



65th Anniversary of the Commonwealth Scholarship Commission (1959 – 2024)

Guidance for Alumni Associations on use of the digital toolkit

Please see below for a list of milestone activities happening in 2024 to celebrate the anniversary, which are relevant to promotion over Alumni Association social channels:

- Unveiling of the 65th Anniversary banner at FCDO: launch of the Anniversary celebrations (23 February)
- Mini-exhibition on “65 years of the CSC” during the Connect & Collaborate event (23 February)
- The mini-exhibition content will be available on the CSC website from March onwards, to be shared with Commonwealth Alumni
- Alumni Associations are encouraged to invite Commonwealth Alumni to send in well wishes and messages of what their Scholarship has meant to them to alumni@cscuk.org.uk
- Alumni Associations are encouraged to invite supporters of Commonwealth Scholarships to send in messages of congratulations and well wishes to alumni@cscuk.org.uk
- Alumni Associations invited to host Anniversary celebrations through a 65th Anniversary Fund
- Digital countdown on website and over social media to main Anniversary event in London, UK, celebrating the scheme and showcasing the work of high-profile alumni (event to take place November 2024)
- Alumni census results due to be published (after May 2024)
- Common Knowledge edition #17 – Anniversary Edition published (by end of year 2024)

The digital toolkit includes the following:

- CSC visual identity/branding guidelines document
- 65th Anniversary logo
- 65th Anniversary pull-up banner design
- 65th Anniversary social media card

Social media hashtags to use:

- #CommonwealthChangeLeaders
- #CSC65
- #CommonwealthScholars
- #CommonwealthAlumni

**Please tag our X (formerly Twitter) handle in all relevant social media posts:
@commschols**

Guidance

- Please ensure you have read this document and the CSC visual identity/branding guidelines document in full before using the materials.
- Please only use the toolkit and branded items during the anniversary year (until end of 2024).
- You should only use the toolkit for activities and events in relation to the CSC and its anniversary and for alumni association purposes only.
- You must not edit or distort the toolkit materials or share these with other organisations.

Queries

Please contact the CSC Alumni Team at alumni@cscuk.org.uk if you have any queries about the Anniversary toolkit or the CSC's programme of activities.