

COLOR PALETTE REFRESH

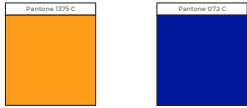
Our goal is to create a new color palette for use across print and web. We want the colors to be welcoming, expressive and embody the three aspirations of the brand identity:

HUMANISTIC, INCLUSIVE & STUDENT FOCUSED

Color Palette | Color Comparison of the Three Color Palettes

ORIGINAL COLOR PALETTE

PRIMARY COLORS

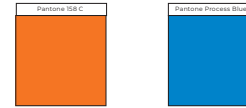


OTHER COLORS

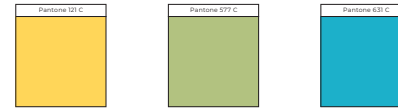


CURRENT COLOR PALETTE

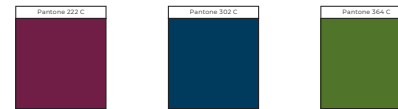
PRIMARY COLORS



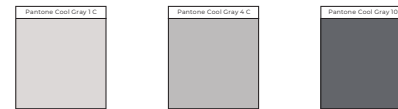
SECONDARY COLORS



ACCENT COLORS

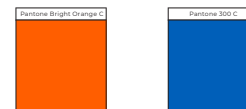


GRAYSCALE

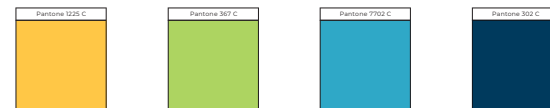


NEW COLOR PALETTE

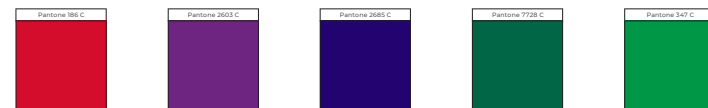
PRIMARY COLORS



SECONDARY COLORS



ACCENT COLORS



GRAYSCALE



Color Palette | Color Comparison of the CIEE logo

ORIGINAL COLOR PALETTE



CURRENT COLOR PALETTE



NEW COLOR PALETTE



Color Palette | New Colors

All the colors in the palette have been updated with brighter and bolder versions of the original and current colors. There are some additions to complement the overall palette. We want the new colors to appeal to a broader audience with a mix of hip and conservative color options.

PRIMARY COLORS

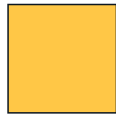


CIEE ORANGE
PANTONE BRIGHT ORANGE C
C: 0 M: 77 Y: 100 K: 0
R: 255 G: 95 B: 0 (FF5F00)



CIEE BLUE
PANTONE 300 C
C: 100 M: 62 Y: 7 K: 0
R: 0 G: 92 B: 185 (005CB9)

SECONDARY COLORS



BRIGHT SUN YELLOW
PANTONE 1225 C
C: 0 M: 22 Y: 84 K: 0
R: 255 G: 200 B: 68 (FFC844)



SPRING GREEN
PANTONE 367 C
C: 41 M: 0 Y: 82 K: 0
R: 162 G: 212 B: 94 (A2D45E)



RIO BLUE
PANTONE 7702 C
C: 69 M: 17 Y: 16 K: 0
R: 66 G: 167 B: 196 (42A7C6)



PRUSSIAN BLUE
PANTONE 302 C
C: 100 M: 74 Y: 40 K: 33
R: 0 G: 58 B: 93 (003A5D)

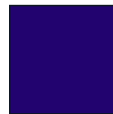
ACCENT COLORS



BARN RED
PANTONE 186 C
C: 12 M: 100 Y: 91 K: 3
R: 206 G: 14 B: 45 (CE0E2D)



PROVENCE PURPLE
PANTONE 2693 C
C: 68 M: 100 Y: 11 K: 2
R: 114 G: 34 B: 130 (722282)



ROYAL PURPLE
PANTONE 2685 C
C: 93 M: 100 Y: 18 K: 21
R: 49 G: 0 B: 111 (31006F)



PINE GREEN
PANTONE 7728 C
C: 96 M: 34 Y: 84 K: 26
R: 0 G: 102 B: 70 (006646)



TRINITY GREEN
PANTONE 347 C
C: 97 M: 11 Y: 100 K: 1
R: 0 G: 152 B: 69 (009845)

GRAYSCALE



WHITE
PANTONE WHITE
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255 (FFFFFF)



PEWTER GRAY
PANTONE 428 C
C: 24 M: 17 Y: 16 K: 0
R: 193 G: 197 B: 200 (EAEAEA)



BATH IRON GRAY
PANTONE 430 C
C: 55 M: 41 Y: 38 K: 5
R: 123 G: 134 B: 140 (636466)



WEB GRAY
PANTONE 432 C
C: 79 M: 64 Y: 52 K: 44
R: 50 G: 62 B: 72 (2C2C2C)



BLACK
PANTONE BLACK 6 C
C: 82 M: 71 Y: 59 K: 75
R: 16 G: 24 B: 32 (01820)

Color Palette | Primary Color Usage

By using the primary colors for nonstudent focused marketing material, the colors will be more approachable to the nonstudent audience. The primary colors help express a serious mood and reinforce the brand.

The primary colors are to be used as accent points in layouts to draw attention to a header, text, background color or an infographic. Marketing material for a nonstudent audience should focus use of the primary colors with a mix of accent and grayscale to balance the design. If secondary colors are used, they should be used sparingly.

BEIJING, CHINA

Chinese Language & Culture 4 Weeks, 4 College Credits

MASTER YOUR LANGUAGE IN THE HEART OF CHINA.

Catch a sunrise at the top of the Great Wall. Tour the world's biggest palace and Imperial garden in your own backyard. Get your fill of dumplings and Peking duck. It's amazing how much you can pack in during a month in this exhilarating city. Even with morning Mandarin class, one-on-one tutoring sessions and language practicum in the field, you'll still have time to learn martial arts or calligraphy, visit world-famous sites and linger in countless museums. (There are nearly 150 museums in Beijing, depending on how you count.)

Afternoons are spent out on the town, practicing your conversational skills in real time. Haggle in markets, interview locals, join your mates on exciting cultural activities and excursions to local sights. Twice a week you'll hang with local teens to practice your language skills - while visiting museums or playing basketball or Frisbee in the park. Weekends are the time to shop, cook, explore and enjoy meals and everyday life with your host family.



LANGUAGE

60 hours of instruction in Mandarin Chinese by local teachers, including 6 hours of one-on-one tutoring, and 12 hours of indoor and outdoor language practicum activities.



COLLEGE CREDIT

4 college credits may be used to apply toward your future college degree, to demonstrate your ability to do college-level work, or to test out of a language level in college.



CERTIFICATE

A certificate of learning in Mandarin Chinese, and documented language growth through pre- and post-program testing.

THE DESTINATION

Discover ancient treasures in Beijing, the center of Chinese culture since the Ming dynasty.

The capital of the People's Republic of China, Beijing is a massive city, second only to Shanghai in population. Beijing is home to the world's longest wall (the Great Wall), the largest palace (the Forbidden City complex) and the largest Imperial garden (at the Summer Palace). The National Museum of China, filled with ancient treasures, is one of the world's largest museums and the third most visited (topped only by the National Museum of Natural History in NYC and the Louvre in France). Did you know? Beijing is also the birthplace of Chinese cinema and modern art. As one of the bicycle capitals of the world, it is praised for its bike-friendly city planning.



300 Fore Street, Portland, Maine 04101
1-800-40-STUDY

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As for food, there are more options that you can imagine. Choose from hundreds of restaurants serving everything from moo shu pork to Texas barbecue. Go for the donkey burger if you dare!

Though Beijing is huge, you will find it easy to navigate around the city by 19 subway lines, extensive buses and affordable taxis. The fastest high-speed trains heading out of Beijing take 4 hours and 30 minutes to Shanghai.

SAMPLE ACTIVITIES & EXCURSIONS

- Visit the Forbidden City Museum, an amazing complex housing the former Chinese imperial palace dating from the Ming dynasty in 1420.
- Tour the National Museum in Tiananmen Square, and witnessing the most significant changes of modern China.
- View an amazing 3-D model of the city and learn about its rapid expansion - from ancient palaces to mile-high skyscrapers.
- Master new skills in martial arts, or try your hand at Chinese painting or calligraphy.
- Catch an exhibit or fashion show at the 798 Art Zone, a district abuzz with modern galleries, design studios and international culture.
- Hike up to the top of the Great Wall for breathtaking views of Beijing and beyond. Marvel at this feat of engineering that winds all the way to the Gobi Desert.
- Spend a leisurely afternoon in a cat café or bookstore.
- Enjoy a variety of Chinese food and snacks, and also try worldwide popular menus.



SUMMER 2019

Dates: Session 1: June 9 - July 6 (4 weeks)
Session 2: July 7 - August 3 (4 weeks)

Deadline: See website

Eligibility: All proficiency levels

APPLICATION FEE: \$25

OPTIONAL COLLEGE CREDIT FEE: \$150

TUITION: **\$5,350**

For full details and student experiences, check out our site at ciee.org/highschoolsummer

Color Palette | Primary Color Usage

In this example the primary colors are used for headers and infographic sections. No secondary colors are used. The rest of the layout is completed using grayscale for infographic sections and text.

DELIVERING OUR MISSION THROUGH FINANCIAL STRENGTH

Established in 1947, CIEE is the country's oldest and largest nonprofit organization dedicated to study abroad and intercultural exchange. With a global network of exchange programs serving participants from more than 120 countries, we are acknowledged as the world leader in supporting and promoting international education.

BALANCE SHEET AS OF AUGUST 31, 2017 CIEE ALL OPERATIONS (IN USD 000s)

ASSETS	
Cash & Receivables	\$56,961
Investments	\$43,370
Other Assets	\$69,623
TOTAL ASSETS	\$169,954
LIABILITIES	
Accounts Payable and Accrued Expenses	\$14,030
Line of Credit and Other Notes Payable	\$27,351
Deferred Revenue	\$36,372
Self-Insured Claims and Other Benefits	\$7,039
TOTAL LIABILITIES	\$84,792
NET ASSETS	
General Unrestricted	\$52,257
Board-Designated Funds	\$32,905
TOTAL NET ASSETS	\$85,162
TOTAL LIABILITIES AND NET ASSETS	\$169,954

STATEMENT OF ACTIVITIES AS OF AUGUST 31, 2017 CIEE ALL OPERATIONS (IN USD 000s)

OPERATING REVENUE	
Exchange*	\$57,377
Study Abroad**	\$117,302
TOTAL OPERATING REVENUE	\$174,679
OPERATING EXPENSES	
Exchange*	\$48,719
Study Abroad**	\$99,415
Management and Administrative	\$24,009
TOTAL OPERATING EXPENSES	\$172,143
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	\$2,536
Other Gain (Loss)	\$7,427
EXCESS OF REVENUE OVER EXPENSES BEFORE NET TRANSLATION GAIN	\$9,963
Net Translation Gain	(\$317)
CHANGE IN UNRESTRICTED ASSETS	\$9,646
Unrestricted Assets, Beginning of Year	\$75,515
Unrestricted Assets, End of Year	\$85,161

*International Students
**U.S. Students, Including High School Study Abroad Programs

CIEE HIGH SCHOOL PROGRAMS ONLY

PROGRAM REVENUE	
Revenue from Tuition	\$6,279,814
Revenue from Donations	\$4,178,102
CIEE Discounts and Merit Awards	(\$173,033)
NET REVENUE	\$10,284,883
OPERATING EXPENSES	
Direct Program Expenses	\$5,462,723
Sales, Management and Administrative Expenses	\$3,504,001
TOTAL OPERATING EXPENSES	\$8,966,724
OPERATING CONTRIBUTION	\$1,318,159
Operating Contribution %	12.82%

CIEE LEADERSHIP AND BOARD

James P. Pellow
Ed.D., President & CEO
Tim Propp
COO
Chair
Robert E. Fallon, MBA
President & CEO, Phosplatin Therapeutics LLC
Vice-Chair
Thomas Mooney, J.D.
Partner, Shipman & Goodwin LLP

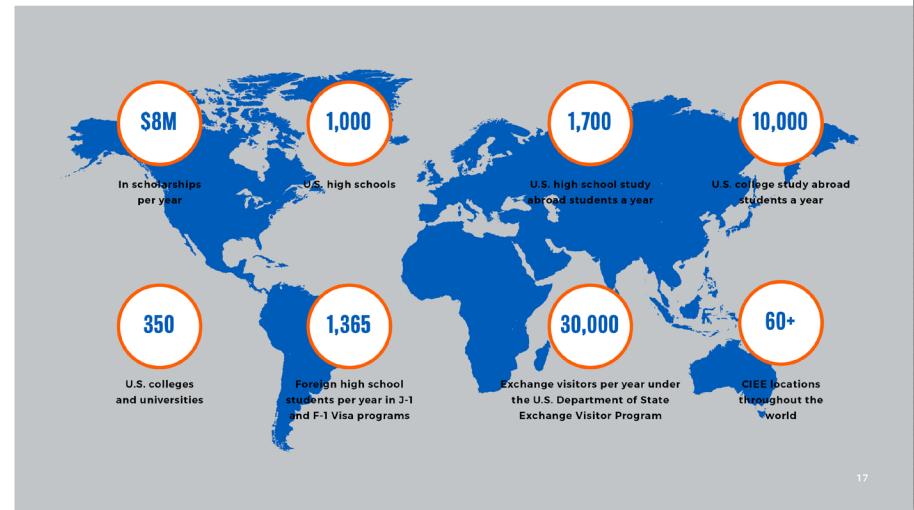
Kathleen Fairfax
Assistant Vice President for International Affairs and Outreach,
South Dakota State University
Carrie Hessler-Radelet
President & CEO, Project Concern International
Peter Lighte, Ph.D.
Founding Chairman, JPMorgan Chase Bank China (Retired)

William Martens III
Managing Director, Citigroup (Retired)
Larry Schall, Ed.D., J.D.
President, Oglethorpe University

BOARD MEMBERS AS OF SEPTEMBER 2017:

Laura A. Brege, MBA
Managing Director, Cervantes Life Science Partners, LLC
Kathleen Cheek-Milby, Ph.D.
Senior Fellow, Lynn University
Kathryn Dundy, Ph.D.
Associate Professor, Caribbean and Latin American History,
Saint Michael's College

Kathleen Sideli, Ph.D.
Associate Vice President for Overseas Study, Indiana University
Kumble Subbaswamy, Ph.D.
Chancellor, University of Massachusetts, Amherst
Rev. Christopher M. Thomforde
President, Moravian College and Moravian Theological Seminary (Retired)



Color Palette | Primary Color Usage

In this example the primary colors are used for headers and text. No secondary colors are used. The rest of the layout is completed using an accent color and grayscale for an infographic section and text.



HIGH SCHOOL: A TIME OF POTENTIAL AND PROMISE

High school students are open-minded and ready to learn about themselves and the world. With your help, a small seed of change planted at this point in their development can influence the trajectory of their lives in a positive, lasting way.

"My experience was equally challenging and fun. It encouraged me to go out of my comfort zone and have new experiences I couldn't have in the U.S."

— Deanna C., High School Summer Abroad
in Khon Kaen, Thailand

AT CIEE, WE BELIEVE:

- Studying abroad in high school positively impacts a teen's future
- Learning in authentic settings creates adaptable, collaborative, and curious minds
- Gaining cultural understanding promotes better communication, innovative thinking, and problem-solving in the next generation of leaders
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- Gaining cultural understanding promotes better communication, innovative thinking, and problem-solving in the next generation of leaders

CIEE's Global Navigator programs prepare high school students to navigate across languages, connect with cultures, and address issues and opportunities in today's interconnected world. A fast-growing number of CIEE's globally-minded alumni are uniquely equipped with 21st-century skills to take action and impact our world.

Color Palette | Secondary Color Usage

By using the secondary colors for student focused marketing material, the colors will be more approachable to the student audience. The secondary colors help express a calm and playful mood.

The secondary colors are to be used as accent points in layouts to draw attention to a header, text, background color or an infographic. Marketing material for a student audience should focus use of the secondary colors with a mix of accent and grayscale to balance the design. If primary colors are used, they should be used sparingly.

“

You are not just supporting one student you are supporting an entire community. My family – who doesn't have much international travel experience – is benefiting from my cultural stories and perspectives. My classmates back home are more curious about international relationships and are eager to understand Chilean culture.

— Josie M., High School Year Abroad in Valparaiso, Chile



“

My experience was equally challenging and fun. It encouraged me to go out of my comfort zone and have new experiences I couldn't have in the U.S.

— Deanna C., High School Summer Abroad in Khon Kaen, Thailand



“

It was truly the most incredible year of my life. I really appreciated that it wasn't always smooth sailing, as this led me to have to learn to overcome obstacles.

— Edward R., Gap Year Abroad in Shanghai, China



“

On my trip to Mexico, I was able to learn the true meaning of service and leadership. I was able to learn more about Mexican culture and my own. I was able to grow so much from just three weeks.

— Angelle S., High School Summer Abroad in Guanajuato, Mexico



ciee GLOBAL NAVIGATOR
HIGH SCHOOL STUDY ABROAD

Since 1947, CIEE has helped thousands of students gain the knowledge and skills necessary to live and work in a globally interdependent world. Our high school study abroad programs are designed to reach students at a critical point of development to encourage independence, curiosity, and creativity. Your support ensures more high-achieving high school students acquire global skills to gain admission to college, excel in coursework, and transform the future! With your help, Global Navigator students will be prepared to lead positive change in our global society. Thank you for making this happen.

A handwritten signature in black ink, reading 'James P. Pellow'.

James P. Pellow, Ed.D., President and CEO



Color Palette | Secondary Color Usage

In this example the primary colors are not used. The secondary colors are used in a background color, a header, text and infographics. The rest of the layout is completed using accent colors and grayscale for infographic sections, sub header and text.

CIEE GLOBAL NAVIGATOR PROGRAMS - PERFORMANCE & IMPACT

PERSONAL GROWTH AND DEVELOPMENT OF LIFELONG SKILLS

Alumni responding to the 2015–2017 CIEE Global Navigator High School Study Abroad program survey say that they:

IMPROVED COMMUNICATION AND SUBJECT MATTER SKILLS

93%

GAINED A MORE GLOBAL PERSPECTIVE


95%

CAN NOW NAVIGATE ACROSS CULTURAL DIFFERENCES

93%

ARE MORE PREPARED TO JOIN A GLOBAL WORKFORCE

83%



GAINS IN LANGUAGE PROFICIENCY

Growth in CIEE's language programs is measured through a pre-post administration of the Stamp 4S assessment by Avant, using matched cases. The composite score reflects performance in listening, speaking, reading, and writing. The communicative, task-based approach in an immersion setting produces exceptional gains in listening and speaking.

AVERAGE GROWTH IN LANGUAGE PROFICIENCY*

Composite Scores - Listening, Speaking, Reading, Writing

Language	% Growth: Percent to Percent
French	13%
German	29%
Italian	14%
Japanese	21%
Mandarin Chinese	16%
Spanish	9%

AVERAGE GROWTH IN LISTENING AND SPEAKING**

1 MONTH WITH CIEE = 1 YEAR OF HIGH SCHOOL


The average growth for students in a CIEE 1-month program approaches or exceeds the national average growth that students achieve in 1 year of a high school world language course.

STUDENT SELF-ASSESSMENT OF GROWTH

93% of students report improved language use in a pre-post survey of performance on ACTFL "Can-Do Statements."

*Since students at earlier stages of language proficiency make greater gains more quickly than students at more advanced stages, it is not appropriate to compare percentage growth across languages. For example, 60% of the 2017 German students were at the beginning level, while only 24% of those in the Spanish courses were beginners. Arabic results are not included due to an insufficient number of matched cases.
**National averages derived by Avant from high school language proficiency assessments administered nationally in 2015-2016.

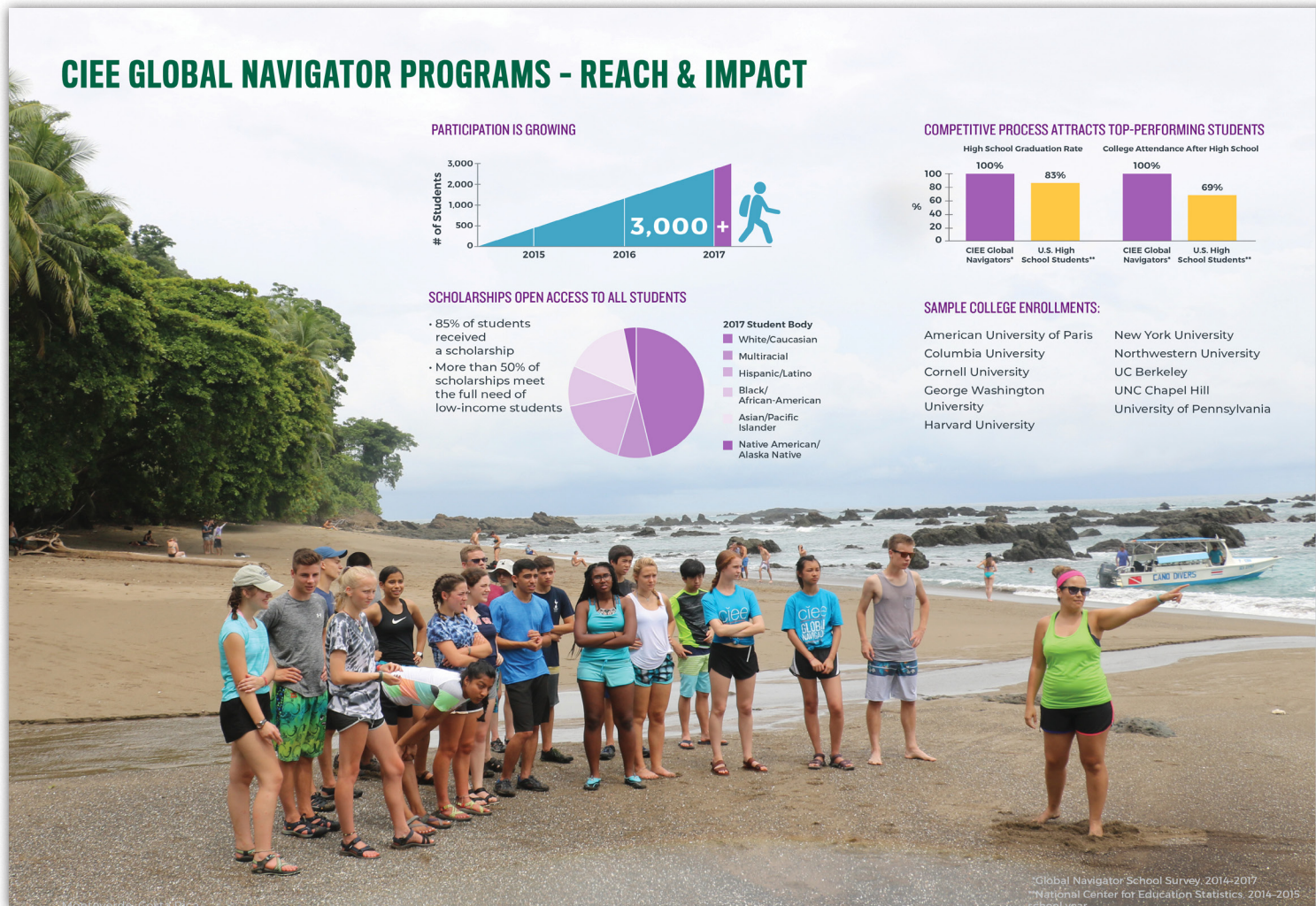
OUR APPROACH



- Each day, students participate in interconnected in-class learning, cultural excursions, and interactions with the local community to enrich and immerse themselves in the educational experience.
- Our language learning programs align with the principles and standards of the American Council on the Teaching of Foreign Languages (ACTFL), and participants can earn 4 college credits through our partnership with Tulane University.
- The curriculum of each of our programs is designed to complement secondary education. We encourage critical thinking, curiosity, and problem-solving.
- Our returning participants contribute to the global conversation in their classrooms and extend the reach of our programs.

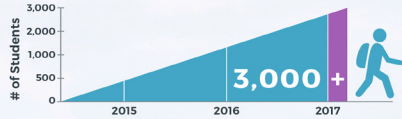
Color Palette | Secondary Color Usage

In this example the primary colors are not used. The secondary colors are used in the infographics. The rest of the layout is completed using accent colors and grayscale for a header, infographic sections, background color and text.



CIEE GLOBAL NAVIGATOR PROGRAMS - REACH & IMPACT

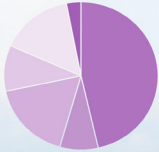
PARTICIPATION IS GROWING



Year	# of Students
2015	~200
2016	~1,000
2017	3,000+

SCHOLARSHIPS OPEN ACCESS TO ALL STUDENTS

- 85% of students received a scholarship
- More than 50% of scholarships meet the full need of low-income students



2017 Student Body

- White/Caucasian
- Multiracial
- Hispanic/Latino
- Black/ African-American
- Asian/Pacific Islander
- Native American/ Alaska Native

COMPETITIVE PROCESS ATTRACTS TOP-PERFORMING STUDENTS

Category	CIEE Global Navigators*	U.S. High School Students**
High School Graduation Rate	100%	83%
College Attendance After High School	100%	69%

SAMPLE COLLEGE ENROLLMENTS:

American University of Paris	New York University
Columbia University	Northwestern University
Cornell University	UC Berkeley
George Washington University	UNC Chapel Hill
Harvard University	University of Pennsylvania

PROGRAMS OFFERED

SUMMER ABROAD

3 to 4 weeks

- **Language & Culture:** These programs combine homestays with classroom learning, cultural activities, and excursions to enhance fluency in one of 7 languages (Spanish, French, Mandarin Chinese, German, Italian, Japanese, or Arabic). Pre- and post-tests measure growth of language proficiency, and participants qualify for 4 college.
- **Service & Leadership:** These programs focus on global issues such as the environment or children's rights. Students join a local nonprofit and develop problem-solving skills while learning about community empowerment to make the world a better place. Participants complete a certified 45 hours of service.

HIGH SCHOOL ABROAD

3 months to 1 academic year

Placed in a local high school and host family, students experience everyday life in an authentic way. Students become fluent in the host country language and develop a deep understanding of the local culture and people.

GAP YEAR ABROAD

3 months to 1 academic year

Students take critical time to focus on their goals and mature before college. They can:

- Participate in a language program and stay with a host family.
- Join a partner NGO to complete a service project that meets community needs.
- Join a partner NGO to complete a service project that meets community needs.
- Gain essential professional experience during an internship at a local company.

*Global Navigator School Survey, 2014-2017
**National Center for Education Statistics, 2014-2015 school year