



CIEE

VISUAL BRAND

GUIDELINES

Effective February 2026



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Introduction

CIEE's visual brand reflects who we are and why we exist. Rooted in our mission to help people gain understanding, acquire knowledge, and develop the skills needed to live in a globally interdependent and culturally diverse world, these guidelines ensure that our identity is expressed with **clarity, consistency, and purpose**. Through thoughtful and meaningful exchange programs, we connect people, cultures, and ideas—and our visual language should do the same. By following these guidelines, we present a cohesive brand that **communicates trust, openness, and the transformative power** of global learning across every audience and platform.

All CIEE businesses producing B2B and B2C marketing content should follow these standards while retaining the flexibility to advance their distinct sales and marketing strategies in ways that align with their audiences and goals.



Visual Elements

TYPOGRAPHY

Heading CIEE Blue, Monserrat Bold, all caps, font size 30+	MONSERRAT
Sub-Heading CIEE Orange or Blue, Monserrat SemiBold, font size 20+	Monserrat
Secondary Heading CIEE Primary or Secondary Colors, Monserrat, ALL-CAPS, font size 12-29	MONSERRAT MONSERRAT
Body CIEE Blue, CIEE Prussian Blue or Greyscale, font size 12-30	Monserrat Monserrat Monserrat
Stats Call-Out CIEE Primary or Secondary colors, Monserrat SemiBold, font size 30+	100%
Special Call-out and Quotations CIEE Primary or Secondary Color, Calibri italics, font size 12-29	<i>“Calibri italic bold should be used when adding a quotation.”</i> <i>“Calibri italic or italic can also be used without the bold for a quotation.”</i>

Beginning in April 2026, all organizations in the United States must make sure their online content is accessible to people with disabilities. This is required by U.S. law and is based on the Web Content Accessibility Guidelines (WCAG) 2.1 AA.



These rules apply to everything we publish online, not just our website, and include web pages, emails, PDFs, and DOCs found on our website. Making our content accessible helps ensure everyone, including people who use screen readers or other assistive tools, can use our website and read our materials. The CIEE Web Team is working directly with Marketing teams to ensure and maintain compliance. See more on [Visual Inclusiveness Policy](#).



LOGOS

The CIEE logo should be in the top-left corner of all documents (presentations, email, banners, websites) at a size that visually appears as the same or larger than the largest heading font size used on the document. Logos on email and some websites will be centered based on responsive design requirements.

Example:

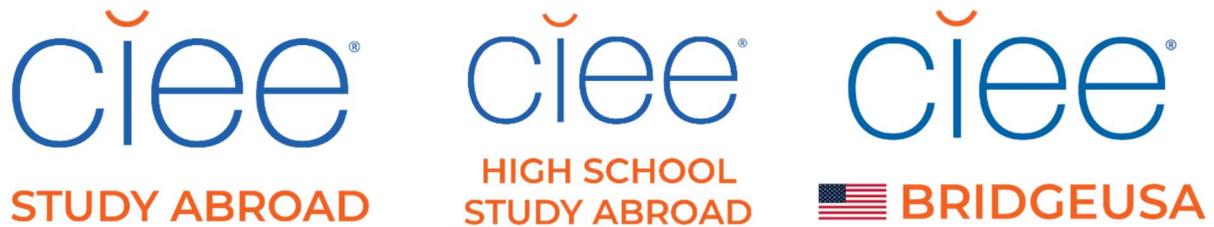




For any external audience use, CIEE College Study Abroad, CIEE High School Study Abroad, and CIEE BridgeUSA should use the respective product category logo that includes CIEE and the name of their business. All size and color variations of the CIEE product categories, program types, and Center logos can be downloaded from the [CIEE Brand Center](#).

Examples:

Vertical and horizontal product category logos and program type logo examples.





COLOR PALETTE

Primary Colors:

CIEE Orange Pantone Bright Orange C C: 0 M: 77 Y: 100 K: 0 R: 255 G: 95 B: 0 Hex: FF5F00	CIEE Blue Pantone 300 C C: 100 M: 62 Y: 7 K: 0 R: 0 G: 92 B: 185 Hex: 005CB9

Secondary Colors:

Bright Sun Yellow Pantone 1225 C C: 0 M: 22 Y: 84 K: 0 R: 255 G: 200 B: 68 Hex: FFC844	Spring Green Pantone 367 C C: 41 M: 0 Y: 82 K: 0 R: 162 G: 212 B: 94 Hex: A2D45E	Rio Blue Pantone 7702 C C: 69 M: 17 Y: 16 K: 0 R: 66 G: 167 B: 198 Hex: 42A7C6	Prussian Blue Pantone 302 C C: 100 M: 74 Y: 40 K: 33 R: 0 G: 58 B: 93 Hex: 003A5D

Accent Colors:

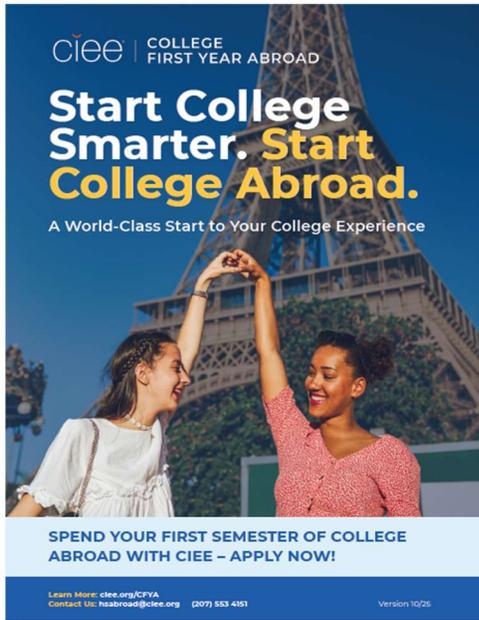
Barn Red Pantone 186 C C: 12 M: 100 Y: 91 K: 3 R: 206 G: 14 B: 45 Hex: CE0E2D	Provence Purple Pantone 2603 C C: 68 M: 100 Y: 11 K: 2 R: 114 G: 34 B: 13 Hex: 722282	Royal Purple Pantone 2685 C C: 93 M: 100 Y: 18 K: 21 R: 49 G: 0 B: 111 Hex: 31006F	Pine Green Pantone 7728 C C: 96 M: 34 Y: 84 K: 26 R: 0 G: 102 B: 70 Hex: 006646	Trinity Green Pantone 347 C C: 97 M: 11 Y: 100 K: 1 R: 0 G: 152 B: 68 Hex: 009845

Grayscale:

White White C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255 Hex: FFFFFFFF	Pewter Gray Pantone 428 C C: 24 M: 17 Y: 16 K: 0 R: 193 G: 197 B: 200 Hex: EAEAEA	Bath Iron Gray Pantone 430 C C: 55 M: 41 Y: 38 K: 5 R: 123 G: 134 B: 140 Hex: 636466	Web Gray Pantone 432 C C: 79 M: 64 Y: 52 K: 44 R: 50 G: 62 B: 72 Hex: 2C2C2C

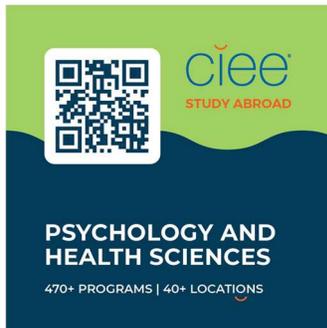
Primary colors represent the CIEE brand and should be prioritized for any external audience use.

Example:



Secondary and Accent colors are to be used as accent points in layouts to draw attention to a header, text, background color, or infographic.

Examples:



Accent colors and Grayscale are used to balance the design. However, they should be used sparingly, and Primary and Secondary colors should always be more prominent.

Examples:



ciee
GAP YEAR ABROAD

GET THE GAP YEAR ADVANTAGE

Explore the world and return ready to thrive in college and beyond.
CIEE offers three unique ways to make your gap year count:

<p>LANGUAGE & CULTURE Florence, Kyoto, Paris, Seoul, Sevilla, and Shanghai</p> <ul style="list-style-type: none"> Attend a local language school 20 hours/week Grow your language proficiency and cultural competence Live with a host family 	<p>INTERNSHIP & CULTURE Abu Dhabi, Buenos Aires, Cape Town, and Sydney</p> <ul style="list-style-type: none"> Intern 20 hours/week at a company within CIEE's wide partner network Explore a career in a field you're passionate about Gain global credentials 	<p>EUROPEAN TOUR France, Italy, Spain, Europe (Madrid, Rome, Paris)</p> <ul style="list-style-type: none"> Travel to a new iconic city each month Get to know Europe like only locals do Gain a broader worldview Bond with a small cohort as you city hop across Europe
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Argentina China France Italy Australia South Africa South Korea Spain United Arab Emirates Japan

hsabroad@ciee.org @cieeglobalnavigators @ciee.org/gapflyer (866) 583 0332

ciee
HIGH SCHOOL STUDY ABROAD

GO ABROAD GET AHEAD

High school study abroad provides unforgettable experiences and helps you stand out on college applications.
CIEE offers two unique ways to explore the world:

<p>CIEE HIGH SCHOOL STUDY ABROAD IMMERSION in Australia, France, Italy, Japan, Mexico, Spain, or the U.K.</p> <ul style="list-style-type: none"> Attend class at a local high school with local students Live with a host family Enjoy daily life, cultural activities, and excursions 	<p>CIEE HIGH SCHOOL STUDY ABROAD SCHOLARSHIPS in Barcelona, Costa Rica, Dublin, Kyoto, Merida, or Paris.</p> <ul style="list-style-type: none"> Attend class at the CIEE Study Center with a cohort of Americans Live with a host family or in dorms Enjoy local daily life, cultural activities, and excursions
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Australia Costa Rica France Italy Ireland Japan Mexico Spain U.K.

hsabroad@ciee.org @cieeglobalnavigators @ciee.org/highyer (866) 583 0332



PHOTOS AND BRAND ASSETS

All photos should be high-resolution, high-quality images. For any external audience use, images **must** include the CIEE | Location logo where the image was taken. All CIEE College Study Abroad, CIEE High School Study Abroad, CIEE BridgeUSA, and external audience communications should use photos that align with the business' current sales and marketing strategy.

Examples:

- Place the respective CIEE | Location logo in the upper left of the image unless image layout requires alternate placement.
- All medium to large images going to external audiences should have these logos.
- Download [Horizontal](#) and [Vertical](#) Center logos as needed



Examples:

CIEE Images - Asset Bank Best of Library

Images are located in [Asset Bank](#). This is available now and will continue to be developed to showcase our best images across our businesses and locations in outward facing marketing and communications. Images will be searchable by descriptions but are categorized as follows:



Madrid (example)

- College (internships, term, excursions details, etc. should be included in description)
- High School
- Teach (per location)
- Landscape
- Host Families

BridgeUSA

- Camp
- High School
- Host Families
- Intern Trainee
- Summer Work Travel
- YCLS

Events

- Study Abroad Conference
- Global Internship Conference
- Global Educator Summit
- BridgeUSA

Corporate

- Historical images
- Board of Directors



CIEE GLOBAL SMILE

The CIEE Global Smile is a visual element that can be used to highlight a photo, to enrich content, and to draw attention to important details. The CIEE Global Smile should not be used in lieu of the CIEE logo and in general should not be larger than the CIEE logo as a visual element.

Examples:

ciee LARGE IMAGE HIGHLIGHT



Let's Focus on Our Students

- Here we can highlight a bio or partner in a large fashion
- Pull out their star qualities
- Focus on that person with bulleted detail

ciee COMMUNITY SERVICE OPTIONS



Featured 1
Here is everything amazing we have to say here

Featured 2
More on biomedical and stem majors, we could go on and on

Featured 4
And how about those high school students, out of their comfort zone

ciee STUDY ABROAD
TAKE CIEE ON THE GO!



- Explore 470+ programs
- Connect with Campus Ambassadors
- Apply for scholarships
- Submit your CIEE application
- Exclusive for YOUR school

ALL ON THE CIEE MOBILE APP.

APPLE STORE | GOOGLE PLAY

All Programs Include:

- ✓ 12 weeks abroad
- ✓ Excursions and cultural activities
- ✓ Housing (just family or shared)
- ✓ Travel insurance
- ✓ 24/7 support
- ✓ And more!

Colleges Love Gap Students

Research¹ shows that gap years improve graduation rates, strengthen GPA, increase campus involvement, and lead to more fulfilling careers.

Your Best Abroad Adventure Starts Here

It's Always The Right Time to Plan a Gap Year Abroad

Whether you're a junior exploring college options or a senior graduate deciding your next steps, CIEE is here to answer your questions and find the program that fits you best.

- **Applied but deferring?** Save your spot while studying abroad. Don't forget to check your college's gap year and deferral policies.
- **Accepted but still deciding?** Take some extra time to relax and make a confident choice.
- **Not accepted or still applying?** A gap year abroad can be a helpful step to strengthen your application and show initiative to college admissions officers.

APPLY NOW



Real Impact, Real Adventure



ciee STUDY ABROAD

TAKE THE TRIP THAT CHANGES EVERYTHING



It's really for my people

ciee.org/studyabroad

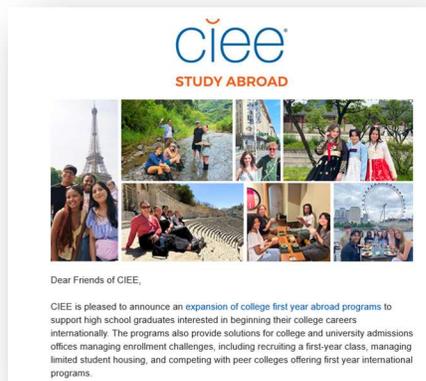


Visual Brand Usage

COMMUNICATIONS AND PRESENTATIONS

All email communication should include the CIEE logo at the top and the signature of the sender (CEO or Business Lead) at the bottom. All CIEE business presentations should follow these guidelines while adjusting for the audience (e.g., students, teachers, college partners, host employers, etc.) according to the business' current sales and marketing strategy.

Examples:



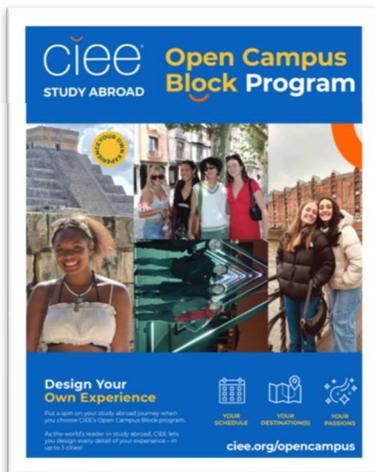
All presentations for internal use should use the [CIEE PPT template](#) and adhere to the visual brand guidelines in this document.



COLLATERAL AND SIGNAGE

All print collateral and signage should include the CIEE logo at the top-left corner and should follow these guidelines while adjusting for the audience (e.g., students, teachers, college partners, host employers, etc.) according to the business' current sales and marketing strategy.

Examples:





WEB

The www.ciee.org website is built using Drupal and managed by the CIEE Web Team. All page formats are built with structured templates to ensure consistent font, color, size, responsive design and ADA compliance. Content is supplied to the Web Team by marketing teams across CIEE. For questions on website, content updating process or website format, please reach out to Chris Semetis csemetis@ciee.org. CIEE staff are not to create independent websites. Any new site or domain request should route through Web Team and IT for approval.

SOCIAL MEDIA

CIEE Centers should be using the profile icons that can be downloaded the [Brand Center](#). Marketing Directors should reach out to Luci Geraci, VP of Marketing (lgeraci@ciee.org) to setup new social channels across businesses. Global Operations should follow their social media account setup SOPS to establish new direct to student social accounts and LinkedIn account creation, and you can connect with your respective Marketing Directors on best practices for social content moving forward.





Links

- [CIEE Brand Center](#)
 - [CIEE Style Guide](#)
 - [Center Social Icons](#)
- [Asset Bank Full Image Library](#)
 - [Link to Best of Gallery](#)
- [CIEE PowerPoint Brand Assets](#)
 - [Corporate PowerPoint Template Link](#)
 - [Sample PDF of Presentation](#)
 - [Horizontal Center location logos](#)
 - [Vertical Center location logos](#)
 - [Center Location backgrounds](#)
 - [CIEE Branded Maps](#)