iie

The Power
of International
Education

# IIE Quick Start Guidelines

Version 1.0, May 2017

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# 1. Brand Elements

## IIE Logo



## Imagery



## Color Palette



## Graphic Elements



The IIE visual system is comprised of brand elements including logo, imagery, color palette, graphic elements and typography. Please refer to the following sections in the guidelines for further details.

**IIE Logo**

Our most important means of identification.

**Imagery**

Imagery enables us to tell a complete story about the people we serve and how they benefit from our offerings.

**Color Palette**

Consistent and focused use of our colors helps strengthen brand recognition.

**Graphic Elements**

We use our graphic elements to help our visual system become more distinctive.

**Typography**

By limiting the number of typefaces being used we can create a simpler, more consistent look.
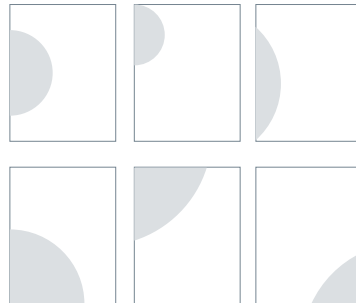
## Typography

Avenir Roman
Avenir Medium
**Avenir Black**

Calibri Regular
**Calibri Bold**

## Vertical Configuration, Primary

Symbol

The Power
of International
Education

Tagline

## Horizontal Configuration, Secondary

Symbol

Tagline

The Power
of International
Education

The primary frame of reference for our brand is the IIE logo. It is the unifying visual element that is used consistently across all of our communications. Consistent application of this logo is vital to building and reinforcing a cohesive brand.

**IIE Logo**

In order to achieve a unified system, the IIE logo should remain constant across all applications of IIE branding. Our logo consists of the combination of our IIE symbol and tagline. The logo artwork should not be redrawn, recreated or typeset in other fonts.

**Vertical Configuration, Primary**

The primary configuration is the IIE vertical logo and should be used wherever possible.

**Horizontal Configuration, Secondary**

Use the secondary IIE horizontal logo only on back cover of layouts (printed materials), when vertical space is limited and in digital applications.

**IIE in Text**

IIE appears in all lower case letters only in the logo. IIE should appear in all capital letters in headlines and copy.

**Artwork Resources**

Always use master artwork for reproduction. All artwork can be found on the IIE intranet, Eddie.

IIE in Upper and Lower Case Body Copy:
All Capitals, IIE

Lorem ipsum IIE dolo qui chaur estum

IIE in Upper Case Body Copy:
All Capitals, IIE

LOREM IPSUM IIE DOLO QUI CHAUR ESTUM

# Logo Colors

**Preferred: Two-Color IIE Logo**

**Limited Use: One-Color, Black**

**Preferred: Two-Color**

The preferred version of our logo is in the two color logo comprising of IIE Red and IIE Dark Gray. Use this version whenever possible. It is typically used on white or light-colored backgrounds.

**Limited Use: One-Color**

When it is not practical to use a two-color (e.g., due to production restrictions or cost restraints), use one-color, black. This color version is typically used on white or light colored backgrounds.

**One-Color Reverse**

Our logo may also appear in solid white when it appears on IIE Red or IIE Dark Gray backgrounds. It can also appear on photographs, but only if the background image provides enough contrast for the logo to be legible

**One-Color White, Reverse**

IIE Red background

IIE Dark Gray background

Photographic background

# Logo Sizes

**Vertical: Preferred Size**

1" (25mm, 96px)



**Horizontal: Preferred Size**

1" (25mm, 96px)



**Vertical: Minimum Size**

0.5" (13mm, 48px))



**Horizontal: Minimum Size**

0.5" (13mm, 48px))
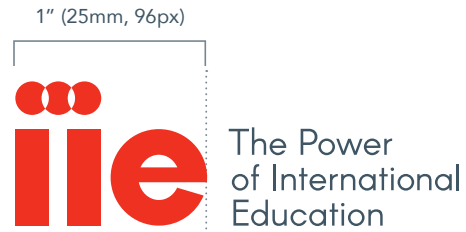


The IIE logo is used across a variety of applications, from business stationery and publications to conference and exhibit displays. To create visual consistency across all applications we have a preferred set of IIE logo sizes for standard use.

**Preferred Sizes**

The preferred size of the logo is when the symbol portion is at 1" width for the vertical and horizontal configuration on all standard printed materials.

The IIE symbol portion of the logo is measured from the left edge of the "i" to the right edge of the last letter of the symbol, "e".

**Larger Format**

When a larger format IIE logo is required for display use (e.g. banners), the master artwork may be enlarged to the required size.

**Minimum Size**

0.5" is the minimum size for the vertical configuration and 1" for the horizontal configuration. Below this size, the integrity of the IIE logo is compromised and the symbol and tagline become illegible.
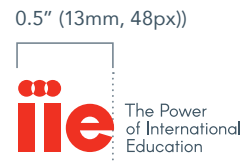
# Clear Space

**Preferred Clear Space**

Vertical Configuration
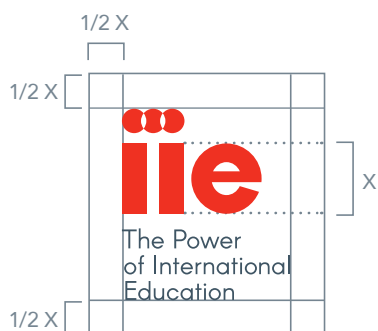


Horizontal Configuration



To preserve the integrity and visual impact of the IIE logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

**Preferred Clear Space**

The preferred clear space is equal to "X," as illustrated on this page. "X" is equal to the top and bottom of the letter "e" in the symbol portion in the IIE logo.

**Minimum Clear Space: Digital Applications**

In some cases it may not be practical to use the preferred clear space for the horizontal configuration (e.g., in digital applications, signage, etc). In these instances, maintain a minimum area of clear space. The minimum clear space is equal to half of "X".

**Minimum Clear Space: Adjusted for Digital Applications**



Use IIE horizontal configuration only for all digital applications

Do not change the spacing between the symbol and the tagline

Do not alter proportions of the logo elements

Do not add text or create logo lockups

Do not place the logo in a shape or box

Do not add a line or shape to the logo

Do not compress or stretch the logo

Do not reproduce the logo in alternate colors

Do not use the logo to create patterns

Do not replace the tagline with another typeface

Do not create a pattern of dots with the logo

Do not reproduce the tagline without the symbol

Do not alter the logo in any way

To maintain IIE logo's integrity and ensure optimal reproduction, only use approved master artwork. Never redraw or modify any part of the logo or change the proportions of its elements.

Shown here are examples of color configurations, manipulations and visual treatments that should be avoided.

These examples apply to both print and digital applications. This list is not exhaustive.

# Logo Placement

**Logo Placement Example: Preferred**

Lorem Ipsum Dolor
Lorem Ipsum Setat
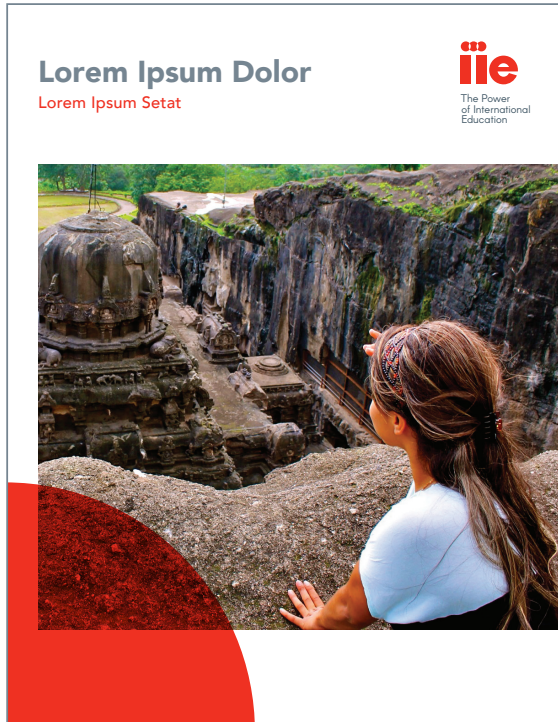
Brochure, upper-right corner of layout

**Logo Placement Example: Exception**

Institute of International Education • iie.org
809 United Nations Plaza • New York, NY 10017 USA • Tel 212.883.8200  Fax 212.984.5452
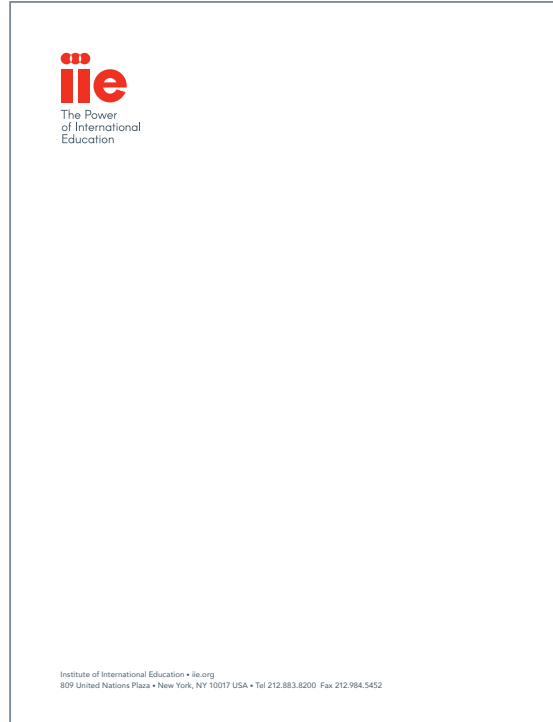
Letterhead, upper-left corner

**Logo Placement, Print**

To maintain a consistent presence, the preferred placement of the IIE logo is the upper-right corner of a layout area. Letterhead and business cards are an exception to this rule.

**Note: Only use the IIE vertical logo configuration for all standard print material, front covers.**

# Incorrect Logo Placement
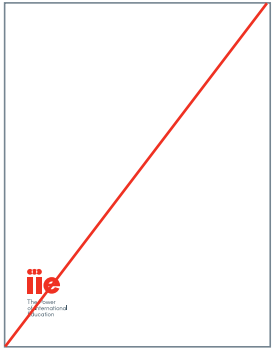
Do not place the IIE vertical logo in the lower-left or lower-right corners of a print layout
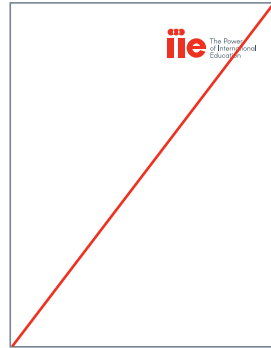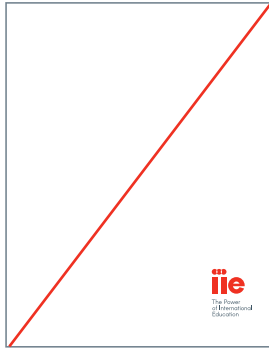
Do not apply the IIE horizontal logo on print covers.

Do not crop the logo or use it as a "supergraphic"

Shown here are examples of incorrect logo placement within our layouts. This list is not exhaustive.

Digital

Do not place the logo in the upper-right corner of an email

# IIE with Cities and Cities-Only: Sign-Offs

**IIE with Cities: Back Cover Sign-Off**

IIE symbol: 1"                    Cities

**iie** ®

**Institute of International Education • iie.org**
Addis Ababa • Bangkok • Beijing • Budapest • Cairo • Chicago
Denver • Hanoi • Hong Kong • Houston • Jakarta • Kyiv • Mexico City
Moscow • New Delhi • New York • San Francisco • Washington

IIE descriptor line and url
are set in Avenir Heavy 8pt
with 1.3pt space after

Cities are set in Avenir
Roman, 8pt/10.4pt

**iie** ®

**Institute of International Education • iie.org**
Addis Ababa • Bangkok • Beijing • Budapest • Cairo • Chicago
Denver • Hanoi • Hong Kong • Houston • Jakarta • Kyiv • Mexico City
Moscow • New Delhi • New York • San Francisco • Washington

Reversed white option

**Cities Only: Single Layout Sign-Off**

**Institute of International Education • iie.org**
Addis Ababa • Bangkok • Beijing • Budapest • Cairo • Chicago
Denver • Hanoi • Hong Kong • Houston • Jakarta • Kyiv • Mexico City
Moscow • New Delhi • New York • San Francisco • Washington

Four-lines: IIE descriptor
line, url and cities

**Institute of International Education • iie.org**
Addis Ababa • Bangkok • Beijing • Budapest • Cairo • Chicago • Denver • Hanoi • Hong Kong
Houston • Jakarta • Kyiv • Mexico City • Moscow • New Delhi • New York • San Francisco • Washington

Three-lines: IIE descriptor
line, url and cities

We created IIE with cities and cities-only configurations (sign-offs) for cover layouts. It is important to use these sign-offs to reinforce our international capabilities.

**IIE with Cities: Back Cover Sign-Off**
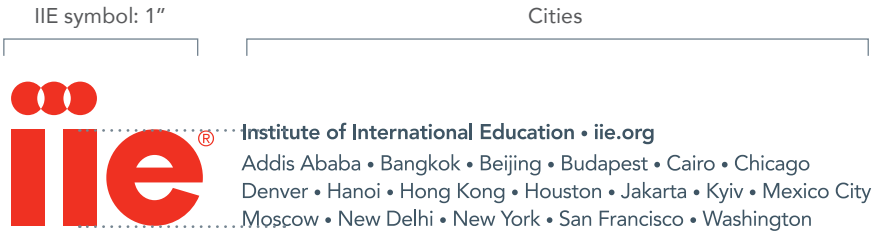
The IIE with cities sign-off includes the IIE symbol, a descriptor line, "Institute of International Education", our url, followed by a list of cities where our offices are located.

The IIE symbol appears in IIE Red with the sign-off in IIE Dark Gray to its right. Use a revered white logo with sign-off for instances where backgrounds are dark.

The IIE descriptor line and url are set in Avenir Heavy, 8pt with 1.3pt space after. The three lines of cities following that are set in Avenir Roman, 8pt/10.4pt.

**Cities Only: Single Layout Sign-Off**

The cities only sign-off includes a descriptor line, "Institute of International Education", our url, followed by a list of cities where our offices are located. The cities only sign-off appears in IIE Dark Gray or reversed white for dark backgrounds.

The cities have two configurations. You may use either a four-line or three-line configuration depending on your specific layout and available space.

**Master Artwork**

It is preferable to use artwork for the sign-offs. Refer to the master artwork in our mediaport.

**Note: Do not change the size or scale of this artwork. The artwork is set at 8pt. Scaling it will alter the size and integrity of the configuration.**

# IIE with Cities and Cities-Only: Placement

**IIE with Cities Sign-off: Back Cover Placement**
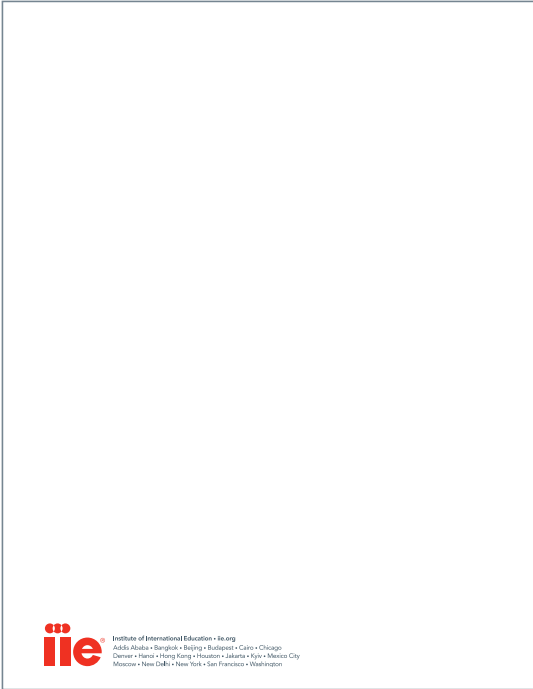


IIE cities sign-off positioned on the lower-left corner of back covers

**Cities Sign-Off: Single Layout Placement**



Four-line cities configuration, lower-left position of a one-pager (single layout)



Three-line cities configuration, lower-left position of one-pager (single layout)

Follow these examples when placing IIE with cities or cities-only sign-offs.

**IIE with Cities: Back Cover Placement**

The IIE with cities sign-off appears as on the back covers of publications and is positioned in the lower-left corner of a layout.

**Cities Only: Single-Layout Placement**

A single-layout is usually a one-sided layout. The cities only sign-off shares the same visual space as the IIE logo but is positioned in the lower-left corner of a layout.

The cities have two configurations. You may use either a four-line or three-line configuration depending on your specific layout and available space.

**Master Artwork**

It is preferable to use artwork for the sign-offs. Do not change the size or scale of this artwork. The font is always set at 8pt. Scaling it will alter the size and integrity of the configuration.

# Symbol and Tagline, Separated: Exception

## Preferred Sizes

Symbol: Preferred size

1" (25mm, 96px)

1/2 X

1/2 X

1/2 X          1/2 X

X
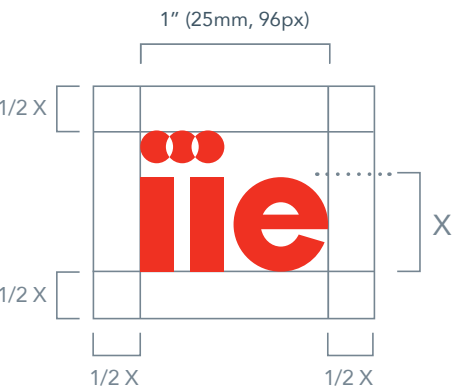
Tagline : Minimum size is 1.2" width

1.2" (30.48mm, 115.2px)

1/2 X

The Power
of International
Education

X

1/2 X

1/2 X          1/2 X
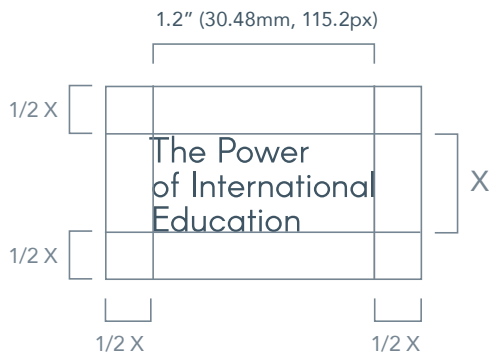
In special cases such as stationery, the IIE symbol and tagline are separated in the layout.

The examples on this page demonstrate some special case applications.

**Symbol and Tagline, Separated: Exception**
When applying our symbol and tagline to approved applications, make sure both elements are clear and visible. Use the symbol in IIE Red or reverse white and the tagline in IIE Dark Gray or reverse white.

**Important note: Please contact your design department for advice and guidance on any unique applications of our logo.**

## Examples: Exceptions Only

Stationery: Business Card



Website: Home Page

# Brand Color Palette

## Primary Colors

**IIE RED**

IIE Red
for Pantone® 2028C
C:0, M:94, Y:100, K:0

**On-screen**
R:241, G:48, B:0
HEX: EB3300

**IIE DARK GRAY**

IIE Dark Gray
for Pantone® 7545C
C:78, M:59, Y:45, K:25

**On-screen**
R:64, G:85, B:100
HEX: 415463

## Secondary Colors

**IIE LIGHT GRAY**

IIE Light Gray
for Pantone® 7544C
C:58, M:41, Y:35, K:4

**On-screen**
R:118, G:132, B:145
HEX: 768491

**IIE YELLOW**

IIE Yellow
for Pantone® 143C
C:4, M:32, Y:92, K:0

**On-screen**
R:243, G:179, B:48
HEX: F3B330

**IIE ORANGE**

IIE Orange
for Pantone® 151C
C:0, M:60, Y:100, K:0

**On-screen**
R:255, G:130, B:0
HEX: FF8200

**IIE LIGHT GREEN**

IIE Light Green
for Pantone® 382C
C:29, M:1, Y:100, K:0

**On-screen**
R:196, G:214, B:0
HEX: C4D600

**IIE DARK GREEN**

IIE Light Green
for Pantone® 7489C
C:61, M:14, Y:91, K:1

**On-screen**
R:115, G:169, B:80
HEX: 73A950

**IIE DARK TEAL**

IIE Dark Teal
for Pantone® 7704C
C:98, M:34, Y:20, K:0

**On-screen**
R:0, G:132, B:174
HEX: 0084AE

**IIE LIGHT TEAL**

IIE Light Teal
for Pantone® 7709C
C:62, M:13, Y:24, K:0

**On-screen**
R:94, G:176, B:188
HEX: 5EB0BC

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Our color palette is rich and dynamic to create impact on all our communications.

**Primary Colors**

Our primary colors are IIE Red and IIE Dark Gray. These colors are used for our logo and the majority of our communications. We also use generous amounts of white space.

**Secondary Colors**

Our secondary colors are vibrant to provide strong contrast against our primary colors. They include IIE Yellow, IIE Orange, IIE Light Green, IIE Dark Green, IIE Dark Teal and IIE Light Teal. We also use IIE Light Gray as a complementary neutral. Our secondary colors should be used as accents.

**Color Tints**

Tints of our primary brand colors may be applied to help differentiate information, or to create at one-on-tone effect (e.g., tinted curve graphic element on a solid-colored background, buttons on a website). Color tints should never be the dominant treatment within the layout.

**Color Consistency**

To keep our brand colors consistent, use the color formulas shown here. For offset printing use spot colors (PANTONE®) or process colors (CMYK). For on-screen applications use RGB or HEX values. On-screen colors may vary across platforms and devices.

The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Pantone® is the property of Pantone, Inc.

# Color Use



IIE Red in circle graphic element
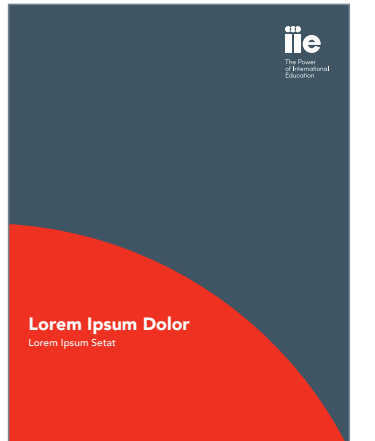


IIE primary colors
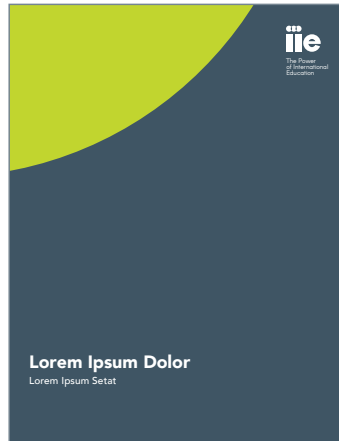


Background in IIE Dark Gray
with type set in secondary color,
IIE Light Green



IIE primary colors and tints



Primary colors IIE Red and IIE Dark Gray plus two
secondary colors IIE Light Gray and IIE Dark Teal

Our primary brand colors should be used across the
majority of our communications. Publication covers,
presentations or any other high-profile application
should incorporate ample amounts of IIE Red and
IIE Dark Gray.

When choosing colors for your layout, start with either
one or both IIE primary colors. You may add tints of
either color to add depth to the layout.

## Secondary Colors

Secondary colors should be carefully selected. Primary
colors must be the majority. If both primary colors
are being used, you may add upto two secondary
colors– one of them must be IIE Light Gray.

## Color Backgrounds

In most cases, background colors should be in our
primary colors. Background colors can also be in our
secondary colors, as long as IIE Red or IIE Dark Gray
are represented within the layout.

# Incorrect Color Use

Do not use an IIE secondary color without the presence of an IIE primary color
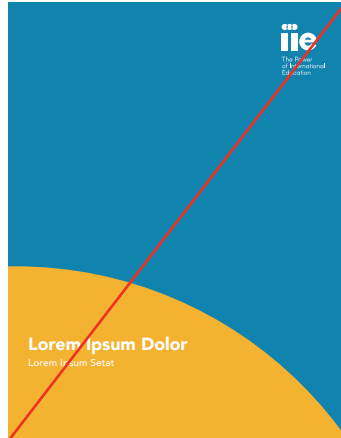
Do not use secondary colors only on a layout
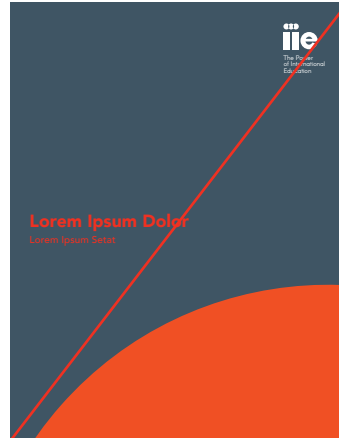
Avoid low-contrast colors that impair legibility such as in main titles in IIE Red against IIE Dark Gray backgrounds

Shown here are examples of incorrect color usage. As a general rule, color application should be simple and should never overwhelm the reader.

This list is not exhaustive.
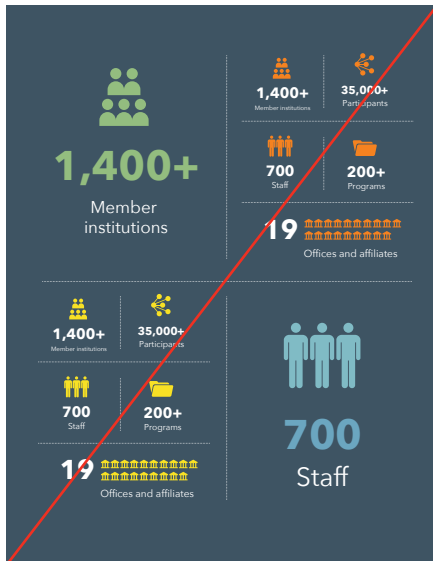
Do not use too many colors on a layout. Keep it to no more than primary colors plus upto two secondary colors on any given layout
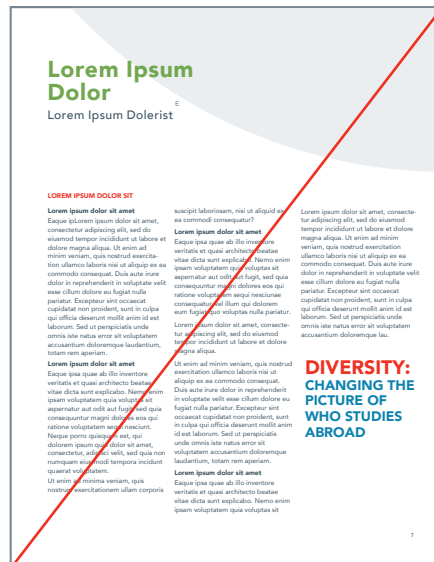
**Primary Typeface**

# Avenir

## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  1234567890

## Avenir Roman
## Avenir Medium
## **Avenir Black**

**Microsoft Office and Digital Applications**

## Calibri Light
## Calibri Regular
## **Calibri Bold**

Our typography expresses IIE as a leader in helping people and organizations harness the power of international education. It is a vital element in representing our brand consistently.

**Primary Typefaces**

Our primary typeface is Avenir. Avenir is a highly legible, modern sans-serif typeface with a broad range of weights and styles. On IIE communications we use Roman, Medium and Black weights.

**Microsoft Office and Digital Applications**

For Microsoft Office applications, substitute Avenir for Calibri. For digital applications such as websites or mobile applications, use Avenir.

**Where to License**

Desktop and webfont versions of Avenir and Calibri can be licensed at www.fontshop.com.

NOTE: Desktop fonts are considered software and must be licensed for a specific number of computers. For more information, please contact the IIE brand team.

# Headlines: Avenir Black, Title Case, IIE Red or IIE Light Gray

Headline Subtitles: Avenir Roman, Title Case, IIE Red, IIE Dark Gray, or IIE Light Gray

**Subtitles, Avenir Black, Title Case, IIE Dark Gray or IIE Red**

Body text set in Avenir Roman in IIE Dark Gray. Sit amet dolore illuam la borat volupa minim am laborat volupa minim dolore chlow sert dolore illu am laborat volupa minim am laborat volupa minim dolore chlow erst sert lore lorem sert dolore illu am laborat volupa minim am laborat vol minim dolore minim dolore chlow erst sert lore lorem sert dolore illu am laborat volupa minim am laborat.

"Quotes are set in Avenir Medium and in IIE secondary colors, consectetur adipiscing elit ets sed do eiusmod tem por ert ncididunt ut labore et dolol te magna aliqua. Ut enim do consequat. Duis autest ta irure dolor in prereherit."

## CALL-OUTS:
**AVENIR BLACK IN ALL CAPITAL LETTERS, IIE DARK GRAY, IIE RED OR IIE LIGHT GRAY**

**Captions**

Caption set in Avenir Roman, sentence case sed diam eau ummy nibh consec tetuer adip licing no ertsh lorem."

We use a simple and straightforward typographic approach to enhance clarity and understanding.

We use changes in scale to differentiate levels of information. As a general rule, typographic hierarchy cascades in descending order: headlines appear largest, followed by subtitles and body text.

**Section Titles**

Section titles are set in Avenir Black, all capitals, with tight leading (space between lines of type). You may use IIE Red, IIE Dark Gray or IIE Light Gray for section titles.

**Headlines and Headline Subtitles**

Headlines are set in Avenir Black, title case. You may use IIE Red, IIE Dark Gray or IIE Light Gray for headlines or main titles.

Headline subtitles are set in Avenir Roman, title case. You may use IIE Red, IIE Dark Gray or IIE Light Gray for headline subtitles.

**Paragraph Subtitles, Body Text and Captions**

Paragraph subtitles are set in Avenir Black, title case. You may use IIE Red, IIE Dark Gray or IIE Light Gray for headline subtitles.

Body text and captions are set Avenir Roman, sentence case. Use IIE Dark Gray only.

**Quotes**

Quotes are set in Avenir Medium, sentence case. You may use any one color from the IIE primary or secondary color palette for visual impact.

**Call-Outs**

Call-outs are set in Avenir Black, all capital letters. You may use any one color from the IIE primary or secondary color palette for visual impact.

# Photography Overview



Photography helps us tell our story in a compelling, relevant manner that connects with our audiences. Imagery is an integral part of our visual language and therefore should be used in a consistent manner to create a unified look across all our communications. To represent our brand offering, we use a combination of images organized into two different categories:

- Exchange of people and ideas

- Interconnected world

**Tone and Manner**

The overall tone of all photography should reflect our brand personality. IIE images should share the following characteristics, regardless of category or subject matter:

- Straightforward and accessible

- Honest and believable

- Appear unposed and unstaged

- Natural in appearance

- Reflect diversity in age, ethnicity and socioeconomic status

**Photography Quality**

All our photography should be of the highest professional quality and resolution. Photography should be sharp, in focus and free of graininess. We avoid images that are washed out (underexposed) or too dark (overexposed). Refer to our resolution guide on the IIE intranet, Eddie for further guidance.

**Composition and Cropping**

Images should be simple and uncluttered, without distracting elements. They should never be busy or complicated in appearance.

# Photography Style: Exchange of People and Ideas

**Groups**



**One-On-One**



The exchange of people and ideas image category reflects making connections whether with a group or one-on-one. Images here reflect authentic moments and personal connections. There are two main categories that reflect our photography approach.

**Groups**
These images have a group or groups of people connecting in different environments and situations.

**One-On-One**
Images in this category reflect a personal connection with another.

**Photography Resources**
All images can be found on the IIE intranet, Eddie.

# Photography Style: Interconnected World

**Locations**







**Everyday Environments**







The interconnected world image category reflects the way one connects with their environment, resulting in enriching experiences. These personal views of the world may depict people, objects, places or locations. There are two main categories that reflect our photography approach.

**Locations**

People in unique location settings. For example, a person in a city hub, farm, village, office workplace, classroom, etc.

**Everyday Environments**

Capturing people's spirit through their everyday lives and environments. Whether it be a worker connecting with the land or a close-up of someone having immersed in another culture.

**Photography Resources**

All images can be found on the IIE intranet, Eddie, located in a folder for images called Design Team Select.

# Incorrect Photography Use



Avoid clichés



Avoid imagery that feels expected or staged



Avoid images that are too dark



Avoid images that are washed-out (overexposed)



Avoid photo montages



Avoid images that are blurry or lack contrast

**Photography Styles to Avoid**
To maintain a consistent appearance across our communications, avoid the photography styles and approaches shown here.

# Curves Overview

## IIE Curved Shapes

### Half-Circle Curves



### Quarter-Circle Curves



## IIE Curve Variations
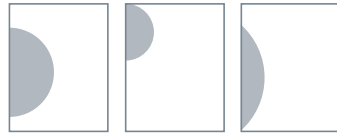


## Application of Curves

### Curves on Image Backgrounds



### Curves on Solid-Color Backgrounds



As part of our visual system we use curved shapes. These are elements, derived from circles that come in two variations: half-circle and quarter-circle curves.

Curved shapes are used in combination with imagery, our logo, headlines and supporting copy. They are used across a variety of brand touchpoints such as covers or interior spreads of our print communications.

### Applying Curves

The curves shown here may be scaled proportionally to accommodate layouts. When scaling large or small, always maintain the intent of the original crop as closely as possible.

Curved shapes can be applied over imagery or solid-color backgrounds. They can be set in IIE Red, IIE Light Gray or secondary colors depending on whether it is a front cover layout or interior spread.

There are six curve variations to choose from. Use only IIE approved curve artwork when applying curves on your layout.

### Curve artwork Resources

All curve artwork can be found on the IIE intranet, Eddie.

# Curve Graphic Elements: Single-Page Covers

**Examples**



IIE Red half-circle curve, set with the "multiply" filter over an image



IIE Red quarter-circle curve, set with a solid color, over an image



IIE Red quarter-circle curve, set with the "multiply" filter over an image
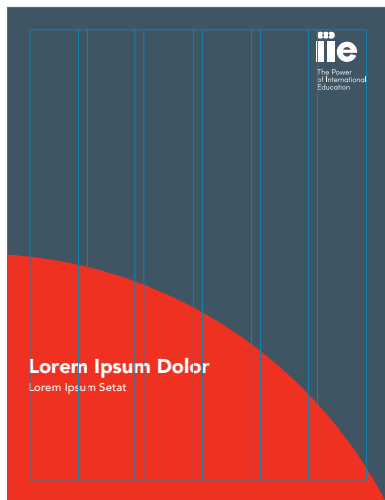


IIE Red quarter-circle curve, set over an IIE Dark Gray background color
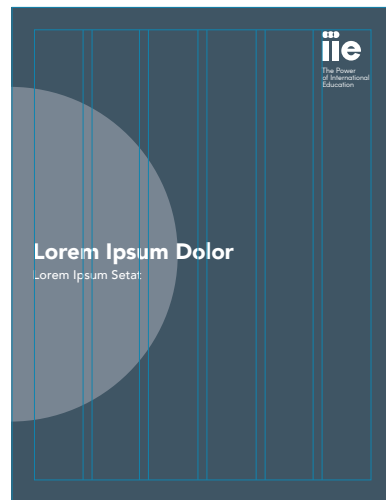


IIE Light Gray half-circle curve, set over an IIE Dark Gray background color

Curve graphics are important visual elements that may be used to enhance a layout. You may use only one curve graphic per single layout.

**Color**

The preferred color for curves on single-page layouts with imagery is IIE Red. You may apply IIE Red as a solid or apply the "multiply" filter to the curve. This will be dependent on the background image. Make sure that the curve is prominent and not hidden or lost in the image.

For solid-color backgrounds, you may apply IIE Light Gray to the curve graphic only if the background color is IIE Dark Gray.

**Scale**

Once you choose the type of curve that best suits your layout, you may scale it proportionally to accommodate the layout. Avoid scaling too small such as in 1" diameter or too large such as edge to edge of a layout as this will diminish the integrity of the brand.

**Placement**

A half-circle curve should be set over an image or color background with the vertical edge of the curve positioned against the side of a vertical edge of a layout.

A quarter-circle curve should be set over an image or color background in the upper or lower corners of a layout.

# Curve Graphic Elements: Interior Spreads

**Brochure Covers: Interior Spreads**



**Example: Two curve elements**

You may use an IIE secondary color (example: IIE Yellow) on a curve if IIE Light Gray is already being used.



**Example: One curve element**

Using a single curve, such as the half-circle curve shown here, can offer just the right amount of impact on an interior spread.

Curve graphics are important visual elements that may be used to enhance a layout. You may use only one curve graphic per single layout.

## Color

The preferred color for curves on double-page layouts with imagery is IIE Light Gray with a tint. However if IIE Light Gray is already being used in the layout, you may apply a secondary color from the IIE color palette.

You may apply a solid color or the "multiply" filter to the curve. This will be dependent on the background image. Make sure that the curve is prominent and not hidden or lost in the image.

For solid-color backgrounds, you may apply IIE Light Gray to the curve graphic only if the background color is IIE Dark Gray.

## Scale

Once you choose the type of curve that best suits your layout, you may scale it proportionally to accommodate the layout. Avoid scaling too small such as in 1" diameter or too large such as edge to edge of a layout as this will diminish the integrity of the brand.

## Placement

A half-circle curve should be set over an image or color background with the vertical edge of the curve positioned against the side of a vertical edge of a layout.

A quarter-circle curve should be set over an image or color background in the upper or lower corners of a layout.

# Curve Examples

## Brochure Covers



## Single Layout



Illustrated on this page are example of curve graphic elements. Refer to these examples when creating IIE visual communications.

## Brochure Interior Spread

# Curves: Incorrect Use



Do not obstruct an important part of an image with a curve. Avoid scaling up the curve too large on a layout



Do not scale down a curve too small on a layout



Do not set the curve in an IIE secondary color on front cover layouts



Avoid using more than one curve on a front cover layout

Shown here are examples of incorrect curve usage. As a general rule, curve application should be simple and should never overwhelm the reader.

This list is not exhaustive.



Do not embed an image in a curve



Do not place a curve over an area of an image that is dark, with little or no contrast



Do not set curves in solid colors in inside spreads. Curves should be set in tints and feel light on inside spread layouts

# Iconography and Infographics

## Iconography Examples





Icons may appear against dark or white backgrounds. Use colors from the IIE color palette only.

## Infographic Example



**19**
Offices and Affiliates

**1,400+**
Member Institutions

**700**
Staff

**200+**
Programs

**35,000+**
Participants

Changes in scale creates visual interest and helps readers quickly absorb information.

Dotted horizontal and vertical lines help divide and organize content. Set lines in IIE Dark Gray.

Use Avenir Black for numerals and Avenir Roman for supporting copy. All numerals and data should be set in IIE Dark Gray.

Set copy in title case.

Iconography is a great way to present data in an engaging manner. Infographics incorporate iconography and typography to highlight information.

### Style

Our iconography is bold, simple and graphic. We always use icons that are composed from solid shapes, never linear (drawn from lines).

Our icons never rely on shading, gradients or other special effects. They may appear alone or alongside brief descriptors set in our approved typefaces

### Typography

Our infographics incorporate Avenir. Typically, main data points (e.g., numbers) are set in Avenir Bold, with supporting copy in Avenir Roman, title case.

Typography may be stacked, aligned and organized in compelling ways to engage audiences. Typography can be scaled to create visual interest or to emphasize important information. Apply horizontal and vertical dotted lines to compartmentalize, isolate or highlight specific data.

Limit the number of font sizes to keep infographics organized and professional. When possible, elements should be aligned left or centered below the icons.

### Color

Our illustrations work best when they are composed from solid colors, like the ones shown here. We use one color for iconography and limit our infographics to two colors. Numerals and supporting copy should be set in IIE Dark Gray.

Illustrations may appear on white or solid-colored backgrounds.

### Artwork Resources

All artwork can be found on the IIE intranet, Eddie.

# Iconography Examples

**Examples**
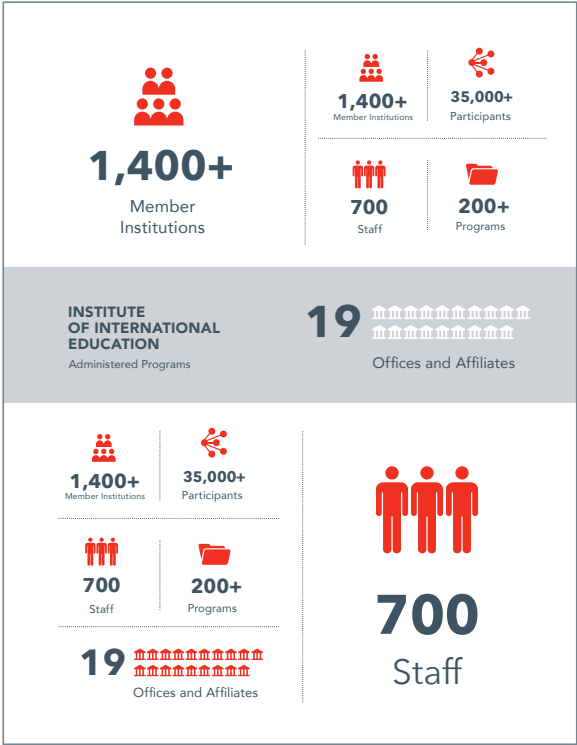


Illustrated on this page are example of iconography and infographics. Refer to these examples when creating IIE visual communications.

# Iconography Do Nots
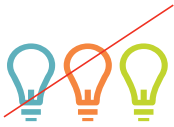
Do not use multiple colors
in iconography

Do not apply non-approved
typefaces on infographics

Do not embed imagery
in infographic
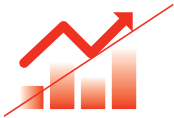
Do not apply gradations
to infographics

Do not use clip art
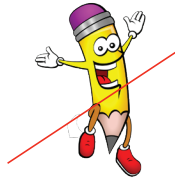
Do not use playful or
child-like icons
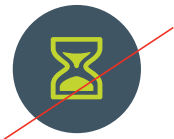
Do not place iconography
in shapes
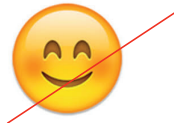
Do not use emoticons

Do not use detailed
iconongraphy

Shown here are examples of iconography manipulations and visual treatments that should be avoided.

These examples apply to both print and digital applications.

# 2. IIE Initiatives

# IIE Initiatives: Overview

IIE Graphic
Element: Curve

IIE Color Palette

IIE Typography:
Headline and
Subtitle

IIE Initiative
Vertical Logo

**iie**
Generation
Study Abroad

IIE Imagery

## Lorem Ipsum Dolor
Lorem Ipsum Setat

An Initiative of Institute of International Education

IIE Endorsement Line
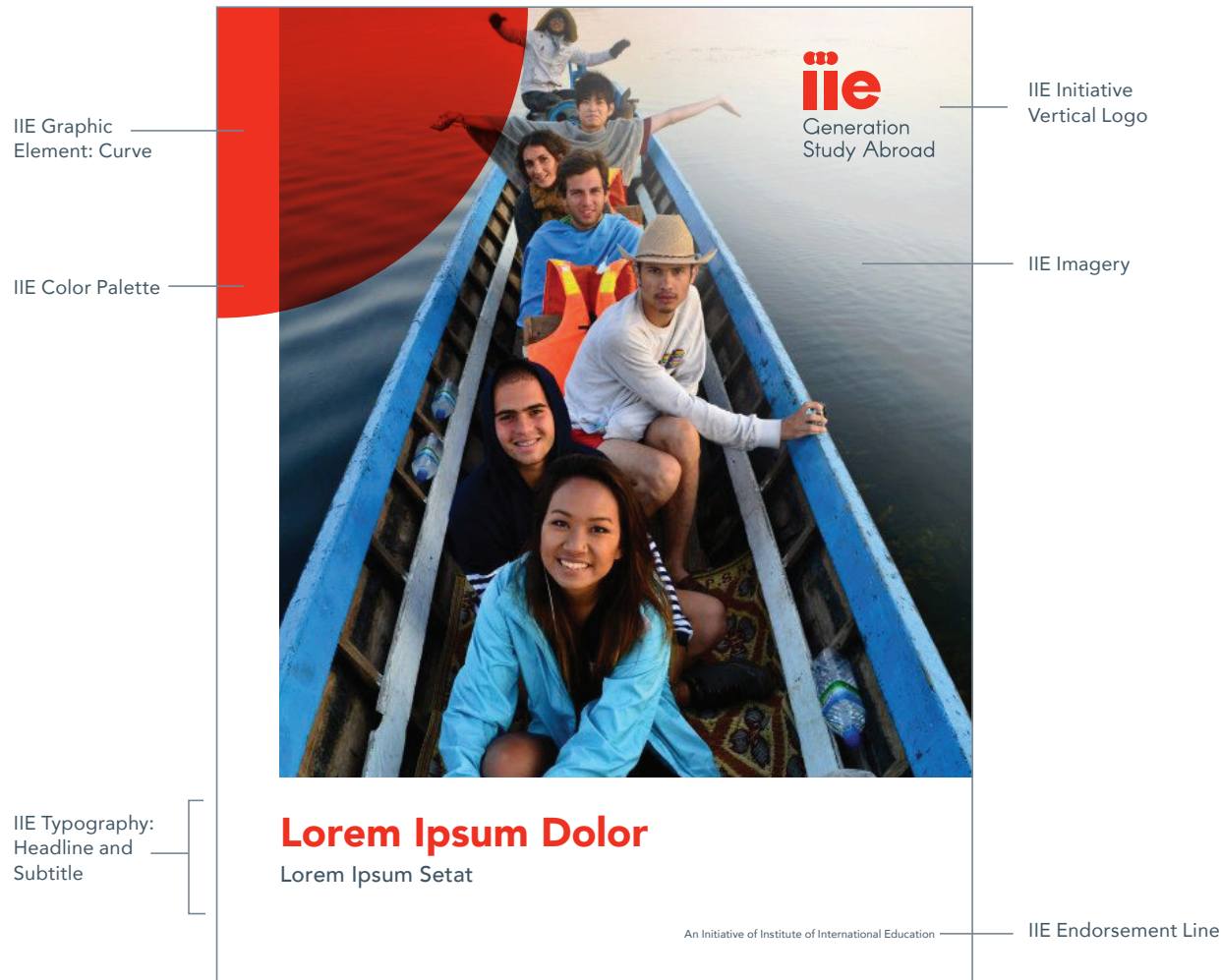
Follow this example when putting together IIE
Initiative communications.

**Logo**
Use the IIE Initiative vertical logo as the primary
configuration.

An IIE endorsement line appears on front covers
of communications to reinforce the IIE connection.

**Visual System**
The IIE corporate visual system should be applied
to all IIE Initiative communications: IIE color palette,
IIE typography, IIE graphic elements and IIE imagery.

# IIE Initiatives: Logos

**Vertical Configuration: Primary**



**Horizontal Configuration: Secondary**



For all Initiative logos, use specifically designed artwork in order to achieve a unified system. The IIE symbol should remain constant across all applications of IIE branding.

Our Initiative logo consists of the combination of our IIE symbol and Initiative wordmark. The logo artwork should not be redrawn, recreated or typeset in other fonts.

**Vertical Configuration, Primary**

The primary configuration is the IIE Initiative vertical logo and should be used wherever possible.

**Horizontal Configuration, Secondary**

Use the secondary IIE Initiative horizontal logo only when vertical space is limited and in digital applications.

**Artwork Resources**

Always use master artwork for reproduction. Contact your brand manager for IIE master artwork.

**Initiative Logo: Examples**

# IIE Initiatives: Sizes

**Vertical: Preferred Size**
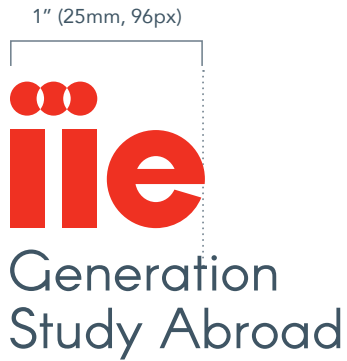
1" (25mm, 96px)

**iie**
Generation
Study Abroad

**Horizontal: Preferred Size**

1" (25mm, 96px)

**iie** Generation
Study Abroad

**Vertical: Minimum Size**

0.5" (13mm, 48px))

**iie**
Generation
Study Abroad

**Horizontal: Minimum Size**

0.5" (13mm, 48px))

**iie** Generation
Study Abroad
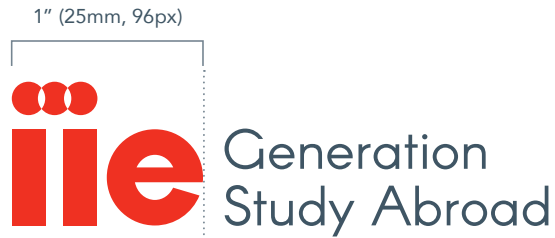
To create visual consistency across all applications we have a preferred set of IIE Initiative logo sizes for standard use.

**Preferred Sizes**

The preferred size of the IIE Initiative logo is when the symbol portion is at 1" width for the vertical and horizontal configuration on printed materials. The IIE symbol portion of the logo is measured from the left edge of the "i" to the right edge of the last letter of the symbol, "e".

**Larger Format**

When a larger format IIE Initiative logo is required for display use (e.g. banners), the master artwork may be enlarged to the required size.

**Minimum Size**

0.5" is the minimum size for the vertical configuration and 1" for the horizontal configuration. Below this size, the integrity of the IIE Initiative logo is compromised and the symbol and tagline becomes illegible.
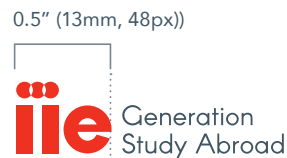
# IIE Initiatives: Clear Space

**Preferred Clear Space**

Vertical configuration



Horizontal configuration



To preserve the integrity and visual impact of the IIE Initiative logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

**Preferred Clear Space**
The preferred clear space is equal to "X," as illustrated on this page. "X" is equal to the top and bottom of the letter "e" in the symbol portion in the IIE Initiative logo.

**Minimum Clear Space: Digital Applications**
In some cases it may not be practical to use the preferred clear space for the horizontal configuration (e.g., in digital applications, signage, etc). In these instances, maintain a minimum area of clear space. The minimum clear space is equal to half of "X".

**Minimum Clear Space: Adjusted for Digital Applications**



Horizontal configuration only for all digital applications

# IIE Initiatives: Logo Placement

**Logo Placement: Print**

Front cover: IIE vertical logo positioned in the upper-right corner

Back cover: IIE with cities sign-off positioned in the lower-left corner
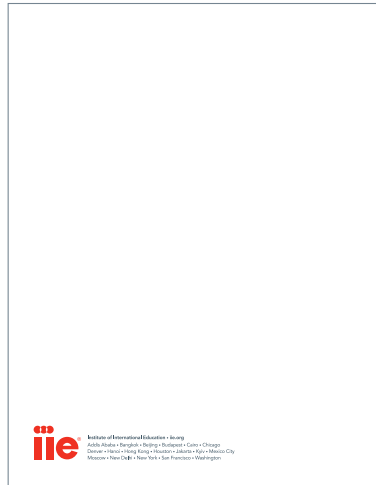
**Alternate** back cover: With social media icons positioned in the lower-right corner, opposite IIE with cities sign-off



IIE endorsement line in the lower-right position of layout: "An Initiative of Institute of International Education"
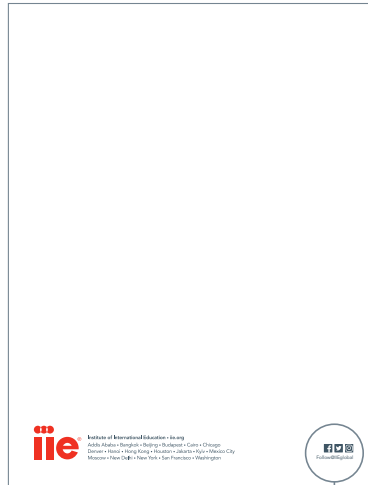
Facebook, Twitter and Instagram social media icons set in IIE Dark Gray followed by the line "Follow@IIEglobal". This is set in 8pt Avenir Roman.

Follow the logo positions in these schematics when creating IIE Initiative materials.

**Front Cover**

Use the IIE Initiative logo on the upper-right corner of the layout. Use the preferred size of 1" width. When the logo appears on a layout, make sure to add an endorsement line, "An Initiative of Institute of International Education". It is positioned below the IIE logo, in the lower-right corner of the layout. The line is set in always set in Avenir Roman, 8pt and aligned right with the IIE Initiative logo.

**Back Cover**

Just as in our corporate materials, all back covers of IIE Initiative materials should have the IIE symbol with cities sign-off in the lower-left position.

**Alternate Back Cover: With Social Media Icons**

As an alternate cover, you may use social icons alongside the IIE symbol with cities sign-off. The icons are positioned together (Facebook, Twitter and Instangam) and set in IIE Dark Gray. The text below the icons should read, " Follow@IIEglobal". It is set in 8pt, Avenir Roman and is aligned right with the icons.

# 3. Communications System

Corporate Business Card: Front and Back

**iie**

**Jane Smith**
Director

Tel   123.456.7890
Cell  123.456.7890

jsmith@iie.org

Institute of
International Education
809 United Nations Plaza
New York, NY 10017

iie.org

**iie**

The Power
of International
Education

# Brochure Covers

Front Cover: 8.5" x 11"

Front Cover: 5.5" x 8.5"

Front Cover: 8.5" x 8.5"



**Lorem Ipsum Dolor**

Lorem Ipsum Dolerist



**Lorem Ipsum Dolor**

Lorem Ipsum Setat



**Lorem Ipsum Dolor**

Lorem Ipsum Setat

# Brochure, Interior Spreads

## Inside Spread Using Curve Element

### Expanding Access: Scholarships and Funding
Lorem Ipsum Dolor Sit Amet Dolore

**Lorem Ipsum Dolor Sit Amet**

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**Lorem Ipsum Dolor Sit Amet**

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**Lorem Ipsum Dolor Sit Amet**

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*"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolo re magna aliqua. Ut enim minim veniam, quis nostrud exercitation ullamco labor nisi ut aliquip ex ea commot do consequat. Duis autest irure dolor in repreherit."*

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**LOREM IPSUM DOLOR SIT**

**Lorem Ipsum Dolor Sit Amet**

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**Lorem Ipsum Dolor Sit Amet**

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Exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt

**95%**
Lorem Ipsum Dolor

Adipiscing elit, sed diam nonummy nibh euismod ut laoreet dolore

**65%**
Lorem Ipsum Dolor

Adipiscing elit, sed diam nonummy nibh euismod ut laoreet dolore

## Inside Spread Using Curve Element and Full-Page Image

**LOREM IPSUM DOLOR SIT**

**DIVERSITY: CHANGING THE PICTURE OF WHO STUDIES ABROAD**

**LOREM IPSUM DOLOR:**

Dolorem   Sterter

## Inside Spread Using Iconography and Infographics

**Expanding Access**
Scholarships And Funding

**LOREM IPSUM DOLOR SIT**

**Lorem Ipsum Dolor Sit Amet**

**1,400+** Member Institutions
**35,000+** Participants
**700** Staff
**200+** Programs
**19** Offices and Affiliates

**1,400+** Member Institutions

**1,400+** Member Institutions
**35,000+** Participants
**700** Staff
**200+** Programs
**19** Offices and Affiliates

**700** Staff

**LIPERARU:** LOREM IPSUM DI KORS SIT AMET CONSEC TET DIP SIT EMAED

**Lorem Ipsum Dolor Saerta**

University of Nebraska-Lincoln student on Germany Science and Engineering Research program. Leibniz Universität, Hanover

# Single-Page Layout

One-Pager: Front

One-Pager: Back



## iie
### The Power of International Education

**IIE AT-A-GLANCE**

**200+**
Programs

**185**
Countries

**1,600+**
Higher Ed Partners Promoting International Exchange

**18**
Offices + Affiliates

**27,000+**
Total Participants

**5,700+**
International Students Placed at U.S. Universities

**700+**
Generation Study Abroad Partners

★★★★
**4 STAR**
Charity Navigator Rating 8 Years in a Row

## We Believe in the Power of International Education

We live in an age of astonishing connections, with limitless occasions for people to interact, to learn and to share across thousands of miles. To make the most of these connections, we need international education. At IIE, we believe that when education transcends borders, it opens minds, enabling people to go beyond building connections to solving problems together.

As the world leader in international education and exchange, IIE designs strategies and implements programs that **advance scholarship**, **build economies** and **promote access to opportunity** for all people. We do this to build more peaceful and equitable societies.

From creating and delivering innovative scholarship and study abroad programs to designing multicultural workforce training and leadership development initiatives, we help people and organizations thrive in today's interconnected world.

There are no limits to the power of international education.

---

## OUR EXPERTISE

IIE's programs bring people together to solve shared problems, transforming our interconnected world into a network of more peaceful, prosperous and equitable societies.

### Managing Scholarship and Fellowship Programs
Strategic consulting on program design
Outreach and recruitment
World-class placement and support services
Monitoring and evaluation

### Fostering Academic Collaboration
Student and scholar exchanges
Multilateral university partnerships
Building capacity

### Workforce Development
Developing global talent
Promoting career readiness
Training for entrepreneurship
Connecting industry with education

### U.S. Study Abroad
Advocating for diversity and growth
Providing scholarships
Engaging students with communities

### Rescuing Students, Scholars & Artists
Emergency Student Fund
IIE Scholar Rescue Fund
Artist Protection Fund

### Empowering Women & Girls
Developing Leaders
Facilitating Mentorship
Increasing STEM participation

### Advance Scholarship

IIE develops and implements many of the world's most effective and prestigious scholarship and training programs.

### Build Economies

IIE helps governments and corporations develop an educated workforce and prepare students and professionals to succeed in the global economy.

### Promote Access to Opportunity

IIE provides opportunities to underserved populations, protects scholars and students in danger and encourages teaching and learning across cultures.

## IIE GLOBAL NETWORK

Our programs reach 185 countries around the globe. As a not-for-profit with 700 employees in our network of 18 offices and affiliates worldwide, IIE is positioned to help people and organizations leverage the power of international education to thrive in today's interconnected world.

● IIE Offices
● IIE Affiliates

Chicago · New York · Kyiv · Moscow · Budapest · Beijing · Hong Kong · Hanoi · Bangkok · Denver · San Francisco · Washington, DC · Mexico City · Houston · Accra · Amman · Dubai · New Delhi · Lahore · Quito · Rio de Janeiro · Brasília · Cairo · Addis Ababa · Johannesburg · Jakarta

## iie®
**Institute of International Education • iie.org**
Addis Ababa • Bangkok • Beijing • Budapest • Cairo • Chicago
Denver • Hanoi • Hong Kong • Houston • Jakarta • Kyiv • Mexico City
Moscow • New Delhi • New York • San Francisco • Washington

Follow @IIEglobal

Spirit Book: Front Cover

Spirit Book: Interior Spread Examples



**iie**

The Power
of International
Education

# A Brand New Voice



## Strategic Goals

IIE creates and implements international education strategies and programs that **advance scholarship, build economies** and **promote access to opportunity** for all people. To build on our tradition of excellence while expanding our work and impact, IIE has created a clear and consistent identity to:

1. Inspire and unite employees behind a common purpose
2. Motivate clients, donors and partners
3. Demonstrate IIE's extensive reach and expertise
4. Define IIE for our second century



## Why Branding

IIE has a powerful story to tell. We are a global leader in international education. We help build bridges across countries, soci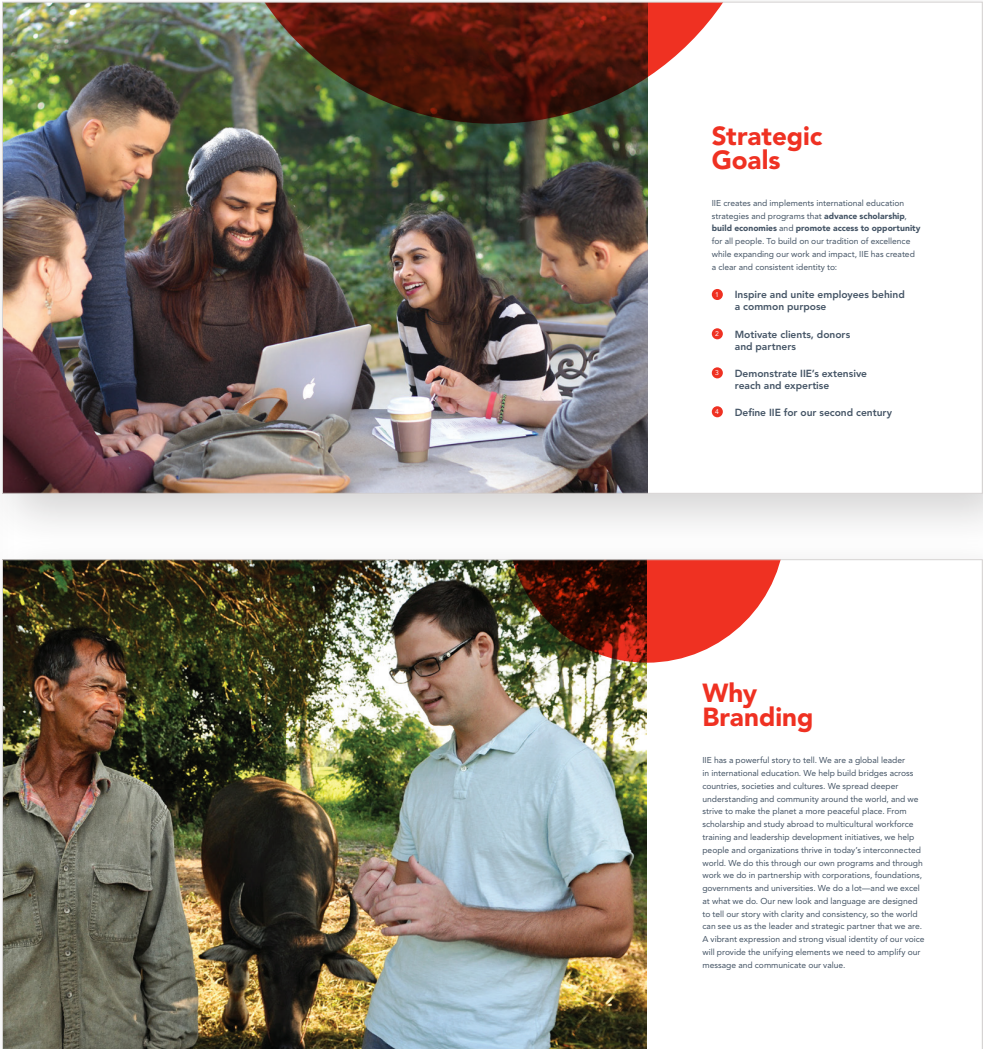eties and cultures. We spread deeper understanding and community around the world, and we strive to make the planet a more peaceful place. From scholarship and study abroad to multicultural workforce training and leadership development initiatives, we help people and organizations thrive in today's interconnected world. We do this through our own programs and through work we do in partnership with corporations, foundations, governments and universities. We do a lot—and we excel at what we do. Our new look and language are designed to tell our story with clarity and consistency, so the world can see us as the leader and strategic partner that we are. A vibrant expression and strong visual identity of our voice will provide the unifying elements we need to amplify our message and communicate our value.
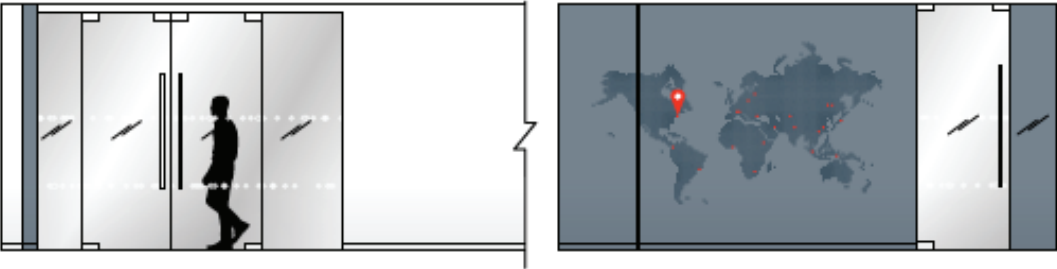
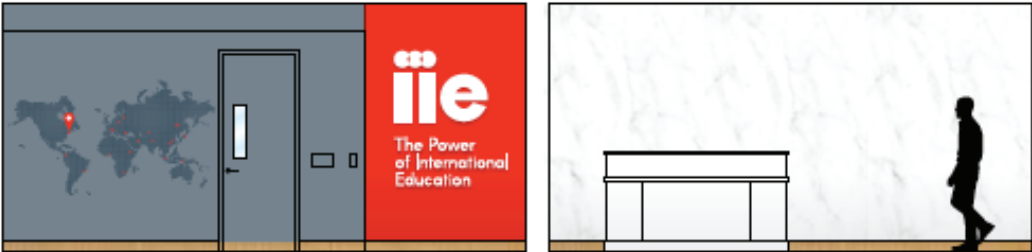# Office Environment

Building Lobby: Main Sign



IIE Red: Benjamin Moore
Tomato Red 2010-10
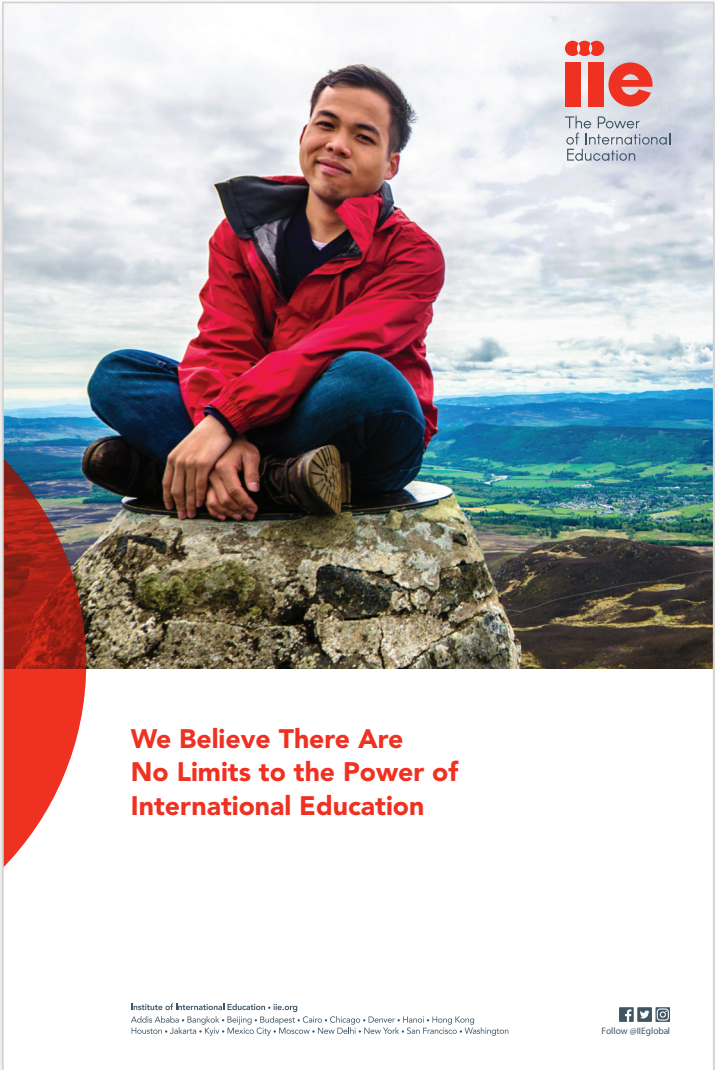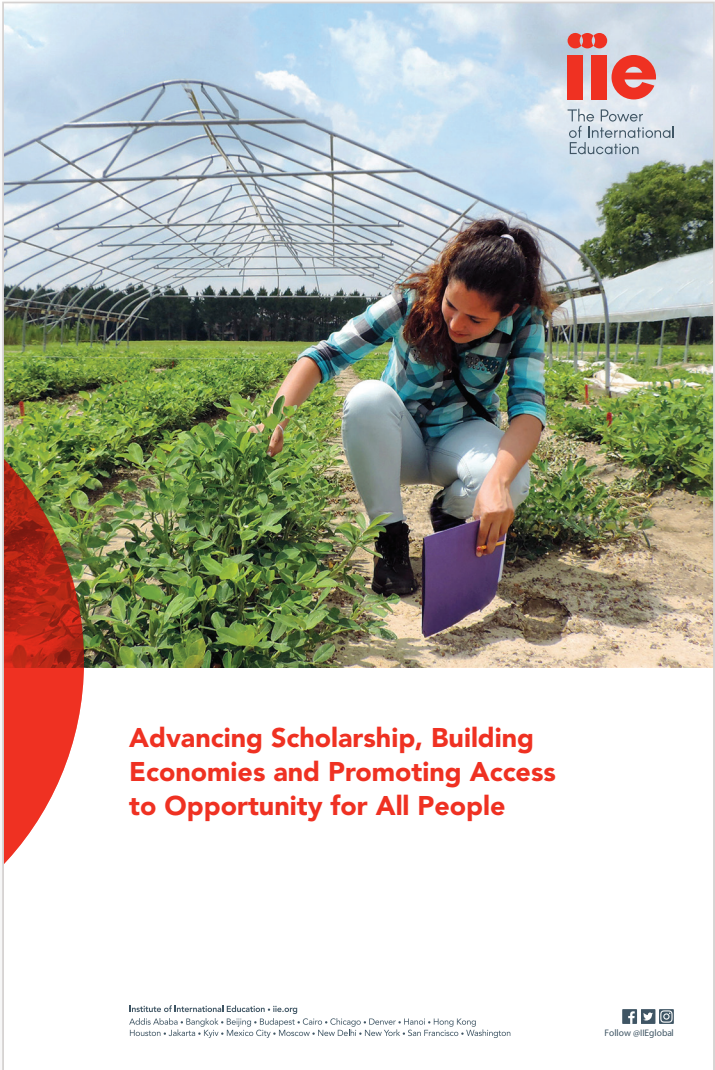
IIE Light Gray: Sherwin Williams
Storm Cloud SW 6249

Reception: Window Decals and Map Graphic



Reception: Map and Logo Sign

# Posters

Large Format Examples



**Advancing Scholarship, Building Economies and Promoting Access to Opportunity for All People**

Institute of International Education • iie.org
Addis Ababa • Bangkok • Beijing • Budapest • Cairo • Chicago • Denver • Hanoi • Hong Kong
Houston • Jakarta • Kyiv • Mexico City • Moscow • New Delhi • New York • San Francisco • Washington

Follow @IIEglobal



**We Believe There Are No Limits to the Power of International Education**

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Houston • Jakarta • Kyiv • Mexico City • Moscow • New Delhi • New York • San Francisco • Washington

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# Promotional Items

Examples

Tote Bags

Flash Drive

Note Pad

Pen