

GSL EDU EXCELLENCE

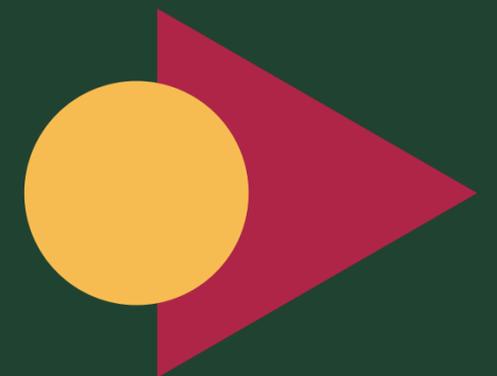
QWERTY BRAND SOLUTIONS



As it is proven that 'Colors Speak Louder Than Words' as it impacts the human emotions.

Here, we have tried to give a new look to the same logo by refining its color scheme and changing the fonts and sizes of the text.

GSL REFINED LOGO



LOGO WITH **GLOW EFFECT**



- The glowing effect is giving more power to logo and hence to the branding.
- The refined color scheme is making it more vibrant.

Font Style

GSL EDU EXCELLENCE

—

Anton Regular

TAGLINE

—

Montserrat Extrabold

Colours

246e9f

1f4888



378a46

155a3b



df691c

ffba3f

dd631a



LOGO WITHOUT **GLOW EFFECT**

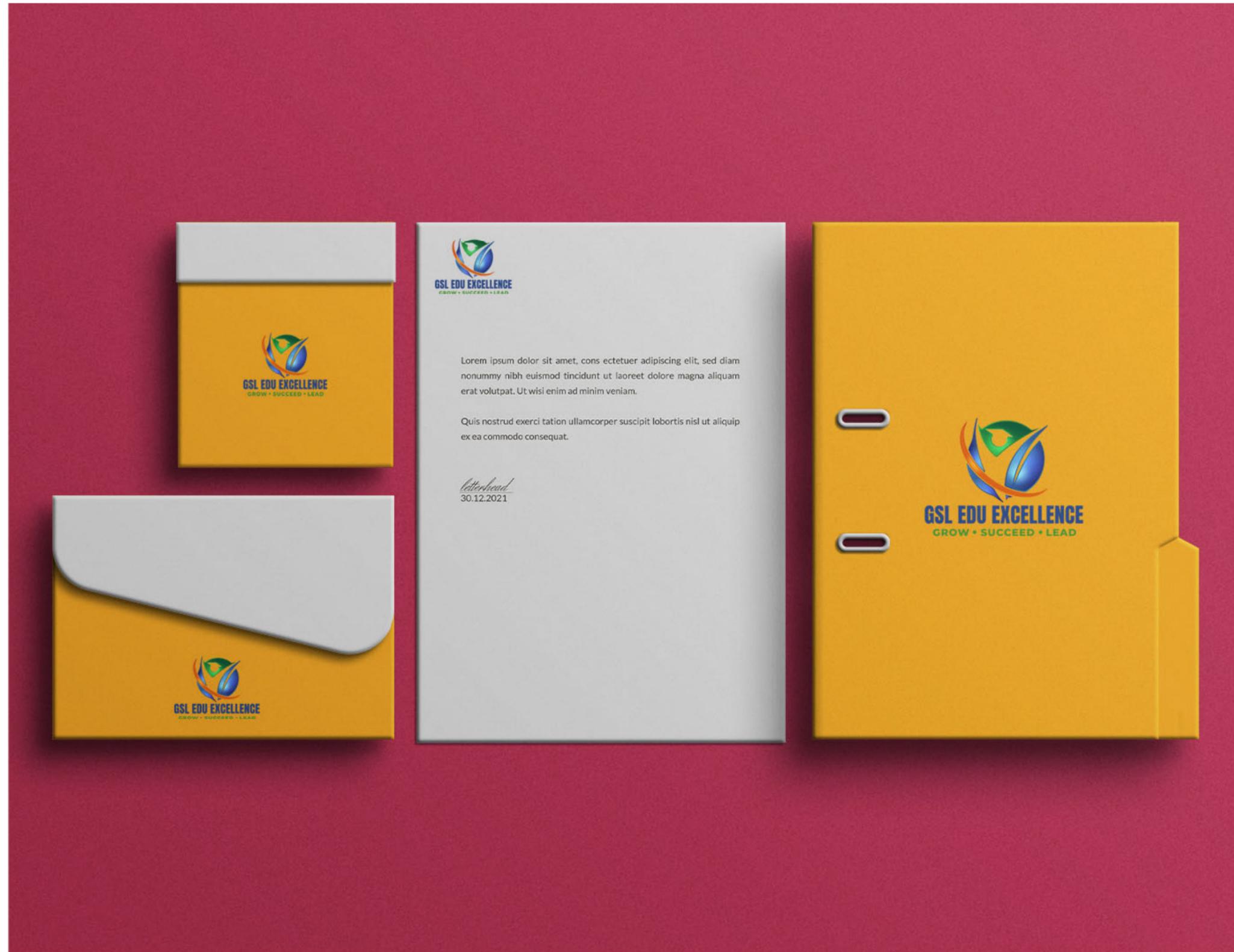


- Logo without the glow effect will be used for printing purposes.
- The next couple of slides will cover some samples on how the logo would look in branding.

COLOR SCHEME WITH DIFFERENT BACKGROUND



MARKETING COLLATERAL



ASSET BRANDING



ASSET BRANDING



ASSET BRANDING



SOCIAL MEDIA POST



Celebrating and dedicating today to appreciate
the driving forces of the world!
— **HAPPY INTERNATIONAL WOMEN'S DAY** —

SOCIAL MEDIA POST

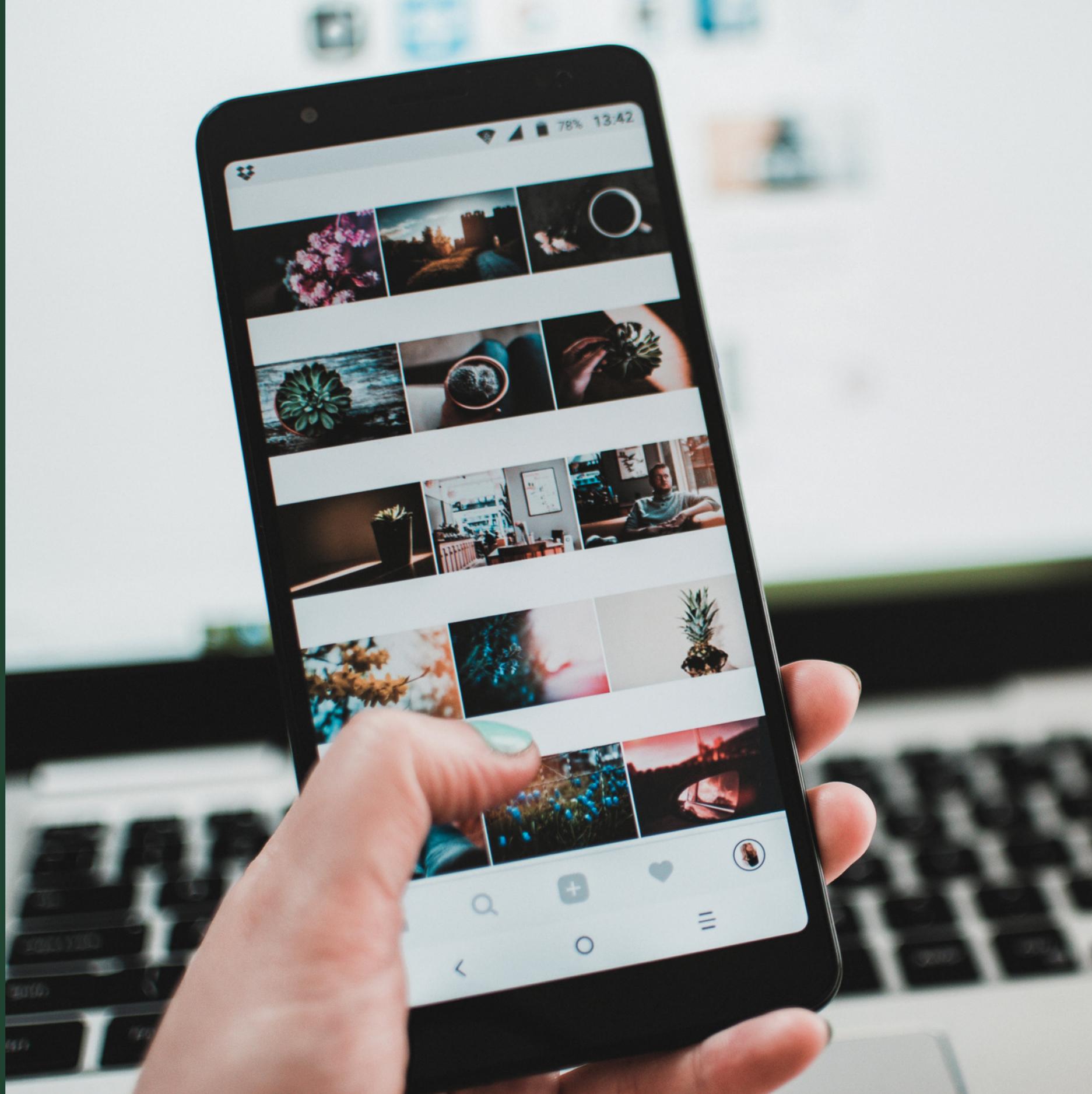


Freedom is never given,
it is won!

— WORLD —
FREEDOM DAY

SOCIAL MEDIA PLAN

GSL EDU EXCELLENCE



After seeing and comparing what competitors are doing depending on their ideology and strength, we have analyzed and formed a content bucket that matches our beliefs to the core.

CONTENT CATEGORIES

● SESSIONS

● REELS

● SURVEY

● BLOG POST

● GSL BRANDING

● UPDATES

● TESTIMONIALS

● CASE STUDY

● ENGAGEMENT POSTS

● KNOWLEDGEABLE POSTS

CATEGORY - SESSION



**WEBINARS AND
SEMINARS**



LIVE SESSIONS



PODCAST

REFERENCE POST - PODCAST



UNIQUE PROGRAMS OFFERED BY
CANADIAN INSTITUTIONS



PODCAST : EPISODE 1

Launching podcast episodes is one of the unique way of connecting with audience and giving educational information/knowledge in every episode.

CATEGORY - REEL



SHOOT REELS



STOCK REELS

CATEGORY - SURVEY



QUESTIONNAIRE/TEST

Survey can be conducted on topics like 'What challenges are you facing to decide your career path?' and a link can be added in bio/with post to drive the traffic



LIVE SESSION

We can offer a live session post we get the responses.

CATEGORY - BLOG POST



WEBSITE BLOG POSTS

Blog posts will be posted to update the audience on the latest blog on website.

REFERENCE POST - BLOG POST



 **NEW
BLOG**

 **READ OUR LATEST BLOG**

**MACHINE LEARNING CAN
CHANNELISE SUCCESS IN FUTURE**

GSLEDUEXL.COM 

CATEGORY - TESTIMONIAL



STUDENT VIDEOS

We can upload student testimonial videos talking about how GSL helped him/her to find the right career path



WRITTEN TESTIMONIALS

Reviews from parents and students will be posted.

REFERENCE POST - TESTIMONIAL

Review



ANAMIKA GUPTA

Studying abroad in a renowned university is like a dream, which has come true finally!!! I am very thankful to the GSL consultants who helped me like my own family members.



CATEGORY - CASE STUDY



SUCCESS STORIES

Success stories of students can be shown and this can be a video of the student talking about his journey.



STRUGGLE STORIES

This will be a video of student talking about what challenges he/she is facing to decide the career path.

CATEGORY - GSL BRANDING



OUR USP_s

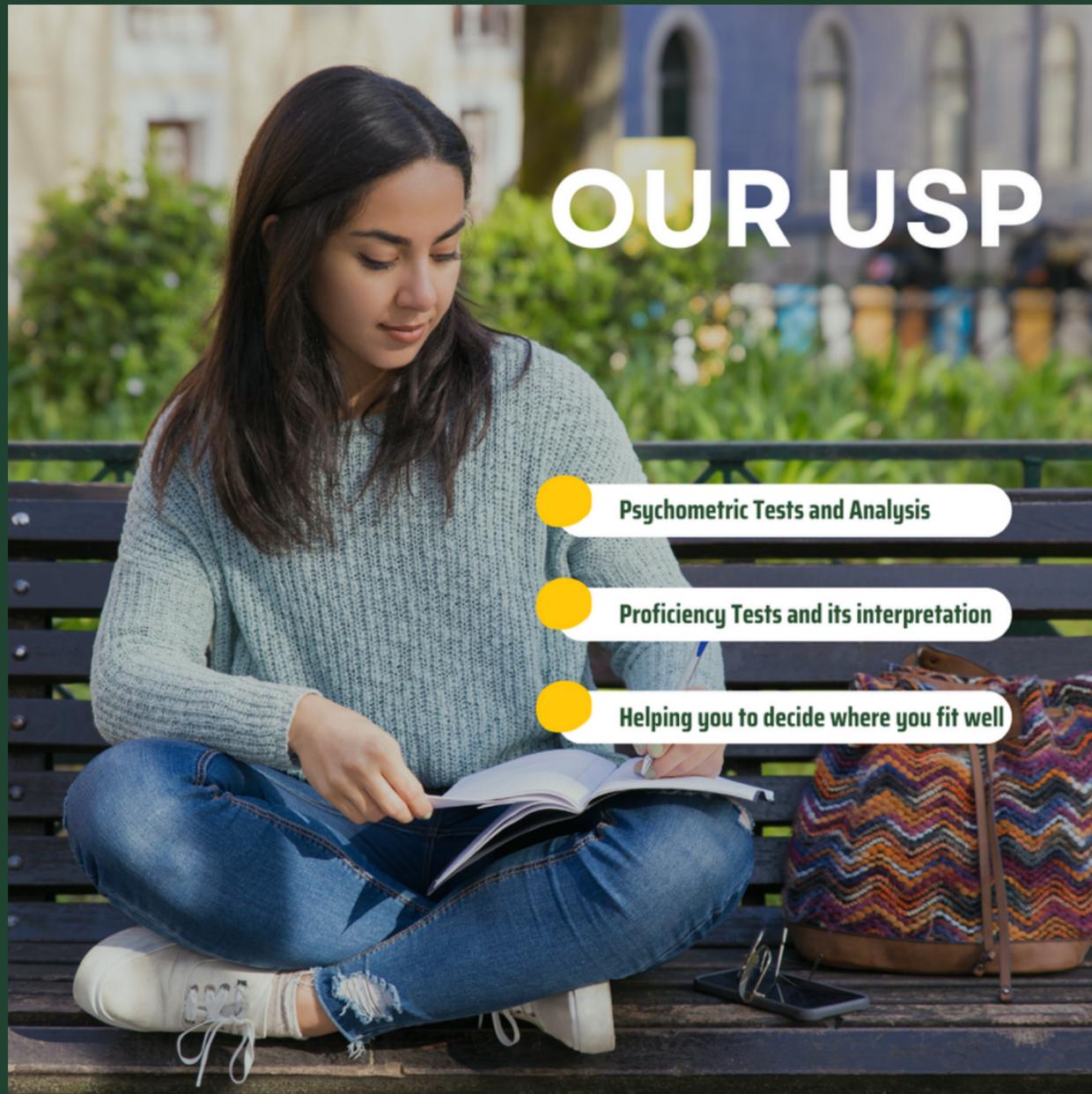


OUR SERVICES

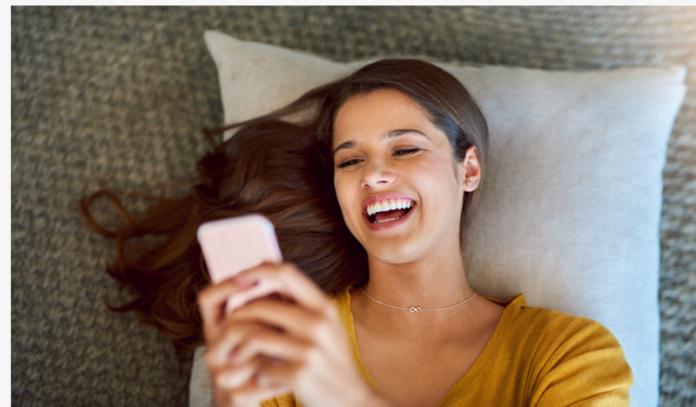


KAVITA MA'AM TIPS

REFERENCE POST - GSL BRANDING



CATEGORY - ENGAGEMENT



MEME

These type of posts can be created to catch the moment marketing and other trending memes in order to drive engagement.



THIS/THAT

This type of posts will be questioning the audience to comment their preferred country/university to study in.



WORD PLAY

These type of posts will include word search, guess what and more to drive engagement.

REFERENCE POST - ENGAGEMENT

When other consultants tell you that you can't study abroad

GSL:



Beta Tumhein Galat Faimi Hui Hai

Comment the name

of the country that you see and would like to study in!

M	V	M	T	E	P	R	Z	N	L
X	A	O	L	O	W	Z	Z	X	G
N	N	N	Y	Q	R	X	F	F	L
E	C	T	C	A	D	O	W	Z	A
W	O	R	L	H	Z	G	N	E	S
Y	U	E	O	D	E	X	C	T	G
O	V	A	N	W	V	S	A	A	O
R	E	L	D	H	Q	K	T	M	W
K	R	F	O	J	V	A	A	E	X
U	D	I	N	V	R	I	R	Y	R

CATEGORY - KNOWLEDGEABLE POSTS



FAQ

FAQs can make the knowledgeable posts more interesting by answering the questions based on universities and countries.



INFORMATIVE

Informative posts will include the comparison based posts between countries, universities and more and other posts giving information on topics based on the relevancy of marketing the particular country or university



INFOGRAPHICS

Infographics can be on explaining the admission process of a university in detail or giving other important information.

REFERENCE POST - KNOWLEDGEABLE POSTS

FAQ

FREQUENTLY ASKED QUESTIONS

QUESTION

Can you work while studying abroad?

ANSWER

Most international students need to do the part time jobs to cover at least some of their living or study expenses, which gives them a great experience and learning also.

gsleduexl.com

COUNTRY FACT

DID YOU KNOW?

*Canada is the world's most educated country:
Over half of its residents have college degrees*

gsleduexl.com



CATEGORY - UPDATES



NEWS UPDATES



**EDUCATIONAL
UPDATES**

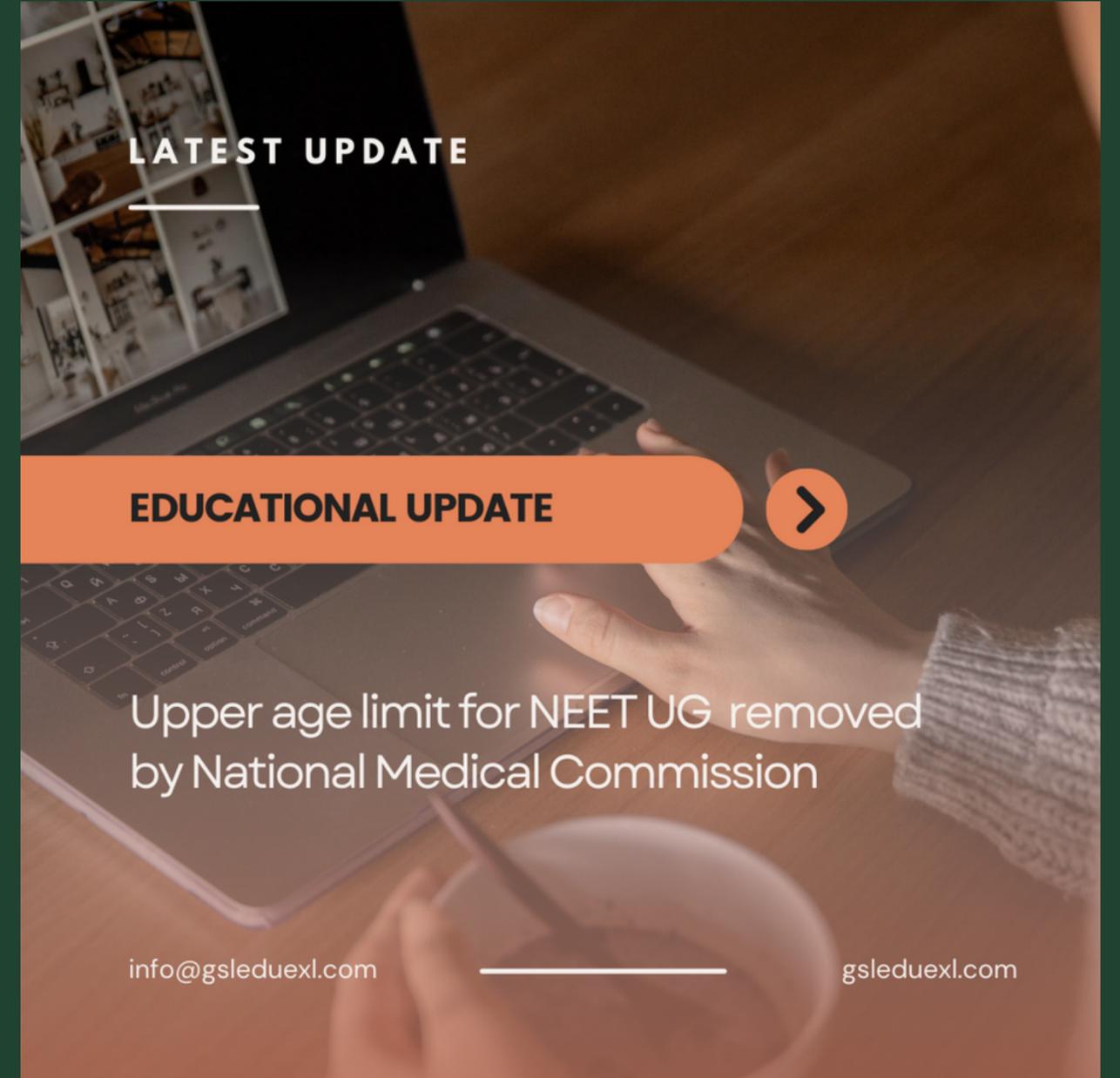
REFERENCE POST - UPDATES



NEWS UPDATE

Russia - Ukraine war may push medical students to Germany, Spain & UK

gsleduexl.com



LATEST UPDATE

EDUCATIONAL UPDATE 

Upper age limit for NEET UG removed by National Medical Commission

info@gsleduexl.com gsleduexl.com

THANK YOU