



International Education and Resource Network

# BRAND MANUAL

Rules and guides for the design  
elements of our brand

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<https://iearn.org>





*Our Mission*

iEARN's mission is to develop and empower an inclusive global community of students and educators who bridge cultural divides and work together to make a meaningful difference in the world.

## Introduction

One of the key priorities for a successful brand is a consistent presentation that everyone recognizes right away. Irrespective of where and when someone encounters the brand, be it a student, parent, educator or partner, in print, mailing or catalog, he/she must always feel the same way:

*“this looks, sounds, and feels like iEARN.”*

It will take discipline and consistency to get to that point, but it will pay off.

The brand – as idea, promise, and experience – must fulfill 5 standards:

1. It must be relevant to a real or projected need.
2. It must be deliverable.
3. It must be credible.
4. It must be differentiating.
5. It must be both inspired and inspiring.

The identity is comprised of a very simple kit of components that, when used together carefully and with the correct relationships, will form the distinctive visual expression of the iEARN brand. This document outlines the components, their structure, and their relationships, and will help you to apply the iEARN brand consistently across all communications. Every detail of the iEARN brand identity has been created to ensure that it is expressive of our brand and its values. The identity is designed to meet the future challenges of an international nonprofit and to effectively connect with our audience.

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### Our Brand

**We're the Most Experienced Leader in Global Education.**

We develop global citizens by connecting and empowering young people around the world to make positive changes in their communities. For more than 30 years, iEARN has engaged over 50,000 teachers and 2 million students in meaningful collaborative projects and exchanges with peers around the world.

### Our Mission

The mission of iEARN is to develop and empower an inclusive global community of students and educators who bridge cultural divides and work together to make a meaningful difference in the world.

### Our Vision

The vision of iEARN is an interconnected, peaceful, and just world.

## Our Audience

Students: Ages 5-18 (K-12) in 140 countries



Educators: a vast, worldwide network



Administrators: school principals,  
school boards, program directors



Constituents: Donors, Partners, Board of Directors

## Tone of Voice

Developing a distinct tone of voice is about reflecting your personality as an organization. This will be present in both verbal and written communication, how you greet people, your email sign-offs, your social media posts, and even the way your organization works together behind the scenes.

When it comes to good communication, there are various parts of the message to get across:

### The Facts

*What is the purpose of this communication, and how will you share the information in a way your audience will best understand it?*

### The Appeal

*How will this communication capture your audience's attention and keep them engaged?  
How will you inspire them to take action?*

### The Target Audience

*Your target is often implied by your tone of voice: are they students? Educators? Administrators?*

### The Knowing Your Audience

*Take the time to understand your audience and learn their vocabulary, so you can speak in a tone of voice that is authentic to you but also one that they can relate to.*

Developing your unique tone of voice is an opportunity to put your own flair into your communication; it can even differentiate you from your competitors and make you instantly recognizable to your audience.

## Primary Organization Logo

**Name, organization logo, colors, typeface:** these are the pillars of the identity of the organization.

Their characteristics ensure an individual and consistent image of the organization in the public arena. The design of the primary logo is clean, modern, concise, strong, and clearly communicates the nature of the organization and the essence of the brand. The logo is a graphic comprised of the wordmark (name) and logomark (symbol).

The lettering – created using the **Superclarendon** typeface – and the stylized globe are inseparable.

The logo should be always produced from the master artwork.

You may use the symbol alone in various applications where there are other elements to help the user recognize the brand.

The iEARN logo can exist in several formats as will be outlined in this guide.

A **monocromatic version** and a version in **white** have been designed for instances in which using the two-color version is impractical; those instances and applications will be outlined in this guide.



International Education and Resource Network



Primary Organization Logo



## Alternate Organization Logos

Logo with Tagline



Horizontal Format



Logomark Icon









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## International Logo Examples

In most applications, the primary organization logo should be used: marketing/promotional collateral, social media, emails, etc. However, country-specific logos may be used on their corresponding websites and in other situations where clarity may be needed: international conventions, seminars, or country-specific events. The format for international logos is shown below and in greater detail on pages 21 and 22.





**iearn**  
International Education and Resource Network

+



Organization Name

Global Perspective

=

 **iearn**  
International Education and Resource Network

Our organization colors are professional, modern, and express who we are.

#2c79bd is the main color of the iEARN identity and has the strongest presence in our brand.

#d0ed80 complements the intense blue, creating balance and making the palette dynamic and engaging. #45bbec and #c3e2f4 balance the other colors and bring energy and fun to the color scheme. Finally, #272e42 provides grounding and a suitable background option in addition to white. Alternative colors should not be introduced into the system or they will reduce the impact of our color palette.

The iEARN logo can only be produced using #2c79bd, #000000 and #FFFFFF with a 1 pt #B3B3B3 border, in grayscale, or white.

You should always try to use the color version of the logo. However, when the background makes it difficult to see the logo, you can use the white version.

## Intense Blue

—

Education  
Energetic  
Empathy  
Dependability

PANTONE 2175 U

—

C77 M36 Y0 K26  
R44 G121 B189  
Hex #2c79bd

## Sharp Green

—

Acceptance  
Cheerfulness  
Imagination  
Distinction

PANTONE 373 C

—

C54 M11 Y0 K0  
R208 G237 B128  
Hex #d0ed80

## Sanctuary

—

Clarity  
Compassion  
Travel  
Youthful

PANTONE 292 U

—

C60 M26 Y0 K11  
R91 G169 B227  
Hex #5ba9e3

## Map Blue

—

Travel  
Education  
Serene  
Peaceful

PANTONE P 115-3 U

—

C20 M7 Y0 K4  
R195 G226 B244  
Hex #c3e2f4

## Pure White

PANTONE -

—

C0 M0 Y0 K0  
R255 G255 B255  
Hex #FFFFFF

## Deepest Blue

—

Sophistication  
Elegance  
Confidence  
Corporate

PANTONE 2830 C

—

C41 M30 Y0 K74  
R39 G46 B56  
Hex #272e42

## Brand Color Palette Examples



What makes us one of World Economic Forum's *Most Innovative Education Models* in the world?

### ✓ OUR WHOLE SCHOOL APPROACH

- Connects students, teachers, and schools across the globe through virtual collaborative projects and in-person exchange programs
- Based on 30 years of experience designing global virtual education programs
- Aligned with Common Core standards and UN Global Goals
- Utilized in 30,000 schools by a network of 50,000 educators in over 140 countries
- Integrates easily into any curriculum
- Supports and equips teachers as well as their students
- Includes STEM, Social Sciences, Language and Creative Arts



### ✓ OUR VIRTUAL AND IN-PERSON EXCHANGE PROGRAMS

**The Collaboration Centre:** Online intercultural projects designed for K-12 students pair them with peers across the globe

**Professional Development:** Mentorship, workshops, and virtual exchanges connect teachers across the globe and equip them with strategies and tools

**NSLI-Y:** Language and culture immersion exchange programs provide opportunities for high schoolers to study abroad

**YES:** Opportunities to host exchange students build intercultural relationships and improve cross-cultural communication

3 Ways to Join! Find Out How:

us.earn.org/for-educators  
memberships@us.earn.org





## Logo Grid

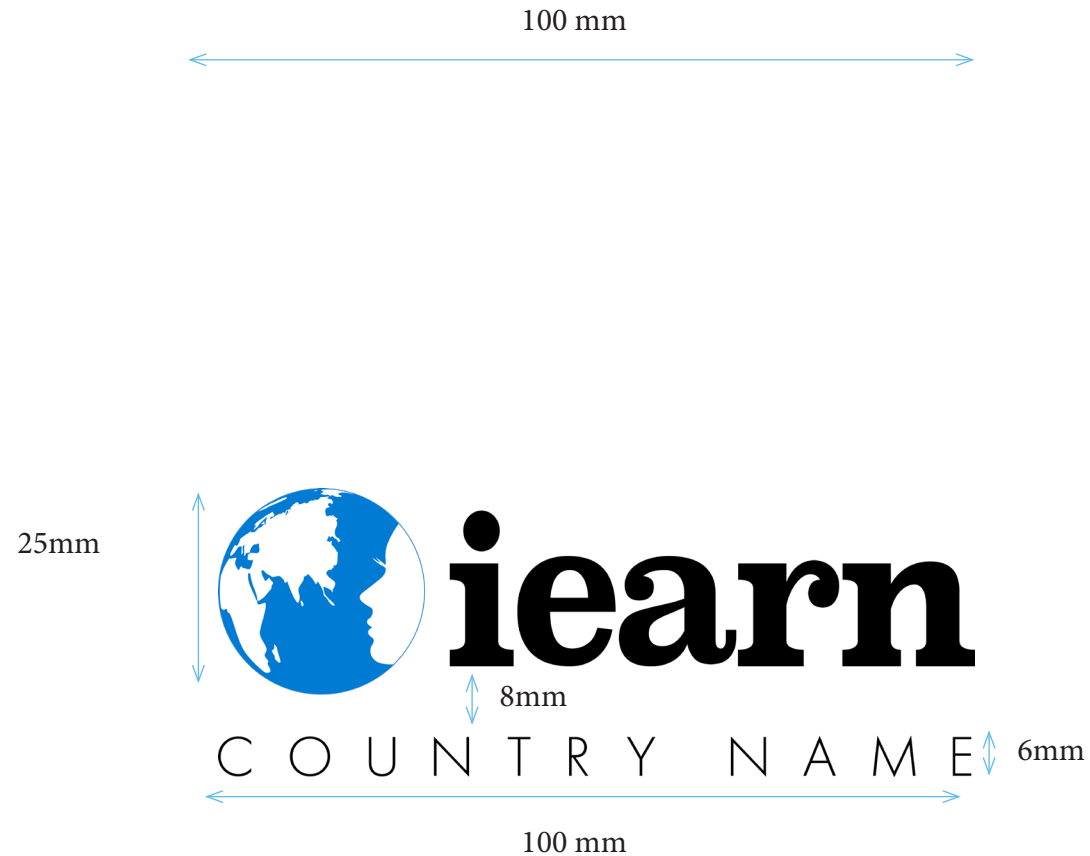


Designing a logo and a visual identity goes way beyond the free-form and artistic side of what most people think. Elements including proportion, scalability, optical adjustments, and reproduction have all been taken into account and were planned carefully in order to create an efficient and well-designed logo. The visual design guidelines will provide this information to ensure that the brand is used correctly. Here we want to illustrate the construction and guidelines of our logo.



We've defined an exclusion zone that stops other graphic elements from interfering with the iEARN logotype and to make sure the logo is easy to read. Proportions, space, and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished, or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

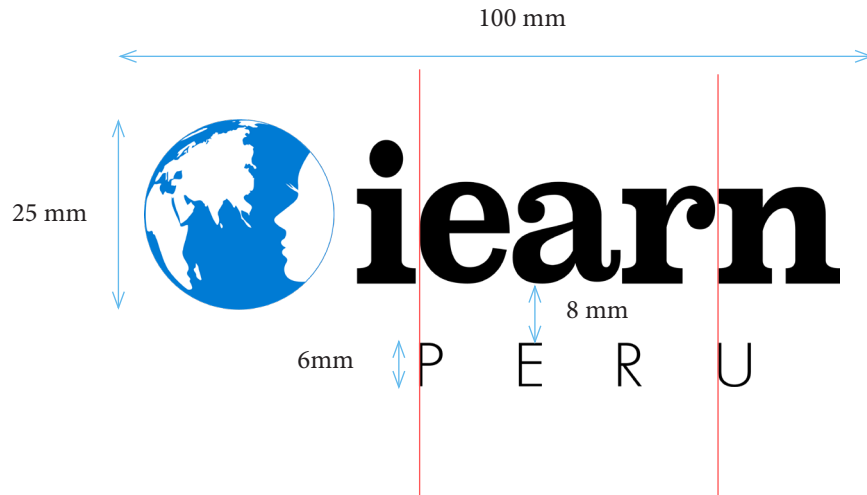
## International Logo Spacing



For the international logos, we used Futura PT Light in all caps, aligned to the outer edges of the iEARN logo, with equidistant spacing between letters. Scaled to the iEARN logo set at 100 mm wide, the country names' letters are 6 mm tall with 8 mm of spacing between the top of the letters and the bottom of the iEARN letters.

## International Logo Spacing

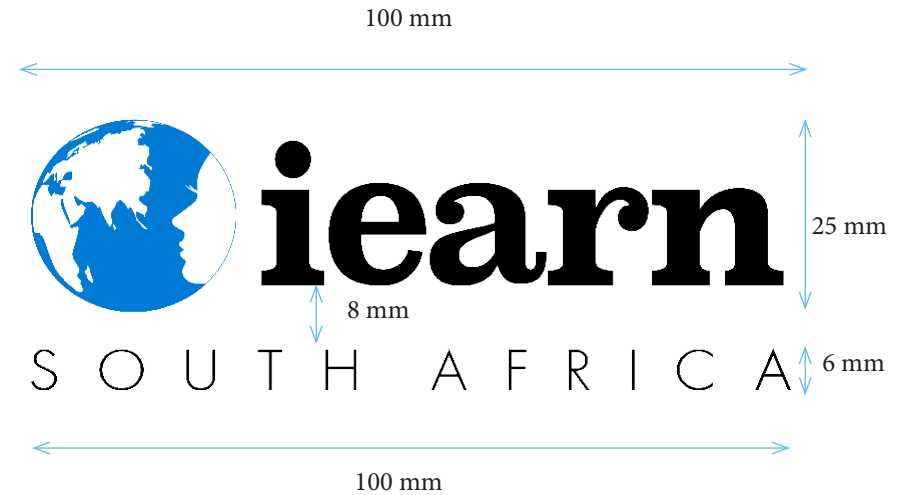
For countries with 4 letters:



align outside edge of first letter with the outside edge of the "e"  
and the inside edge of the last letter to the inside edge of "n"

We designed an alternate layout for four-letter and two-word names for a more balanced design. Note in all cases, the 8 mm spacing between the logo and the country name is from the bottom edge of the iEARN letters to the top edge of the country letters.

For countries with 2-word names:



SOUTHAFRICA

add extra letter between words

S ← OUTHHAFRIC → A

align outside letters to edges of logo and space letters  
evenly, then remove the extra letter

S O U T H    A F R I C A ✓

## Legibility



70mm | A2



45mm | A



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon



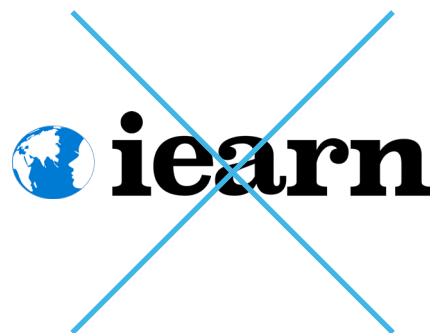
32 x 32px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The iEARN favicon graphic is used for the website; it is a smaller representation of the brand for the browser and for mobile interfaces.

## Incorrect Usage



The logo must be used as is and not be altered in any way; this means that you **MUST NOT**

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Crop the logo in any way.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.



## Logo on Photographs



Care must be taken to create well-balanced and pleasing compositions. Photography is a key part of the brand's identity and the use of color should always feel complementary to the image. When placing the logo over photography, please choose a pale area of the image to maintain sufficient stand out.

## Logo on Photographs



Care must be taken to create well-balanced and pleasing compositions. Photography is a key part of the brand's identity and the use of color should always feel complementary to the image. When placing the logo over photography, it's preferable to choose a pale area of the image to maintain sufficient stand out.

## Logo on Photographs

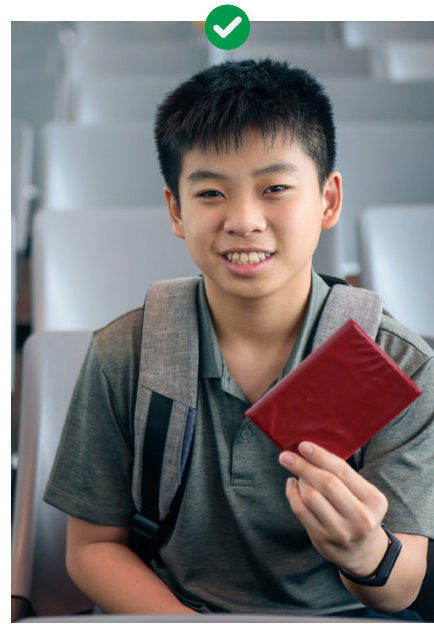


When the image is too crowded, use a white background rectangle or the white logo to make the logo stand out. A subtle drop shadow behind the logo is also permitted.



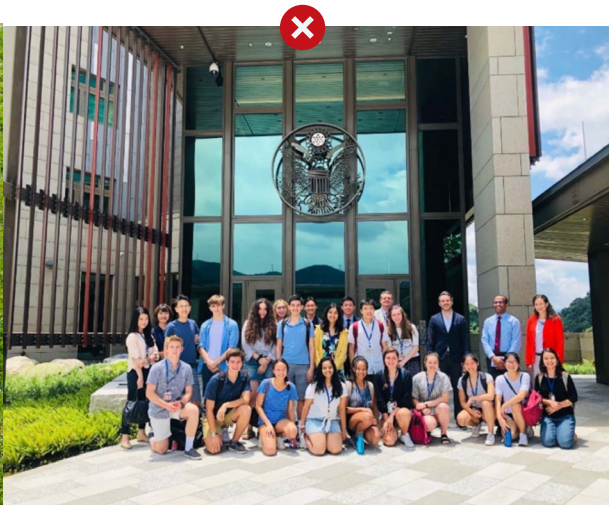
All photographs used in promotional collateral, social media, and websites should convey iEARN's brand to the viewer. Since connecting people around the world is foundational to iEARN's mission, photos should also create connection with their audience. Preference should be given to photos highlighting 1-5 people where **eye contact** with the camera is evident and the subjects are **close** enough to camera to clearly see their expressions. Wherever possible, photos should be of **high quality and resolution** to convey professionalism and attention to detail. Though preference should be given to actual iEARN participants, there are instances where stock photography will be needed. Stock photos should be high-resolution and representative of the **multiracial, multicultural, and multinational** nature of our organization. Finally, images should **coordinate well with iEARN's colors and brand** – vibrant, fun, and engaging. Filters or special effects should be used sparingly and in keeping with our aesthetic (no vintage filters, grunge, distortion, etc. should be used) and **enhance the message** rather than detract from it.

## Photography Examples



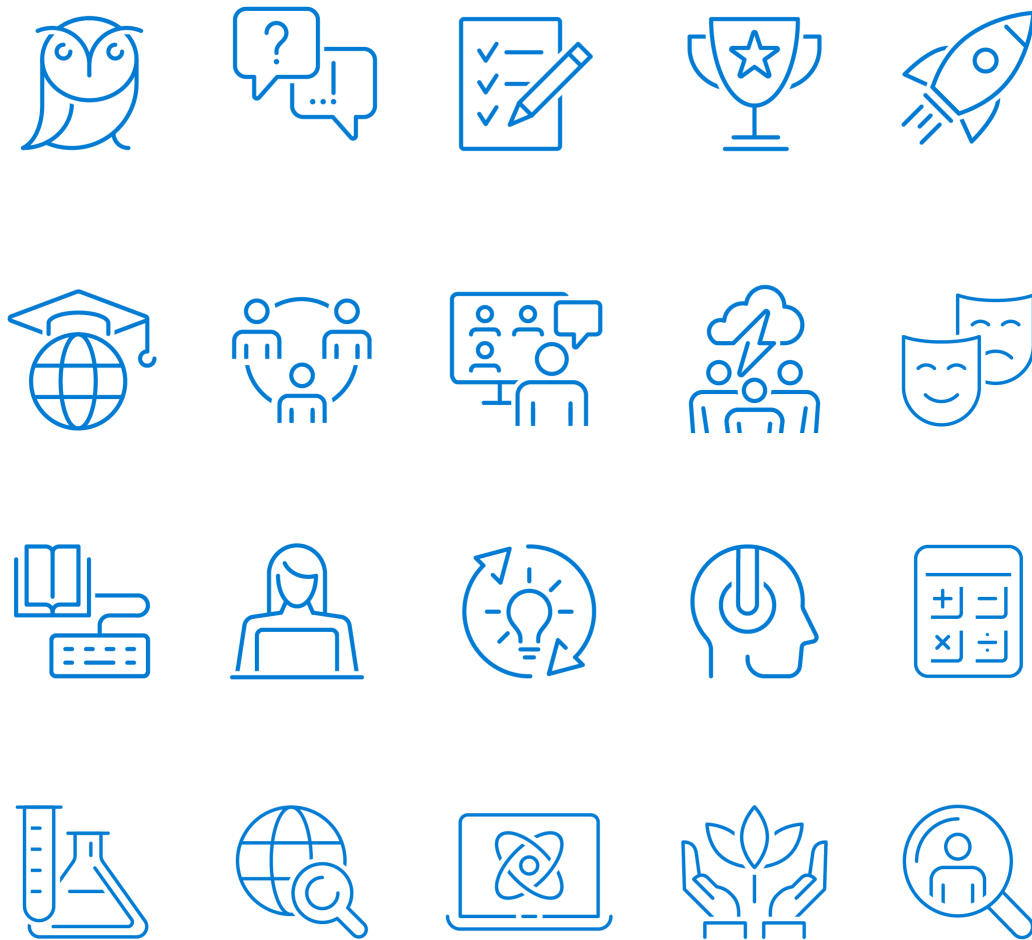


## Photography Examples





## Iconography



We have chosen a large selection of custom, thin-line icons that are appropriate for our brand: modern, attractive, friendly, and approachable. Icons should be used in our signature color, [#2c79bd](#), black, or white.

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive, and legible. The selected fonts are a carefully chosen combination of serif, sans-serif, and decorative: [Libre Baskerville](#), [ITC Franklin Gothic Pro CnDm](#), [Futura PT](#), and [Gellatio](#).

# Libre Baskerville by Pablo Impallari

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,?!(@+ = / \* ) \$ % &

---

## Regular

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

## Bold

**Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?**

## Italic

*Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?*

# Futura PT (OTF) by Paul Renner

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+=/\*)\$%&

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## Book

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

## Demi

**Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?**

## Book Oblique

*Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?*

# ITC Franklin Gothic LT Pro CnDm

by Morris Fuller Benton

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+=/\*)\$%&

---

## Regular

Marty, is that you? That's right.  
No, it was The Enchantment Under  
The Sea Dance. Our first date.  
It was the night of that terrible  
thunderstorm, remember George?  
Your father kissed me for the very  
first time on that dance floor. It  
was then I realized I was going to  
spend the rest of my life with him.  
Listen, I gotta go but I wanted to  
tell you that it's been educational.  
How's your head?

**THIS FONT SHOULD PRIMARILY BE USED  
IN ALL CAPS FOR PARAGRAPH HEADERS IN  
PROMOTIONAL COLLATERAL, SOCIAL MEDIA,  
WEBSITE, AND OTHER APPLICATIONS. USE  
SENTENCE CASE SPARINGLY.**

# Gellatio by Din Studio

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

0 1 2 3 4 5 6 7 8 9 . , ? ! ( @ + = / \* ) \$ % &

---

Regular

Marty, is that you? That's  
right. No, it was The  
Enchantment Under The Sea  
Dance. Our first date. It  
was the night of that terrible  
thunderstorm, remember  
George?

This decorative font should  
be used sparingly in  
sentence case only. Extra  
space is required between  
lines of type for legibility.



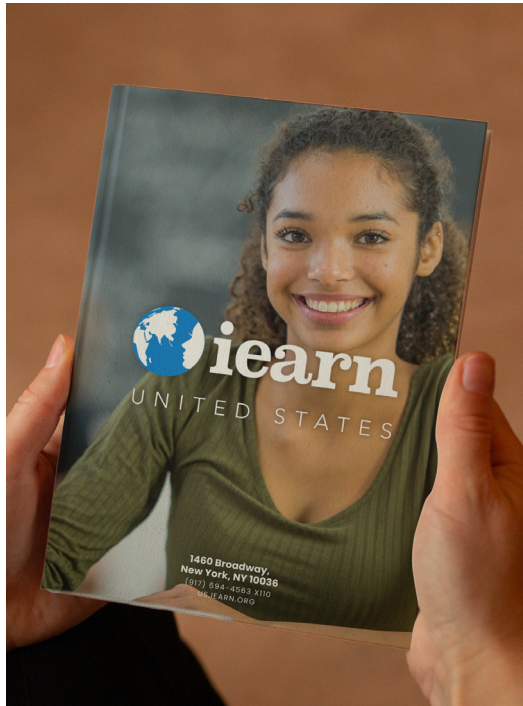
## Application Examples

The following section brings all of the identity elements together to show the iEARN brand in application.

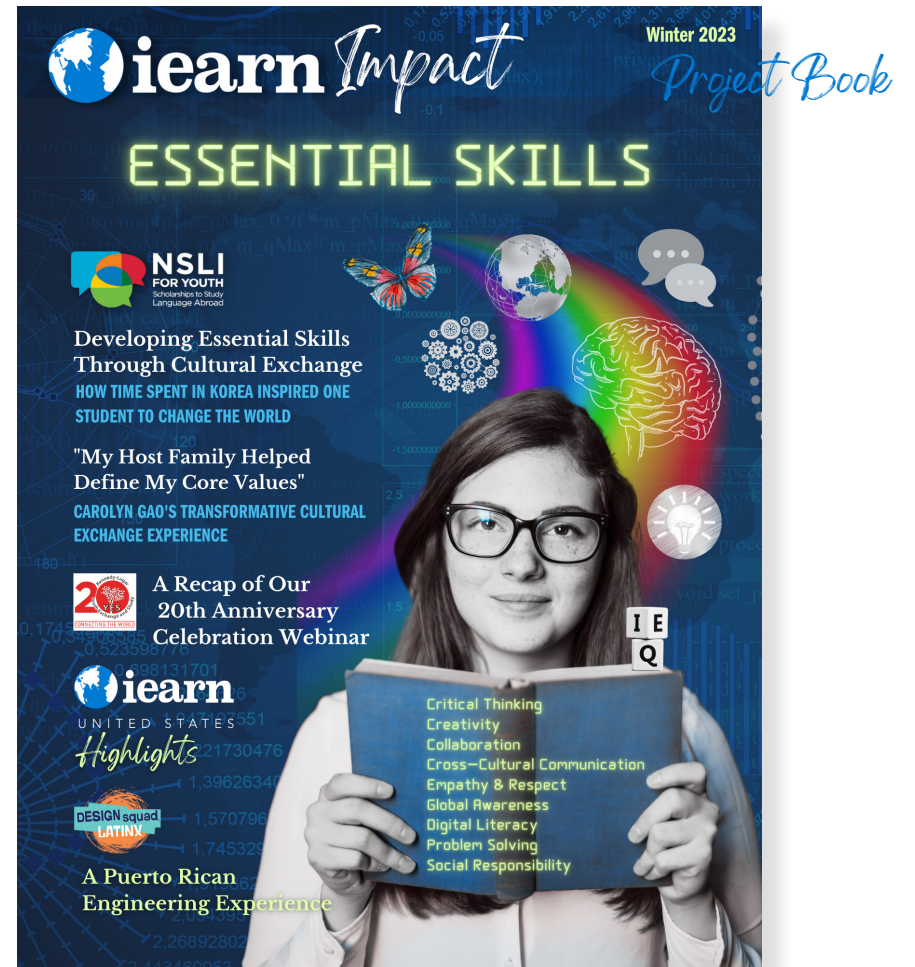
Please use these example applications as a visual guide to help you create your communications.

This section demonstrates the flexibility of the brand, exploring the use of all the elements, and elements working in partnership.

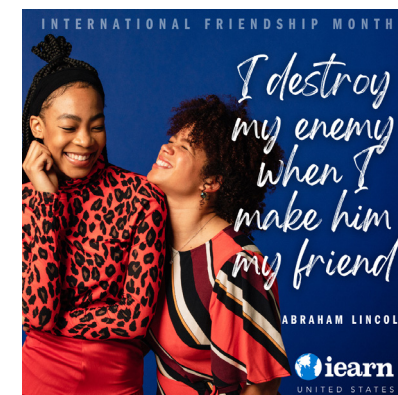
## Application Examples



*Printed Collateral*



*Business Cards*



*Social Media*

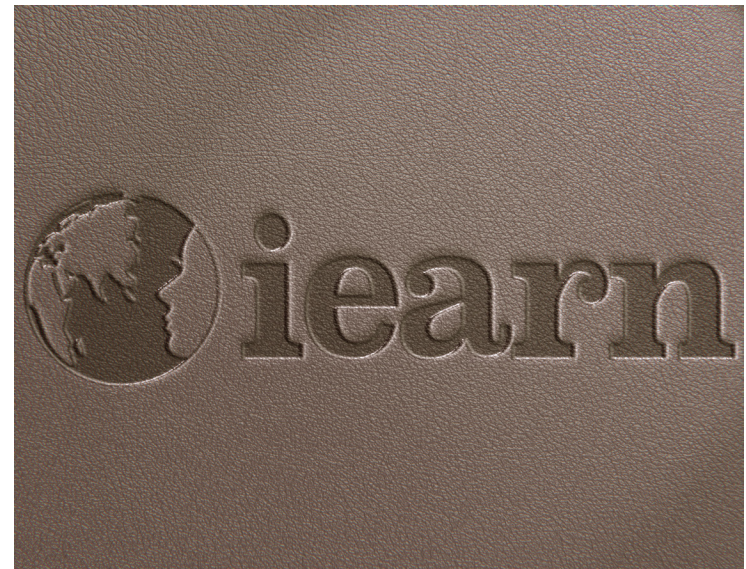


## Application Examples

### *Vinyl Decals*



### *Apparel & Gifts*



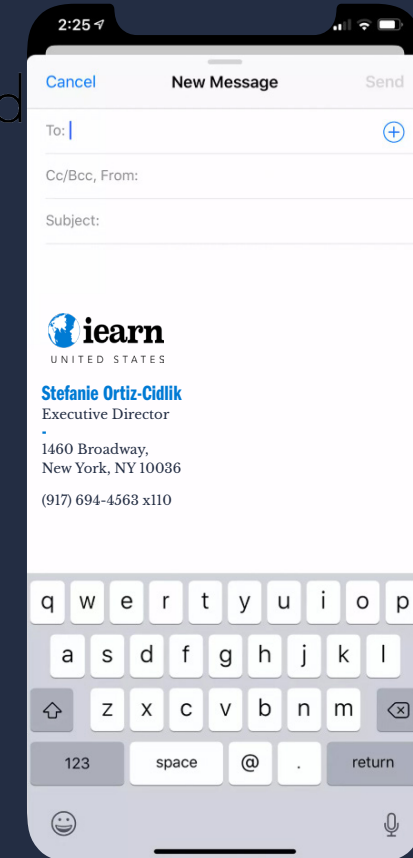


[Image by Rawpixel on Freepik.com](#)



# iearn

International Education Resource Network



For a strong corporate image, all email messages should identify the sender in a standard and clear manner. Please follow the example shown. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.

## Glossary

### Brand Identity

A brand identity is the overall image in the minds of diverse publics, such as audience, investors, and employees. It is a primary task of the communications department to maintain and build this identity in accordance with and to facilitate the attainment of business objectives.

### Brand Guide

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

### Logo

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (logomark), names only (wordmark) or are composed of a combination of the name of the organization with the logomark.

### Typeface/Font Family

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features.

Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

### Template

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

### Brand

Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinctly from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s by means of a distinctive symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

### CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and

yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

### RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

### Primary Colors

The core selection of identifying colors that are used in a logo.

### Palette

A given, finite set of colors for the management of digital images.





International Education and Resource Network

