**Print and Graphics Fonts for all Platforms**
Note: Fonts loaded into Canva > Brand
Museo Slab available at [www.fontspring.com](http://www.fontspring.com)
Myriad Pro available at [http://fontsgeek.com/fonts/Myriad-Pro-Regular/download](http://fontsgeek.com/fonts/Myriad-Pro-Regular/download)

**MUSEO SLAB 500** - Titles and Headers
Myriad Pro - Sub Heads and Body Copy

**Active Campaign** - Font ONLY FOR Email
Note: May need to add line height of 1.5 or 150%

**Headers** - *Verdana* - bold, 27 pt
Sub Heads - *Verdana* - 21 pt
Body Copy - *Verdana* - 16 pt to 20 pt

Hyperlinks
[Learn More](#)

Buttons
[Register Now](#)

Tag Line
*a people-centered, teacher-led, global yoga community*

Please visit ASHY’s [www.canva.com/brand](http://www.canva.com/brand) to see the brightness of colors online.
This print product does not accurately express the color palette, particularly Raspberry Accent.
Key Words + Tag Lines - July 2017

Words used across all platforms to help with SEO (Search Engine Optimization). These are words that a user might type into a search box. Our desire is to organically pop up on more search results for the services ASHY offers.

Keywords
yoga, Anusara, hatha, tantra, tantric, global, world wide, kula, teacher-led, advanced teacher training, certification, non-profit, universal principles of alignment, loops, UPA’s, Attitude, Alignment, Action, 3 A’s, heart-based, heart, heart-centered, heart quality, Samavesha, Samunnati, RYT 500, RYT 200, RYS 500, RYS 200, Elements, Inspired, Certified, Open to Grace, Muscle Energy, Inner Spiral, Expanding Spiral, Outer Spiral, Contracting Spiral, Organic Extension

Global Tag Line
a people-centered, teacher-led, global yoga community
Image Standards - September 2017
created to standardize images across platforms in support of IMC strategy (integrated marketing communications)

1200px x 630px
Active Campaign Email
Facebook Posts
Website General Image for a Website Page
Open Graph <og> Image Size for Social Shares

600px x 400px
Website “Feature” - on ASHY’s homepage just above the fat footer - a series of 3 “featured” items with picture, text + a button to “read more.”

1280px x 720px
YouTube Thumbnail image. Used to visually brand every video on ASHY’s YouTube Channel

2,000px x 800px
Website image carousel. Homepage of ASHY’s website.

350px x 500px
Website - “Product Image” - a vertical dimension that still needs to be tested for ASHY product pages for items “for sale.”
General Integrated Marketing Communications Strategy - September 2017

Concise steps to move a campaign across selected media platforms; focus on Website, Email, Facebook, and YouTube; get the inter-relationship flowing and strong on those 4 digital platforms before focusing on any other platform.

**Marketing Funnel** All marketing funnels back to ASHY’s website - always. All links lead “home” which is a specific page on ASHY’s website. Thick content (details on who, what, why, where, how, when) are on ASHY’s website. Website must be updated, first, for a campaign to move forward. Website update includes the visual imagery. Users connect with images, first to recognize a campaign (and a brand).

**Consistency + Repetition** A campaign shares a consistent “visual look” across all platforms as well as concerted unified message. Visually, a user should know the campaign by the “look” without even having to read the words. Visually, repeat the message across platforms a lot more often.

**Email** Visual heavy. Concise messages. Clear call to action buttons or hyper links. Meaty content (details) is a link to an ASHY website page. Email marketing stat: receivers take in information in 7 seconds via visual scanning. Use Auto Schedule feature in Active Campaign.

**Facebook** Launches with email on ASHY Global page. Visual message combined with “call to action” hyper link. Tag as many individuals or places as appropriately possible. Posting schedule over the course of several weeks to months. Engage with users via likes, shares, comments. Use “brand voice” language. Aim for high “organic reach” and “organic engagement.” When a post has a high organic reach / engagement consider boosting that particular post or “sponsoring” a Facebook ad. The paid reach will be higher on a post that already has strong organic reach. Use Auto Schedule.

**Website** Use <og> (Open Graph) image + enticing, clear titles and details so content may be shared from ASHY’s site to social media.

**Videos + YouTube** If videos are created for a campaign, add thumbnail on the YouTube channel. Include YouTube video link in Email Campaigns and on Facebook. Cross channel marketing increases reach + user connection to ASHY.

**Cross Platform Sync** Messages move across platforms during a specified time period with a start and end date for a campaign.

**Remain in Relationship** IMC strategy is about building relationships based on trust over the long term. We seek user and brand loyalty. The user trusts ASHY to continue to consistently provide pertinent information. If ASHY chooses to market (which it must to survive), ASHY must invest in consistent, well-thought and well-executed communications.
Designing in Canva for ASHY

If you have been given access to ASHY’s non-profit Canva account to help design graphics for the organization, you may benefit from watching this series of unlisted videos that are housed on ASHY’s YouTube Channel.

1. An overview of ASHY + Canva. https://youtu.be/iK0j3seZW6s
2. A simple design: one image + 2 logos. https://youtu.be/pLiokNM8n0Q
3. Template sizes, saving, adding shapes + text, using brand colors, and transparency https://youtu.be/cI6tlDhYY-I
4. Copying a graphic; changing a background image; layering https://youtu.be/HtlvFcJanZw
6. Adding a shape / color bar + layouts + downloading https://youtu.be/8of3YV2IN9M
7. Importance of checking file size and the need for image compression https://youtu.be/YELW6PQ_n1I