most that Mortenson sees. "But none of their mothers were educated."





There is an urgent need to do more and to build more schools. We can save 145 million dollars without additional taxes. We can do it because of the lack of money, gender discrimination, not cover in ignorance, and corrupt governments. It costs only \$1 per month per child to change that, roughly \$6-58 billion.

Congress is being asked for another \$100 billion to fund the wars in Iraq and Afghanistan. Which plan is more cost-effective?



"I used to drop bombs, you can't build roads. I used to project violence, you can't end war. You have to change."

— Greg Mortenson

By contrast, the schooling of Afghanistan is "the most exciting need you've never heard," said Mortenson. When the Taliban was in power, only 800,000 kids were educated. Today more than 5 million children are in school. Mortenson said, "That's where we should be putting our money."

The people who stand in the way of progress are the ones who are in control of governments. We could make this world better by doubling our efforts to build schools. We even know where to find the money. Some in few billion less on war.

VOLUME 5 | PAGE 3

©2009 Central Asia Institute

"The real enemy is ignorance,
and ignorance breeds hatred."

— Greg Mortenson

Unlocking Potential

CENTRAL
ASIA
INSTITUTE
SPRING
2016

5

Central Asia Institute Mission

To promote and provide community-based education and literacy programs, especially for girls, in remote mountain regions of Central Asia. We believe in the parable "Give a man a fish and he will eat for a day. Teach him to fish and he will eat for a lifetime." Over the past decade, we have developed innovative techniques that encourage people to take responsibility for their own well-being and vitality.

Place

Remote, Underserved Mountain Communities

Central Asia Institute community projects are in remote mountain villages of northern Pakistan, Afghanistan, Kyrgyzstan, and the steppes of Mongolia. The terrain varies from the highest consolidation of high peaks in the world to miles of high desert plateau. Most of our community-based projects are in the Karakoram Range of Pakistan and the Pamir and Hindu Kush mountains of Afghanistan. Very few organizations serve the remote areas where we work.

The peoples and cultures of Central Asia are as varied and diverse as the landscape, blending to create a tapestry of customs, languages, and cultures that have flourished for thousands of years. The commonality of these proud peoples is their

Islamic faith, which accents strong family unity and community spirit.

People

Community Partnerships

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the community matches project funds with equal amounts of local resources and labor. This commitment ensures the project's viability and long-term success. Local NGOs (nongovernmental organizations) and village communities are selected for their dedication, initiative, and accountability to facilitate our community partnerships. We take great care to cooperate with the various governmental, political, and religious groups of this complex region. We meet this cross-cultural challenge without affiliation with any particular group.



Projects Overseas

The Central Asia Institute supports community-based education programs in remote mountain regions of Central Asia. Each project involves local people in all phases of the project: planning, implementation, and evaluation. A committee of elders and experts guides each project. By 2007, this cooperative effort had produced the following resources:

Education in Pakistan

- 58 schools fully or partially supported
- 520+ teachers fully or partially supported
- School library projects
- 824 graduates of Porter Training Program®
- Teacher training workshops
- 24,000 current students, including 14,300 girls supported

Women's Education

- 14 women's vocational centers
- Women's NGO assistance and training
- Infant oral rehydration training
- Rural Women's Vocational Fund
- Maternal health care scholarships
- Eye technician scholarships



"The schools encourage girls to enroll. The ultimate goal: produce educated girls, who when they become mothers, will teach tolerance to their sons."

— Greg Mortenson

Public Health and Conservation

- 24+ potable water projects
- Water filtration systems
- 3,000+ cataract eye surgery patients
- Sanitation and latrine projects
- Rural health care camps

Central Asia Institute Recent Talks

Seattle, Washington, 2007

A phenomenon hit Seattle last week. Everywhere Greg Mortenson went, people lined up to listen to his simple message about how to change the world.

A week ago at Town Hall, the lines started forming two hours before the event. It was the same at Beacon Hill, Green Lake, and Bainbridge Island. Every seat was filled, while more people squeezed into every available space, sitting on the floor or listening to the talk from the hallway. Hundreds of people were turned away.

What is this message that we're so ready to hear? It's the antidote to the ways of war.

Think about the way we fight terrorism. We are at war, and we fear what the bad guys will do. Fear is the key word.

But there's an alternative. "If you promote peace, that's based on hope," Mortenson said in his talk. "The real enemy is ignorance, because it's based on hatred."

Mortenson's premise comes from an African proverb: "If you educate a boy, you educate an

individual, but if you educate a girl, you educate a community."

When a boy goes to school, it's assumed he will leave his village and work. But a girl stays. She grows into a woman, bears healthier children, and encourages them to be educated.

Consider the word "jihad." We know about that word in one context — a violent quest. But the word has other meanings reflecting other pursuits. Before beginning a jihad, you ask permission from your mother, Mortenson said. If she is educated, she's less likely to give approval for a violent mission. Those

who dismiss education say that many of the 9/11 hijackers were educated — and that's true, Mortenson said. "But none of their mothers were educated."



There is an urgent need to do more and to build more schools. There are 145 million children without education, and the numbers are going up because of slavery, gender discrimination, religious intolerance, and corrupt governments. It costs only \$1 per month per child to change that, roughly \$6-\$8 billion per year.

Congress is being asked for another \$190 billion to fund the wars in Iraq and Afghanistan. Which plan is more cost-effective?



"You can drop bombs, you can build roads, but if you don't educate girls, the society is not going to change."

— Greg Mortenson



By contrast, the schooling of Afghanistan is "the most exciting news" you've never read, said Mortenson. When the Taliban was in power, only 800,000 kids were in school. Today more than 5 million children go to school — and 1.8 million are girls. That's where we should be putting our money.

The people who stood in line to hear Mortenson already know this. We are a nation of generous people. We could make this world better by doubling our efforts to build schools. We even know where to find the money: Spend a few billion less on war.