1 | TYPOGRAPHY

Current Print System

HEADING | KNOCKOUT 48 FEATHERWEIGHT

SUB-HEADING | KNOCKOUT 28 JUNIOR FEATHERWEIGHT

Body Freight Sans Pro Book. With CIEE's open campus block model, you can design your very own study abroad program to include up to three different locations. Feel free to build your own program using our custom study abroad tool, spin the globe, or take a look at experiences.

- Limited to two styles
- Does not meet all user needs

- Difficult to read at smaller sizes
- Not web friendly
- Does not feel young or fresh
- Clunky

Current Web System

Heading | Libre Franklin Light

SUBHEADING | LIBRE FRANKLIN BOLD

Body is Libre Franklin Light. With CIEE's open campus block model, you can design your very own study abroad program to include up to three different locations. Feel free to build your own program using our custom study abroad tool, spin the globe, or take a look at experiences.

- Font only used in web, never print; branding is misaligned
- Single family is one-dimensional
- Corporate, lacking human element

New Print System

HEADING | TITLING GOTHIC COMP STANDARD

SUB-HEADING | TITLING GOTHIC COMP REGULAR

SECONDARY HEADING

Body is Montserrat Light. With CIEE's open campus block model, you can design your very own study abroad program to include up to three different locations. Feel free to build your own program using our custom study abroad tool, spin the globe, or take a look at experiences.

Special call-out in Aglet Slab Bold Italic. *Special Call-out in Aglet Slab Italic. Used for quotes and call outs.*

- Highly versatile grotesque compressed san serif with extended versions for print and web
- Maintains aspect ratio of Knockout

- Wide, circular letter forms; crisp and clear at all sizes
- Less corporate; more casual, fun and student focused
- Equally successful in web and print

- Unique and expressive slab serif
- Modern and hip; bursting with personality
- Speaks to the educational and human aspects of CIEE
- Extra "special"- strong contrast allows it to stand out

New Web System

Heading | Montserrat Light

SUBHEADING | TITLING GOTHIC NARROW MEDIUM

Body is Montserrat Light. With CIEE's open campus block model, you can design your very own study abroad program to include up to three different locations. Feel free to build your own program using our custom study abroad tool, spin the globe, or take a look at experiences.

Special call-out in Aglet Slab Bold Italic. *Special Call-out in Aglet Slab Italic. Used for quotes and call outs.*

- Font families applied to both print and web creates brand unity
- Combination of three families feels dynamic and varied
- More personal and humanistic

Meet our new font families; they play well together and have great range.

Web: Body and headers.
Print: Body and alternate secondary header.

Montserrat

Aa

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

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

Montserrat
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MONTSERRAT

Web: H3 and H4 headers. All caps.
Print: Headers. All caps.

TITLING GOTHIC

AA

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

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

TITLING GOTHIC COMP
TITLING GOTHIC COMP
TITLING GOTHIC COMP
TITLING GOTHIC COMP
TITLING GOTHIC NARROW
TITLING GOTHIC NARROW
TITLING GOTHIC NARROW
TITLING GOTHIC NARROW

Web: Special call-out. Semi-bold italic.
Print: Special call-out. Semi-bold italic.

Aglet Slab

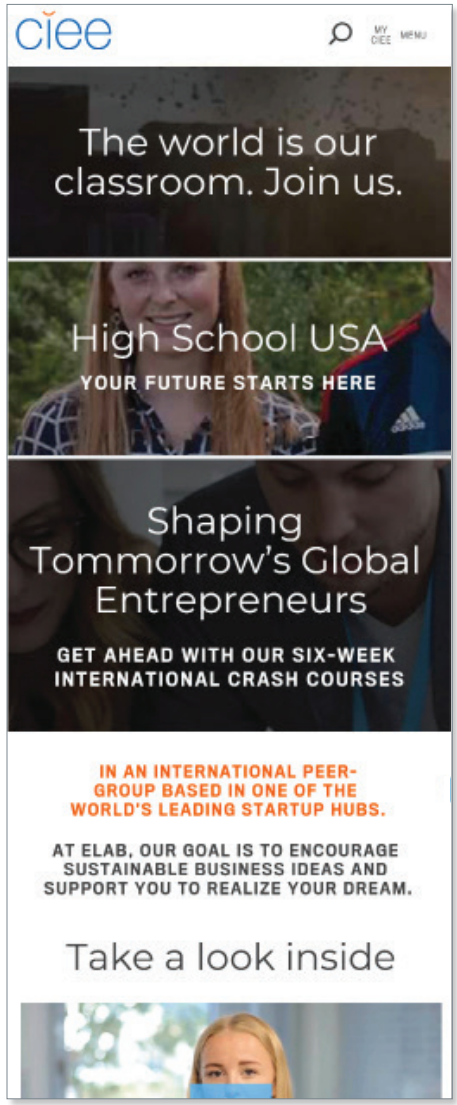
Aa

a b c d e f g h i j k l
m n o p q r s t u v
w x y z

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

Aglet Slab
Aglet Slab
Aglet Slab
Aglet Slab
Aglet Slab
Aglet Slab
Aglet Slab

ciee
High School Semester Abroad
MY CIEE
MENU
PROGRAM SEARCH
YOUR ADVENTURE
OUR COMMITMENT
FUNDING
TEACHERS
BLOG
QUESTIONS
DONATE
APPLY
Teach English Abroad
TRAVEL. GET PAID. CHANGE LIVES.
Checkerboard
CUTTING-EDGE ENTREPRENEURIAL CURRICULUM
Our intensive programs go beyond academics. You get cutting-edge expertise from the best academic and business minds, and apply it right away, with a unique hands-on progression that nurtures essential skills and insights.
ACCESS TO THE LOCAL STARTUP SCENE
Dip into the energy coursing through Berlin and London. In these prime locations with a unique hands-on progression that nurtures essential skills and insights.
List Item 1
List Item 2
List Item 3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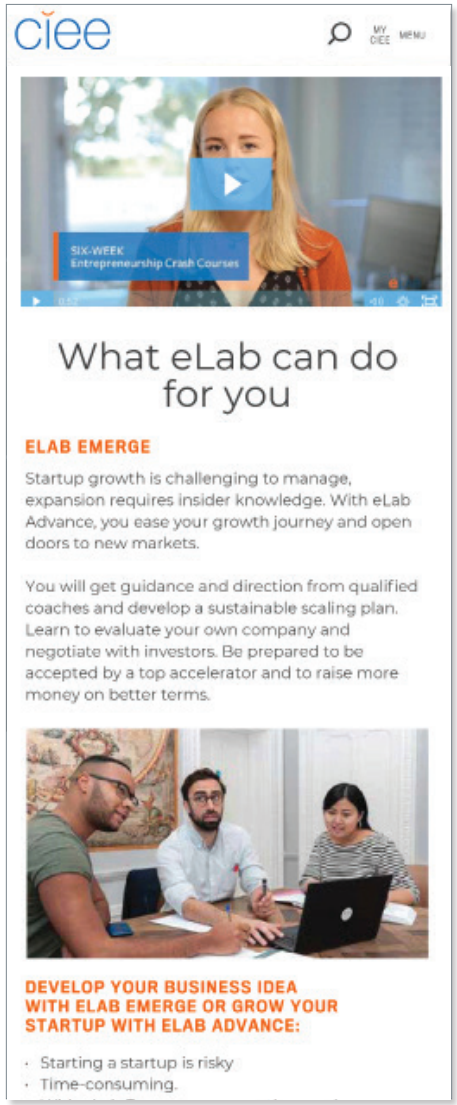
MY CIEE
MENU
The world is our classroom. Join us.
High School USA
YOUR FUTURE STARTS HERE
Shaping Tommorrow's Global Entrepreneurs
GET AHEAD WITH OUR SIX-WEEK INTERNATIONAL CRASH COURSES
IN AN INTERNATIONAL PEER-GROUP BASED IN ONE OF THE WORLD'S LEADING STARTUP HUBS.
AT ELAB, OUR GOAL IS TO ENCOURAGE SUSTAINABLE BUSINESS IDEAS AND SUPPORT YOU TO REALIZE YOUR DREAM.
Take a look inside


ciee
MY CIEE
MENU
SIX-WEEK
Entrepreneurship Crash Courses
What eLab can do for you
ELAB EMERGE
Startup growth is challenging to manage, expansion requires insider knowledge. With eLab Advance, you ease your growth journey and open doors to new markets.
You will get guidance and direction from qualified coaches and develop a sustainable scaling plan. Learn to evaluate your own company and negotiate with investors. Be prepared to be accepted by a top accelerator and to raise more money on better terms.
DEVELOP YOUR BUSINESS IDEA WITH ELAB EMERGE OR GROW YOUR STARTUP WITH ELAB ADVANCE:
Starting a startup is risky
Time-consuming.