

MOOMIN LANGUAGE SCHOOL MARKETING KIT



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All content in this kit is accessible by **clicking the thumbnail images**. They are direct links to visitor-friendly documents in our Sharepoint. Please contact us if you are unable to access any of the files.

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Logos

2 Moomin Language School text logos:

in original colors

in dark gray

1 Moomin Language School picture logo

1 Combination logo of picture and text

MLS txt logo in color

MLS txt logo gray

MLS picture logo

MLS picture & txt logo

Print materials

- 1 Letter to parents (print and web version)
- 4 Postcards (print and web version)
- 2 Posters (print and web versions)
- 1 Rollup (print version)

Letter to parents	print version	web version
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Postcard 1	print version	web version
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Postcard 2	print version	web version
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Postcard 3	print version	web version
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Postcard 4

print version

web version

Poster 1

print version

web version

Poster 2

print version

web version

Roll up

print version

Social media templates

Ready-to-use pictures:

- 3 ready-made Facebook-sized pictures (.jpg)
- 3 ready-made Instagram-sized pictures (.jpg)
- 3 ready-made Twitter-sized pictures (.jpg)
- 3 ready-made LinkedIn-sized pictures (.jpg)

Templates:

- 3 Facebook picture templates in one (.ai)file
- 3 Instagram picture templates in one (.ai)file

Instructions:

Ready-to-use pictures:

We have a selection of three (3) pictures for each of the four chosen social media platforms ready for posting.

Templates:

Each Adobe Illustrator (.ai) template contains three (3) layers:

The first layer is open but hidden (the eye icon) and optional to use, and is for a possible slogan. We have a selection of ready-made slogans you can choose from (p.9)!

The second layer is open and it's a placeholder text "YOUR LOGO HERE" in red. You can replace this text with your own logo.

The third layer is locked and contains the background (picture, MLS logo, elements).

Social media picture sizes (width x height):

	FACEBOOK:	1200 x 630 px
	INSTAGRAM:	Square: 1080 x 1080 px
	TWITTER:	590 x 295 px
	LINKEDIN:	1104 x 736 px

Ready-to-use pictures:



Picture 1

Picture 2

Picture 3



Picture 1

Picture 2

Picture 3



Picture 1

Picture 2

Picture 3



Picture 1

Picture 2

Picture 3

Templates:

All three templates of each Social Media format are in the same Illustration(.ai) file in their own artboards.



Facebook Templates (.ai)



Instagram Templates (.ai)

Slogans

Language learning has never been this **fun** and **effective**!

Playful **eSolution** for Language Learning!

Headstart to a Global World!

Hashtags

#moominls
#moominlanguageschool
#raisingfuturesuperhumans
#languagelearning
#earlylearning
#earlylanguagelearning
#finnisheducation
#earlychildhoodeducation
#children #kids
#playfullearning #playtolearn
#play #teach
#languageteaching
#English
#teachingEnglish
#EFL #ESL #TEFL
#tesol #eslteacher

You can use other hashtags too - these ones are here to help you get started!

Graphic Guidelines

MLS Style Guide