



2019 Identity Refresh

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# LAYOUT GUIDELINES



*The purpose of this guide is to ensure the CIEE brand integrity is consistent across all CIEE business areas. It reflects the CIEE brand as it evolves to maintain relevance and connect with our audience.*



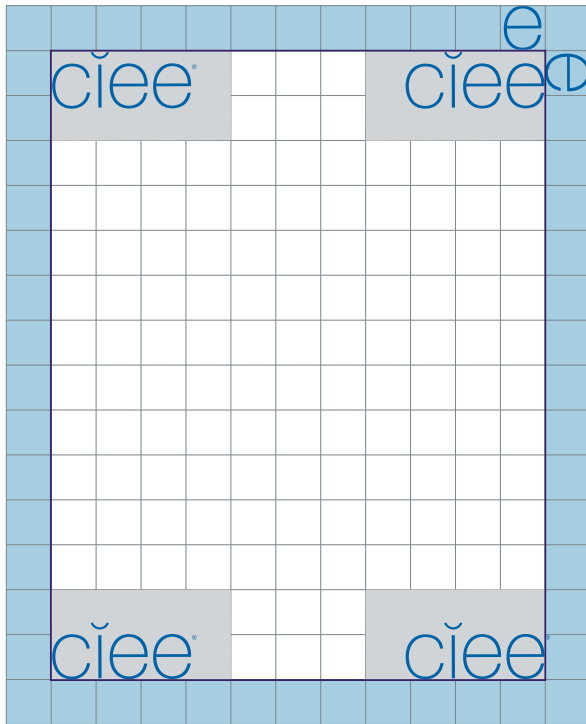
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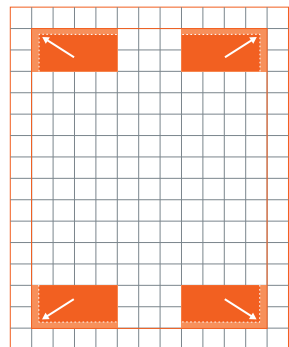
# Layout | CIEE logo scale & position

## Four corners



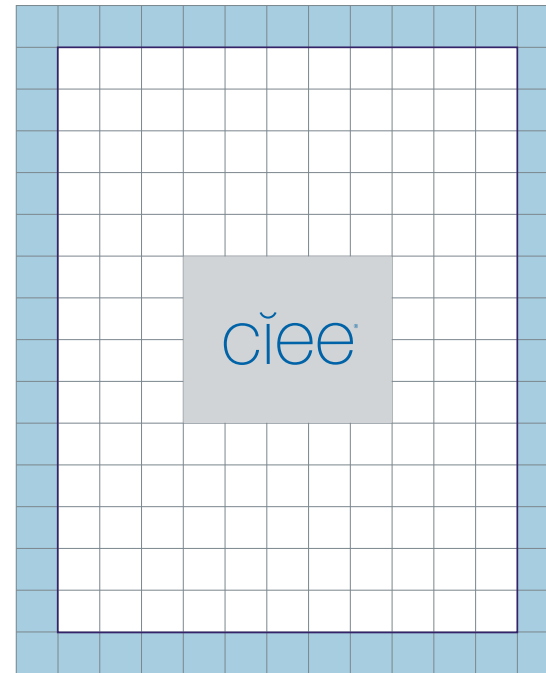
- Logo bounding box
- Margins
- Artwork area
- Grid Size: Cell size should be proportional to the height of the "e."

To maintain versatility and achieve the best photo composition, the CIEE logo can be placed in any corner of the artwork as long as it is contained within a logo bounding box of four (4) cells wide by two (2) cells high.



## Flush to edges

Flush the CIEE logo inside the logo bounding box in the corner that best fit your artwork.



## Center

When placing the CIEE logo as the central graphic element, be sure to leave enough breathing space around it. The best size for the bounding box is five (5) cells wide by four (4) cells high.

## Center logo box



Center the CIEE logo within the box without any resizing.



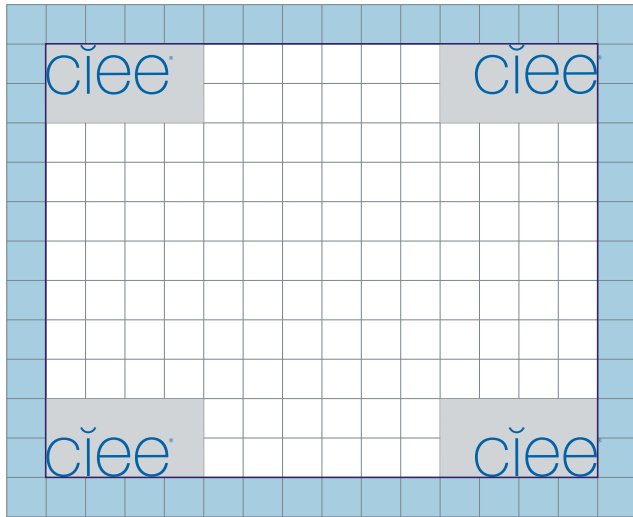
The CIEE logo can be enlarged up to 20% when it is the only graphic element in the artwork.



Center the CIEE logo in a four (4) cells wide by two (2) cells high bounding box only when the format is too narrow with no possibility of a margin.

# Layout | CIEE logo scale & position

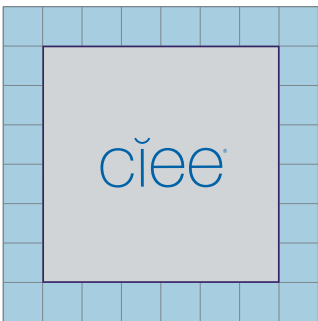
## Letter horizontal format & similar



As with the vertical formats application, place the CIEE logo in one of the four corners of the artwork.

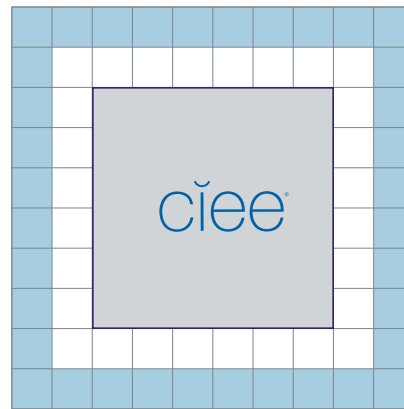
## Square formats

Provide enough breathing room around the logo when placing it in the center of the artwork.



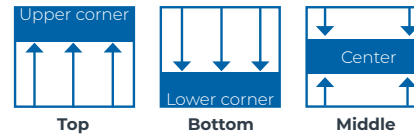
CIEE logo as the only element.

CIEE logo with other elements.



## Large formats

1. With margins:  
Flush the logo in the same direction of its position.



2. No margins:  
The CIEE logo should only be centered within the bounding box when used in compressed formats where margins are not possible.



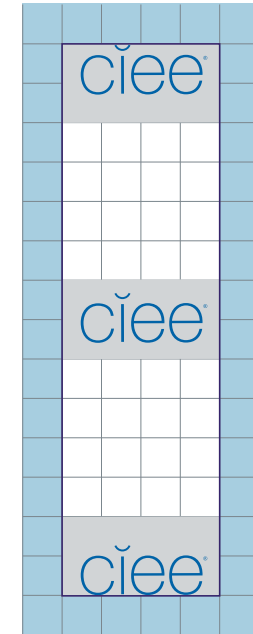
Horizontal with margins



Narrow horizontal without margins



Long horizontal with margins



Vertical with margins



Vertical without margins

# Layout | Business Units logos application

## Stacked



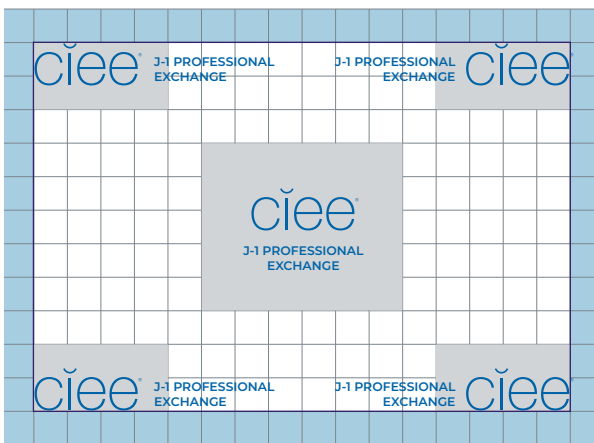
## Minimal Size



## Horizontal - Left & Right



## Color applications



## Four Corners

To maintain versatility and achieve the best photo compositions, Business-Unit logos can be placed in one of the four corners or in the middle of the artwork.

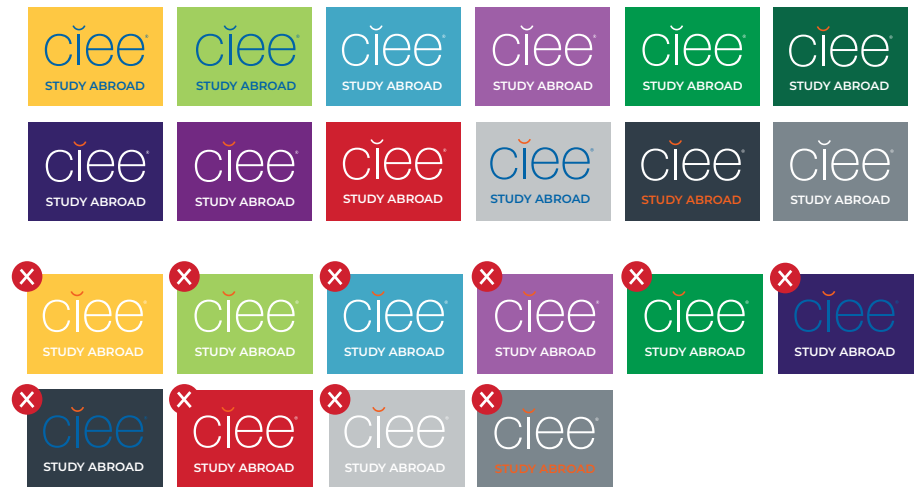
## Logo on primary color backgrounds

The Global Smile should be in the CIEE Orange color if possible. The full knockout or one-color versions are an excellent option when the CIEE Orange colored Global Smile cannot get a clear contrast with the background.



## Logo on secondary and accent color backgrounds

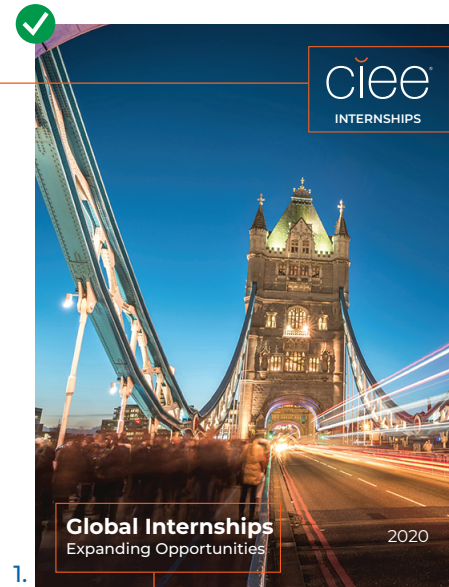
Always look for a clear contrast between all the elements within the logo and background to ensure all parts of the logo have strong readability.



Choose the best way to craft your message according to your goals.

**Option 1:**  
Match the Business-Unit logo with a support headline message.

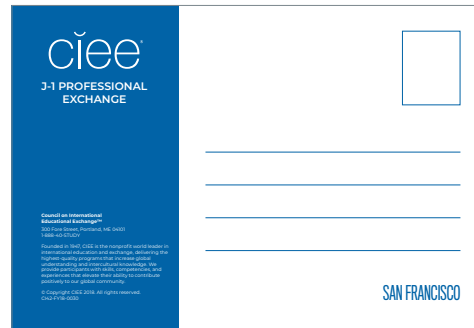
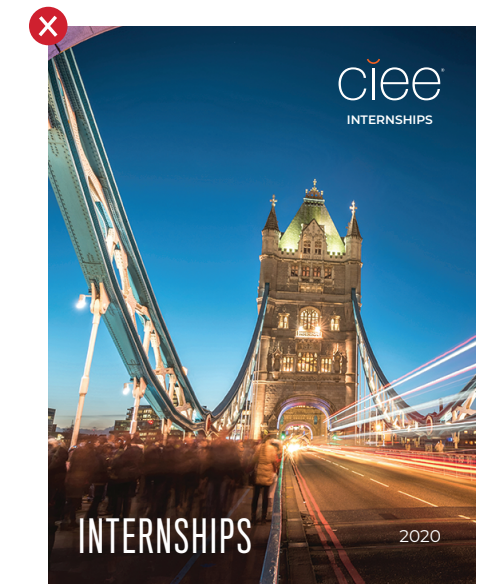
**Option 2:**  
Use the Business-Unit name as a direct headline with the CIEE logo.



1.

2.

Business-Unit logos should always be paired with a supportive headline to avoid being repetitive.



Post Card:  
Another example of how headlines and Business-Unit logos work together.



## Layout | The Global Smile as a graphic element

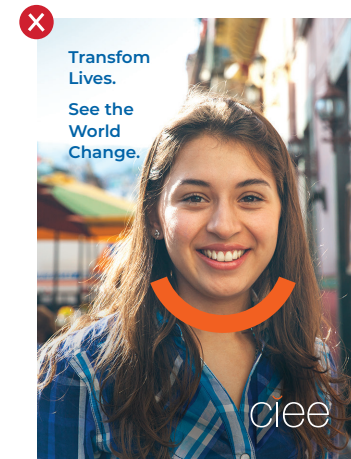


### Global Smile = CIEE

The goal is to transform the Global Smile from a logo detail to a recognizable icon people connect with CIEE.

### The Global Smile as a visual magnet to point out the subject in the photo.

The Global Smile can be used to point out, frame, or serve as a base for the subject or portion of the photo you want to highlight.



### Don'ts

Avoid using the Global Smile beneath subject faces in front angle portraits or close-ups that might resemble a collar.

# Layout | The Global Smile as a graphic element

## Using the Global Smile in the boilerplate.

The Global Smile can be used as an accent to highlight the landing page, website, or browser URL link.



landing page



[ciee.org](http://ciee.org)



[ciee.org/TEFL](http://ciee.org/TEFL)



[ciee.org/internships](http://ciee.org/internships)



[ciee.org/study](http://ciee.org/study)



Half CIEE blue and half photo back cover



Full bleed CIEE blue overlay over photo back cover



One third CIEE blue and two thirds photo back cover



## Layout | The Global Smile as a graphic element

### Using the Global Smile as part of photo compositions.

The Global Smile can be used creatively in photo and art compositions. Due to the simplicity of its form, any visual technique is an option.

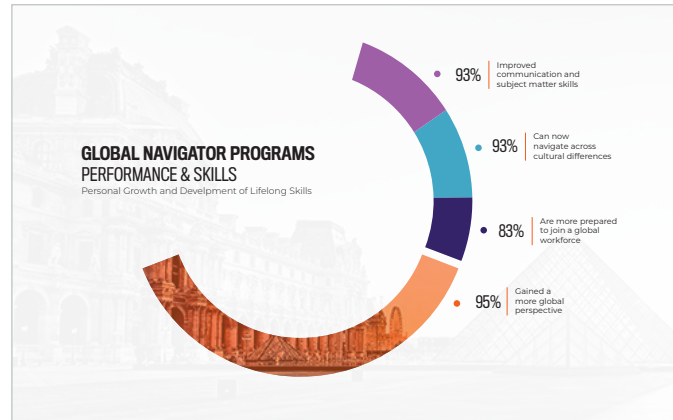




# Layout | The Global Smile as a graphic element

## Using the Global Smile with geometrical elements.

The Global Smile's half-circle form can work with other shapes to create clean geometrical compositions.



### Why Intern Abroad?

Nothing prepares you for the job market better than an internship. Forbes magazine calls college internships, "the ultimate return on investment for today's college students."

**"Recent graduates who had a relevant job or internship while in school were more than twice as likely to acquire a good job immediately after graduation."**

- Gallup, 2017  
"What Gallup Learned About Higher Education in 2017"

- GAIN REAL-WORLD EXPERIENCE**  
Test drive your career path with hands-on experience at companies big and small.
- BUILD YOUR RESUME**  
Show prospective employers you've got the skills needed to succeed from day one.
- GROW YOUR GLOBAL NETWORK**  
Take your career overseas by making connections with employers and colleagues around the world.
- ACQUIRE GLOBAL COMPETENCIES**  
Develop strong communication skills, the flexibility to work in diverse teams, and the ability to navigate across cultures.

*There is no planet B*

*Factory*

ciecee 2020

INTERNSHIPS

ciecee 2020

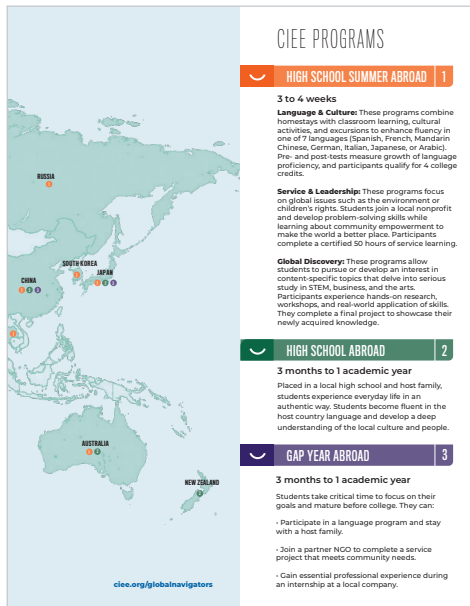
CAMP EXCHANGE

2020 ciecee

TEFL  
Teaching English as a Foreign Language









## Using the Global Smile as bullets or pointers in content.

The Global Smile can be used to replace the typical dot or square bullet to give brand presence to relevant sections of the content.



### GLOBAL SMILE AS BULLETS : EXAMPLE

- ☺ This is an example of how to use the Global Smile.
- ☺ This is an example of how to use the Global Smile.
- ☺ This is an example of how to use the Global Smile.

	
Royal Purple Spot color: 2685c	Knockout
	
Wisteria Purple Spot color: 2583c	Pewter Gray Spot color: 428c
	
Rio Blue Spot color: 7702c	Bath Iron Gray Spot color: 430c
	
Pine Green Spot color: 7728c	Web Gray Spot color: 432c

### Don'ts

Don't use the Global Smile bullets in the primary colors. It's meant to be an accent and shouldn't compete with the CIEE Logo and other brand elements.



## Using the Global Smile with overlays and juxtaposed images.

The Global Smile can also be used with color overlays, photo overlays, or collages to create dynamic imagery.

