



guidelines

a framework for your creativity

CISV International Brand Guidelines
effective from 2007

CISV international



brand guidelines

building a global image

CISV has developed tremendously since it was founded. It no longer only provides programmes called Villages for Children during Summer. At the same time the world around us has changed at a fast pace. Increasing numbers of charities and organizations are competing for people's attention.

To reflect these changes and become more effective in reaching out, we need to update the look, feel and tone of our identity. Not just that, but we also need to become more consistent in sending out the right message so that we build a global profile for CISV.

Our logo, name and the way we present ourselves say a lot about who we are and what we stand for. The new brand identity is designed to reflect where we've come from – our foundations – and at the same time show the world we're moving forward. We have designed these guidelines to help you live the CISV brand and express CISV visually and verbally.

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CISV international brand guidelines

The framework for your creativity

Be creative – but show that your inspiration stems from the CISV brand by **always** using our logo and the tag line “building global friendship” (see page 12 for guidelines). That’s all.

Refer to these guidelines as something that can provide you with inspiration:

- tell your audience “who we are” and what “our values” are (see pages 4 and 6-11).
- be lively in the way you describe our brand (see page 24 for tips).
- be creatively colourful (see page 21).
- express our values to your audience by using the right type of imagery (see pages 6–11 and 25 for inspiration).
- check out our new design templates you could use (pages 27–31)
- show your CISV spirit in T-shirts (see page 32)

Be creative locally – but also build our brand globally.

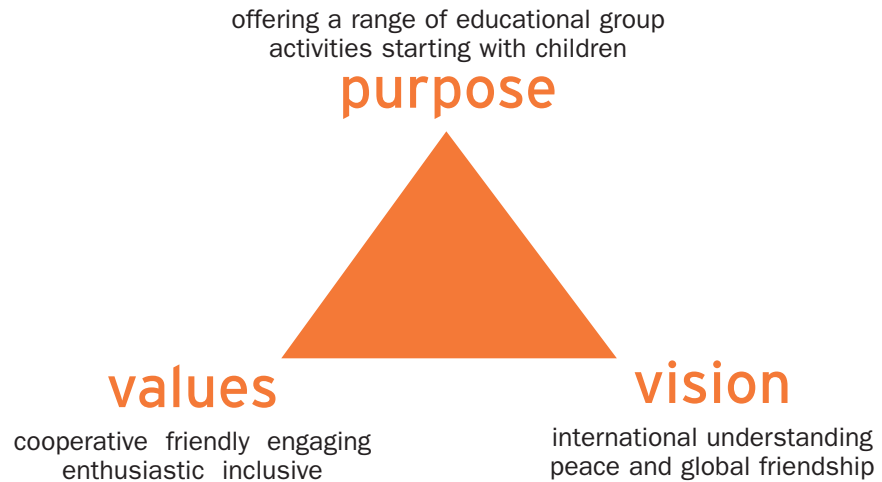




cisv international brand guidelines

The DNA of our brand

Just like the DNA designates how the human body is built, the **values, vision** and **purpose** make up the DNA of our brand. This DNA defines everything we do. Our DNA is what brought our brand to life. It is also what will carry us into the future.



Find ways to describe our DNA in the following pages.

Who we are

This statement expresses who we are and what you can experience when taking part in our brand. It communicates why we do what we do. It states what makes us unique – which is our founding principle of starting with children.

This statement underpins all our communications and is designed to be inspiring even to someone who has not heard of us before.

Use this statement visibly at the start of your presentations, brochures, publications or web sites.

We are a global community of dedicated volunteers creating opportunities for all ages to experience the excitement and enrichment of cultural diversity through our educational programmes. We are founded on our belief that peace is possible through friendship – and that the real difference can be made by starting with children.



cisv international brand guidelines

What we do

- We provide a range of educational group activities where individuals from around the world develop leadership skills, cross-cultural understanding and learn to live as friends.
- We contribute through research to the science of international relations and non-violent conflict resolution.
- We cooperate with other organizations with similar values and purposes.
- We inspire people of all ages to strive for a more just and peaceful world.

cooperative
friendly
engaging
enthusiastic
inclusive

Our Values

Our values capture the spirit and the culture that underpins our brand. They define how we relate to other participants, volunteers, parents, donors, like-minded organizations and anyone who discovers CISV. Our values are the foundations on which our brand is built; they direct the way things are done. Our values define the way the brand looks, reads, feels and operates. They define the way we behave. We will always remain true to these values.



CISV international brand guidelines

cooperative

Cooperation is one of the key values in CISV. We stress cooperation in our experiential educational methods, our organizational structure and in our communities. One of our goals is also to cooperate with other organizations with similar values.

“I remember the joy of working with others and . . . the great feeling when things succeeded after working together for a common goal.”

Gitte, Denmark





friendly

Friendship is the thing that makes the CISV educational experience permanent. It is the thing that changes our participants' world-views. A quote from our founder, Doris Allen, reflects our beliefs: "lasting peace is possible if individuals and groups can learn to live together as friends."

"My schoolyard perspective was replaced by a global one. My Village address list was my own personal map of the world."

Pat, Canada





CISV international brand guidelines

engaging

As opposed to traditional education in schools where students learn by listening to a teacher, the way we believe people best develop their skills is through 'learning by doing' engaging activities. As our founder, Doris Allen, also stated: "experiences should be direct, not second-hand."

**"... in school
you learn on
purpose with
your 'head', but
in a camp ...
you learn 'by the
way', by playing,
by feeling,
laughing."**

CISV participant





CISV international brand guidelines

enthusiastic

We are enthusiastic and passionate about our brand – and it shows. Ever since we were founded, our organization has grown thanks to our dedicated volunteers. Everything we do is delivered with an enthusiastic approach which inspires our participants.

“I value the ability that CISV has to inspire - CISV drives people to use what they have learnt . . . and to try and make a difference in the lives of others.”

CISV volunteer





CISV international brand guidelines

inclusive

We embrace and celebrate diversity. Being inclusive in everything we do is a key value of CISV. We believe no countries and certainly no person, regardless of age, irrespective of gender, race, religion, ethnicity, political affiliation, socio-economic background or distinction of any kind, are ever excluded.



**“CISV is for me
a unique world
which doesn't
care about
borders and
differences.”**

Karel, Czech Republic

Our brand promise: building global friendship

The purpose of a tag line is not to describe all the things we do. It is not a mission statement either. Instead it should:

- be an emotionally appealing promise of the experience with our brand
- reinforce the values of our brand
- be simple, memorable and catchy
- trigger interest in learning more about our brand
- be understandable cross-culturally
- be easily translated and not use difficult terms
- be as short as possible

Building

As opposed to traditional education in schools, where students learn by listening to a teacher, the way people develop skills in CISV is through learning by doing. We chose to use the term 'building' to reflect the engaging CISV brand experience. It expresses the type of educational experience a participant, or a volunteer, will have with our brand. 'Building' means you get to be active – hands on.

Global

The term 'global' expresses that our brand is a multicultural experience. It communicates that we are inclusive. The use of the term 'global' also avoids any potential translation problems that the term 'cross-cultural' could entail.

Friendship

'Friendship' is the thing that makes the CISV educational experience permanent – and what also makes our brand so personal and engaging.

Building Global Friendship

But there's a lot more to the tag line than just that: 'global friendship' communicates our vision of peace and international understanding. 'Building global friendship' communicates that we are actively working, in a cooperative and an enthusiastic way, towards our vision. We believe in starting to build friendships among children. At the same time all of our programmes are building blocks that reinforce the same values of our brand.

This tag line was approved by the CISV International Board in 2006.



What makes us unique

“... we should invert our perspective and look at children as potential agents of social change. I knew the extent to which they, when adults, would make decisions based upon attitudes and emotions learned in their pre - adolescent years. . . . I knew that the ultimate source for peace, long range, lay with the children.”

Dr. Doris T. Allen

Today's children, youth and adults have more choice for their free-time activity than ever before. Even within our field, there are over 4,000 intercultural experiences to choose from. To attract new participants, volunteers and funds, it's all the more important to know what makes our brand unique.

1. **“ We must start with the children ”**

Most intercultural organizations offer activities starting with age 16. We are founded on the principle that effective education should start with children age 11. Children this age are generally freer from prejudices, more open to new experiences and can bond naturally. Although today there's a lot more to our brand than our programmes for children – starting with children is still what makes us distinctive. It is this core that continues to inspire our brand's progress.

2. **We are multicultural, multilingual & multigenerational**

Most other brands out there provide intercultural experiences; our brand is multilingual and multicultural. We are also multigenerational.

3. **Research**

We are based on solid educational principles. We have always aimed at contributing to the science of international relations through research. That is why our brand creates so much interest in the educational and academic community.

4. **Our enthusiastic volunteers**

It is often our enthusiastic dedication to our brand which excites and inspires anyone new to CISV. It is unusual for a charity to be so fully run and led by volunteers.

5. **Youth involvement**

Many youth organizations are run by adults for young people. We involve youth at all levels.

Our visual identity

This is the logo, simplified and redesigned for better reproduction and, especially, better legibility on screens. This logo was approved and officially adopted at the Annual International Meeting in August 2006.

Although it can be used both horizontally (landscape) and vertically (portrait), we recommend using it horizontally except on occasions when space is tight or in narrow columns.



The CISV international identity

Where possible (in 2 colour or full colour applications) the logo should be used in blue (PMS 285).

On electronic communications we recommend using the 2 colour logo (Pantone 285 with tag line in orange, Pantone 165) and if one wishes, in print too (see pages 27 and 30) but to keep costs down it's fine to use the single colour versions.

On simple stationery or for email, photocopy or fax, black can be used.

The logo can also be used in reverse (white) out of a block or patch of colour. Where colour is available we recommend using blue.

On some applications, such as T shirts, the logo can be used in white on a different colour background, but blue is preferred.

Minimum size

Logos at the right (vertical) should always be more than 2cm width. Logos at the left (horizontal) should always be more than 3.5 cm width.



CISV sub-brands: National Associations

Each National Association will be provided with their own suite of logos (at no cost), some of which are illustrated here. All versions provided will be in English, however, if an NA wants to translate into their own language or translate the tag line then instructions are included on page 22, "Creating a Sub-brand."



colombia
building global friendship



great britain
building global friendship



norway
building global friendship



CISV sub-brands: Programmes

Our international programmes provide the experience with our brand. That's why it's important that when you are producing, for example, T-shirts, that you can use an official programme logo to promote the camp. So it becomes a stamp of authority too.

Here's an example of what the CISV Village programme logo looks like.



CISV Typography

Interstate: font for our logo and headlines

Consistent use of fonts is also vitally important in giving a good and professional impression of our brand. The official font we are using for CISV is Interstate. The font is used in the logo and the weight is Regular.

We also recommend using the illustrated weights of Interstate for headings on communications you may be designing. However, we do not recommend using Interstate for body text. You can use it for headings but not for longer pieces of text.

You can obtain the font and buy a license for Interstate from the Font Bureau.
www.myfonts.com/fonts/fontbureau/interstate/

If it is impossible for you to use Interstate for headings, then use Franklin Gothic instead (see next page).

abcdefghijklm ABCDEFGH 123@&?

INTERSTATE LIGHT

abcdefghijklm ABCDEFGH 123@&?

INTERSTATE REGULAR

abcdefghijkl ABCDEFG 123@&?

INTERSTATE BLACK

abcdefghijklmno ABCDEFGHI 123@&%?

INTERSTATE REGULAR CONDENSED

abcdefghijklmno ABCDEFGHI 123@&%?

INTERSTATE BLACK CONDENSED

CISV Typography

Franklin Gothic: our font for text

While we promise to ensure that your logo is using the official font (Interstate), we understand that you might not have access to it. That's why we recommend using Franklin Gothic as the secondary font. We recommend using this font, Franklin Gothic Book for your body text - even if you have Interstate.

You should also use Franklin Gothic for smaller headings and for emphasis in text – Franklin Gothic Heavy, Demi and Book Oblique. (illustrated on next page)

Verdana: our font for web sites

We have chosen Verdana as the font we recommend using to build our web presence. Remember though that each computer has its own default font for the web – whatever font you use, your web material will appear in that default font on other people's screens.

abcdefghijklmnop ABCDEFGHI 123@&%?

FRANKLIN GOTHIC BOOK

abcdefghijklmnop ABCDEFGHI 123@&%?

FRANKLIN GOTHIC BOOK OBLIQUE

abcdefghijklmnop ABCDEFGHI 123@&%?

FRANKLIN GOTHIC DEMI

abcdefghijklmnop ABCDEFGHI 123@&%?

FRANKLIN GOTHIC HEAVY

abcdefghijklmnop ABCDEFGHI 123@&%?

VERDANA

CISV international brand guidelines

These samples show how you could use the variety of fonts we have chosen for our brand.

Use Interstate for headings, Franklin Gothic for text and Verdana for the web.

When using participants' quotes on layouts, use Interstate if you have it, or Franklin Gothic. Colour the quotes orange (Pantone 165).

A typical CISV Headline with a bold sub-heading

INTERSTATE REGULAR CONDENSED

INTERSTATE BLACK CONDENSED

Our values capture the spirit and the culture that underpins our brand. They define how we relate to other participants, volunteers, parents, donors, like-minded organizations and *anyone who has contact with* – or even anyone who discovers CISV. **Our values** are the foundations on which our brand is built; they direct the way things are done.

FRANKLIN GOTHIC BOOK

FRANKLIN GOTHIC OBLIQUE

FRANKLIN GOTHIC DEMI

CISV Internal Relations Committee

FRANKLIN GOTHIC OBLIQUE

A typical CISV Headline with a small sub-heading

INTERSTATE BLACK CONDENSED

INTERSTATE REGULAR CONDENSED

Our values capture the spirit and the culture that underpins our brand. They define how we relate to other participants, volunteers, parents, donors, like-minded organizations and anyone who has contact with – or even anyone who discovers CISV. Our values are the foundations on which our brand is built; they direct the way things are done.

FRANKLIN GOTHIC BOOK

CISV Internal Relations Committee

FRANKLIN GOTHIC HEAVY

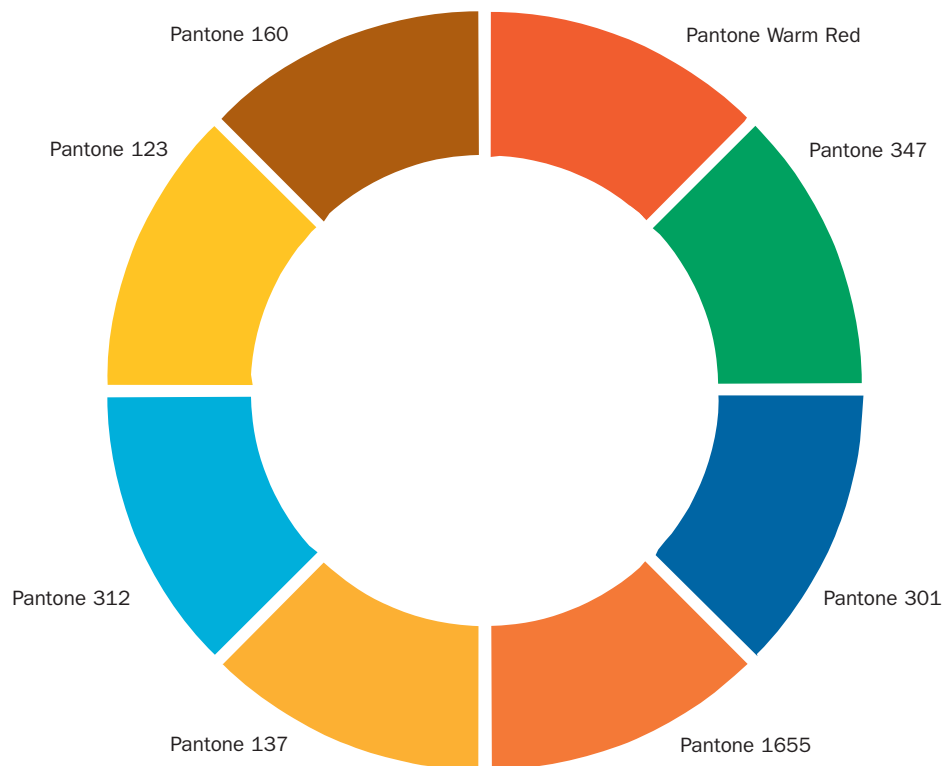
Be creatively colourful

This is the blue that has been chosen for the CISV brand. It is Pantone 285.



Creative use of colour not only engages our audience but also reflects the kind of organization we are. Not just that, but we should be seen as colourful to match our diverse global spread. So colours can also be used to express the values of our brand.

In the colour wheel is the main colour range that has been developed to accompany the official blue and give CISV a much warmer, welcoming and modern colour palette. It is recommended that designers chose from this range when designing for CISV.



Creating a Sub-brand

Creating a sub-brand or translated version of the logo is a fairly simple matter.

- Make a picture box and introduce the international logo.
- Draw guidelines for the height of the CISV initials.
- Create a text box with a white background large enough to cover or mask the word international.
- Typeset (Interstate Regular) your sub-brand name and increase or decrease the size until it EXACTLY matches the lower case height of international.
- Place over international, saving the file as a black and white jpeg or tiff. It can then be used at a variety of sizes and coloured according to use.

Translation of the tag line

You may wish to keep the tag line in English, as CISV Portugal did. However, in case you wish to translate it, there's a lot more information you can find from the branding web site (resources.cisv.org/branding) about the translation process.



What NOT to do

The illustrations of the logo here provide some of the ways the logo is NOT to be used under any circumstances.

- ALWAYS use lower case (without capitals).
- The name and logo should always be in blue or black, NEVER mixed. Do not use any other background colour if possible. In some cases a coloured background, panel or photographic base can be used. In which case colour the logo white and check carefully that full legibility is achieved.
- ALWAYS use the Interstate font with the logo. Never switch or mix fonts.
- Do not make the name larger than the initials within the logo.
- The CISV symbol should never be used alone.
- Never distort the logo either vertically or horizontally.



portugal
building global friendship



PORTUGAL
building global friendship



Portugal
Building Global Friendship



portugal
building global friendship



Portugal
Building Global Friendship



portugal
building global friendship



cisv portugal
building global friendship



Write to engage

Remember to use the ways of describing the brand from pages 2 – 12.

If English isn't your first or natural language and you're having to write in it then have it checked out by a native English speaker (it shouldn't be hard to find someone in CISV). Ask them to check for meaning, spelling and grammar – we are an educational organization after all.

Tone of Voice

While we need to pay close attention to getting the visual image right, the text used with the imagery should reinforce the values of our brand in an equally appealing way.

Traditionally the language that has been used to describe CISV has often been a bit too serious. Although we're serious about our educational principles, we're trying to achieve them in a fun, engaging and enthusiastic way. Why not reflect who we are in the way we write to our audiences?

So we would like you to be a bit less serious – and a bit more emotional and engaging (as well as being authoritative and accurate). Try to introduce a lighter tone and express emotions a little more. The thing is, if you are able to trigger the right kind of a feeling in your audience, the more likely they are to become interested in CISV. One of the best ways to do this, is to use quotes from CISVers of all ages (only identify participants by first name and country). They are generally less formal and often express the excitement, engagement and commitment to CISV ideals and can be great fun. (see 'our values' on pages 5 – 9 for illustrations)

Other tips

However, just using the right tone of voice is not enough. Ask yourself the following questions before you get started:

- what message(s) do I want to convey?
- who am I writing for? Remember your text is likely to be read by educators, parents and schoolchildren.
- why am I writing: to inform, advise or persuade?

The following tips might also help you out:

- be clear and to the point: "less is more."
- use short sentences.
- try to use everyday words and avoid jargon or the many CISV acronyms.
- make it simple for the reader to find the information they need by using headers and sub-headers.
- use bullet points (particularly for listing benefits and key points).
- Break long texts up sensibly with paragraph breaks.



CISV international brand guidelines

Every picture tells a story

As an intercultural organization, CISV International relies heavily on visual images for most of its methods of communication, especially in publications and on its websites.

These images carry important information and visually represent the organization significantly to those who either don't have good English skills or don't speak the language at all. Remember the old saying, "every picture tells a story."

So the images we use, and the way we use them, are all the more important in getting the right message across.



Just like the logo, the images should communicate our values and show that CISV is **inclusive, cooperative, friendly, engaging, and enthusiastic.**

- Ensure photo shoots are carried out at activities that have a **high degree of diversity** among participants.
- Show participants enjoying themselves and **having fun.**
- Take **action shots** rather than posed groups or individuals.
- Show that **education is happening.**
- Show **friendships developing.**
- **Cooperation** between participants.
- **Communication** without language (intercultural/cross-cultural).
- **Diversity of age** among participants (e.g. sometimes include JCs, Leaders and older volunteers).
- Try to establish **geographical location** (without identifying specific sites – e.g. school or hotel signs – only the area of the world the shots were taken).
- **Close up shots** rather than long distance shots of big groups.

Photography guidelines



Quality

It is very important that images prepared for printed publications are of a high enough quality to work well with modern print methods. Volunteers very often save their images at 72 dpi resolution, when for sharp reproduction the printer outputs at 2,400 dpi. The images may be fine for emailing, look good on a computer, and occasionally useful on the web, but they are well short of the quality necessary for print reproduction. Size is important too. A 3" x 2" image may be a great shot but cannot successfully be enlarged to fill an A4 page or to use on a poster.

Traditional Cameras

Print your images by traditional methods at a decent size i.e. 10" x 8" for scanning. Scan your negatives, prints or slides yourself and burn to a CD. The resolution setting should be at least 300 dpi. Remember that if your images are to be printed then they should be saved to read on an Apple Mac computer.

Digital cameras

When taking shots make sure you are using high resolution settings on your camera. You can change these settings to low resolution on your computer when you want to use images for email or for the web.

We hope everyone taking pictures for CISV use finds these simple guidelines helpful. We would encourage any CISVer to carry on taking pictures for local use and to forward copies to us. We are building a large **Image Bank** of CISV images that can be accessed for local use through the web and we would love your images to become part of that. Send your images as traditional prints at a decent size i.e. 10" x 8" for scanning or scan your negatives, prints or slides yourself. The resolution setting must be at least 300 dpi. Burn your scans to a CD and post to the IO (Mac format preferable but not necessary) for the attention of "Publications."

If you are emailing photographs to us then send high resolution versions only, a few at a time for ease of downloading. It is still preferable to load your images to a CD and post. You may even know professional photographers willing to help out. Indeed, many NAs have hired professionals or are considering doing so for photo shoots – the guidelines should give helpful advice to anyone new to CISV. In terms of safety and security, we never attach full names or addresses to photographs used in CISV International publications or websites (a typical photo caption would be " Participants at a village in Egypt" or "Lisa, aged 11, from Costa Rica").

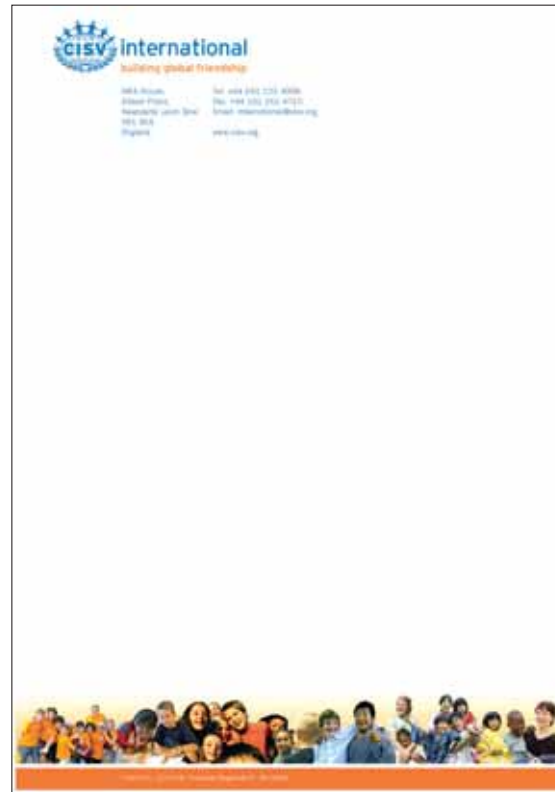
CISV international brand guidelines

Design and style examples

This is the official stationery style of CISV International. National Associations are encouraged to use this type of layout. You can either recreate the style for your own NA or use downloadable templates from the branding website.

If an NA wishes to print a simplified 2 colour version (without the graphic strip at bottom) then templates will be available on the branding website.

The graphic strip will also be available as a separate Tiff or JPEG file.



CISV international brand guidelines

Design for web sites

When designing CISV information for use on screen, whether it's for the web or PowerPoint presentations, most of the same design principles apply as if working on paper. These screen samples demonstrate the same visual values.

Note that the logo always appears in space at the top left.



PowerPoint Design Templates

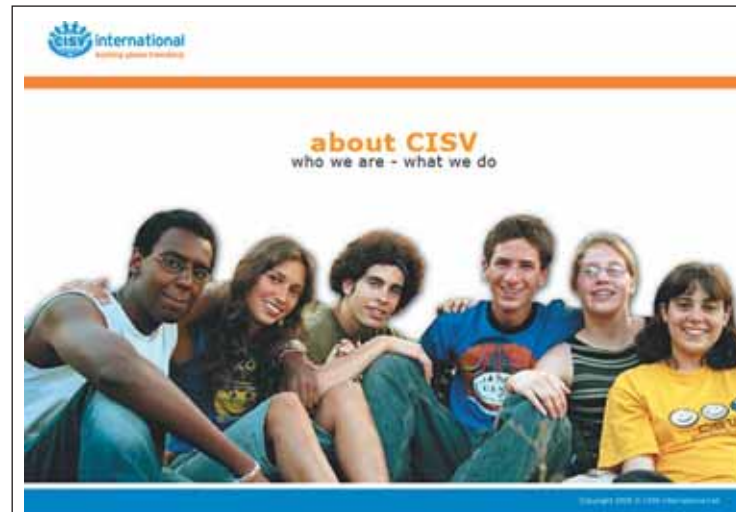
Engage your audience with appealing visuals

You have probably sat through endless presentations and come out without remembering too much. More than often that's because the slides that were shown to you were crowded with text, text and nothing else.

We have developed a new PowerPoint template designed to engage your audience visually. This appealing template provides appropriate images of our brand. There are also slides that you can use for your own graphics and information.

The Powerpoint templates can be found at

resources.cisv.org/branding



Design yourself

Every NA produces materials themselves whether it is for recruitment, advertising, fundraising or internal information. These 'dummy' samples show how the visual values, fonts, colour scheme etc can be applied in a variety of ways.

Note the way the logo is used in these samples. It is always used at top left. After that – be as creative as you like!




CISV village news
building global friendship

January 2007


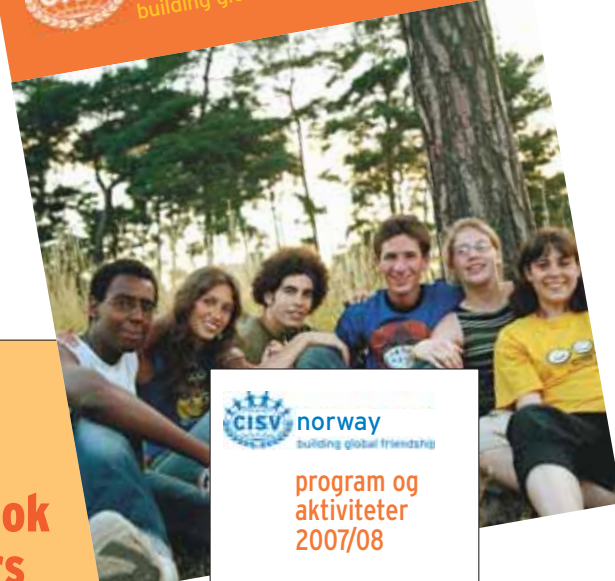


The original CISV logo was designed by volunteers at the first CISV Village in 1951. Because of growing difficulties in reproduction as the electronic era began it was redrawn in a more robust form in 1985. This is the new version of the logo, simplified and redesigned for better reproduction and, more especially, better legibility.




CISV seminar camp
building global friendship

50 Years of education for life



CISV philippines
building global friendship

A Handbook for leaders in CISV



CISV norway
building global friendship

program og aktiviteter 2007/08



CISV international brand guidelines

T shirt Design

Within CISV, T Shirts have always been a favourite item and have been produced in a wide variety of styles. Some mark the occasion of a specific activity, some are just for fun.

We intend that diversity to continue. All we ask is that the logo is respected. Try to place it in an isolated position for easy and unified global recognition.

As costs associated with printing on fabric are high, the following guidelines apply to apparel (t-shirts, caps, sweatshirts, bandanas). All CISV apparel must carry the CISV logo in the correct dimensions. However, if you are printing one colour only onto a one colour background you may print the logo in any colour, e.g. orange onto green. If your artwork contains one or more colours then you need to select a second colour which is one of the approved logo colours, i.e. white, black, blue (Pantone 285) or blue (Pantone 285) with orange (Pantone 165) tagline. Note that banners and flags must always be printed in the approved logo colours.



CISV international brand guidelines

brand guidelines

further information & contacts

For downloadable templates and more information about the CISV brand and sub-branding, please visit

resources.cisv.org/branding

branding@support.cisv.org

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