



Association of International
Education Administrators

Visual Branding Guide



The classic AIEA logo



Association of International Education Administrators



Leaders in International Higher Education

The AIEA logo plus tagline

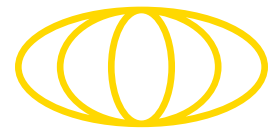


The AIEA wordmark (initials only)



The AIEA logo plus name, horizontal

Association of International Education Administrators



The AIEA globe

The AIEA logo, in its classic form, consists of the acronym AIEA in blue, with a gold (yellow) simplified globe shape behind the first three letters. Variations of the logo include logo plus organization name, plus tagline, and wordmark only (no globe). The classic logo is the default. The logo plus name is most appropriate for audiences who are not familiar with the acronym; the name underneath is the default but the horizontal version can be used if more appropriate, e.g. on the website header. The logo plus tagline is most appropriate for audiences who are familiar with the organization; "Leaders in International Higher Education" aids in branding the organization to an interested audience. The initials only can be used in select situations, such as when the presentation is too small for the globe to read well.

The globe is not to be used as a logo, but can be used as a decorative element.

The AIEA Logo: Variations



Blue & Gold



Grayscale



Black Only



Reversed, Color
(Gold & White)



Reversed, White only

Gray boxes are not part of the logo: for contrast with the white background only.

The logo is provided in a variety of color treatments for different applications. The default is the Blue & Gold, which should be used in any color (CMYK, RGB, spot) instances where the background is white, or light enough that the blue does not get lost visually. Grayscale is for instances where color is unavailable, e.g. in a black-and-white only newspaper, or a black-and-white ad. The Black Only version is for applications where one solid color is needed: e.g., a vinyl sign, or embroidery on a bag.

There may be times when the background on which the logo will be viewed is black or some other dark color, in which case the dark blue may be difficult to read. For these cases, one of the reversed logos should be used. If the publication allows color, the Gold & White should be used; if monochrome; the white only.

The Black Only and White Only version have a small space between the letters and the globe where they overlap.

The AIEA Logo: Color Variations



DON'T

Stretch or compress the logo, in either direction, to fit a particular space.



Association of International Education Administrators

DON'T

Change the colors.



DON'T

Set the logo at an angle.



Association of International Education Administrators

DON'T

Change the typefaces.



DON'T

Skew or otherwise distort the logo.



DON'T

Add a drop shadow, glow, or other effect.



DON'T

Display the logo plus name or tagline without the globe. Only the initials alone may be displayed without the globe.



DON'T

Display the logo and name in different proportions or orientation that those provided.

The AIEA Logo: Unacceptable displays

**AIEA Blue**

Pantone Spot: 660
CMYK: 91-53-0-0
RGB: 0-113-185
Hex: #0071B9

**AIEA Gold**

Pantone Spot: 116
CMYK: 0-12-100-0
RGB: 255-218-0
Hex: #FFDA00

The signature AIEA colors are blue and gold. The specifications above will keep the colors as consistent as possible across platforms. Please note that all color models have slight shifts between them, different software may interpret the same numbers differently, all monitors differ in how they display color, and different paper or even ink runs may differ from printing to printing. However, if these colors are adhered to, the logo will be as consistent as possible.

In most printing applications, you will be using the CMYK version. This would include all offset and digital printing. The spot color would only be used if you are printing in a limited color run: e.g., if you printed a 2-color newsletter, or printed a promo item that requires a spot specification.

RGB is used for any digital graphics. Hex (hexadecimal) is the specification for web code.

Color Palette: The AIEA logo

Logo colors



AIEA Blue

Pantone Spot: 660
CMYK: 91-53-0-0
RGB: 0-113-185
Hex: #0071B9



AIEA Gold

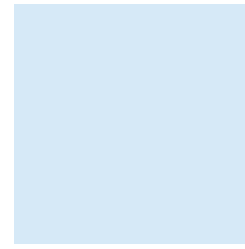
Pantone Spot: 116
CMYK: 0-12-100-0
RGB: 255-218-0
Hex: #FFDA00

AIEA blue, differing values



Dark blue

Pantone Spot: 662
CMYK: 100-88-0-20
RGB: 0-29-119
Hex: #001D77



Light blue

Pantone Spot: 656
CMYK: 10-2-0-0
RGB: 218-227-234
Hex: #DAE3EA

Neutrals



Black

Pantone Spot: Black
CMYK: 0-0-0-0
RGB: 0-0-0
Hex: #000000



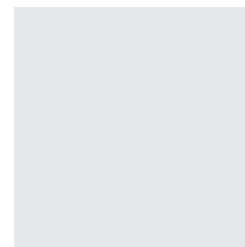
50% Tint Black

RGB: 128-128-128
Hex: #808080



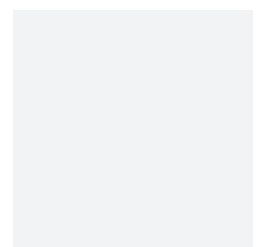
25% Tint Black

RGB: 64-64-64
Hex: #404040



10% Tint Black

RGB: 26-26-26
Hex: #1A1A1A



5% Tint Black

RGB: 13-13-13
Hex: #0D0D0D

Accent colors



Red

Pantone Spot: 1797
CMYK: 2-98-85-7
RGB: 196-38-46
Hex: #C4262E



Green

Pantone Spot: 349
CMYK: 94-11-84-43
RGB: 0-1105-60
Hex: #00693C



Purple

Pantone Spot: 525
CMYK: 71-90-9-37
RGB: 83-46-96
Hex: #532E60

This palette of colors is to be used for AIEA communications in print, web, email, etc. The year's signature color can also be used during that year, and can replace a jewel color if it is a close equivalent that would clash.

Color Palette: General use



2008
CMYK: 100-68-0-12



2009
CMYK: 91-53-0-0



2010
CMYK: 0-12-100-0



2011
CMYK: 30-100-40-30



2012
CMYK: 59-100-0-32



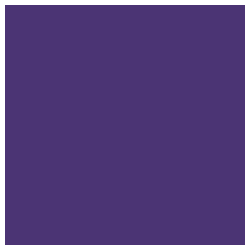
2013
CMYK: 80-19-32-0



2014
CMYK: 100-92-31-27



2015
CMYK: 0-95-100-29



2016
CMYK: 69-80-0-35



2017
CMYK: 90-0-100-50

Each conference has a signature color which is used as the dominant background color in the postcard, conference program cover, signage and other collateral. The colors are usually saturated “jewel” colors, and are dark enough for white text to be readable. The collateral is printed digitally, so only CMYK values are used even when the design is only 2 or 3 colors. Ideally, no hue should be repeated within 2 years after its use (e.g., 2017 is green; no green should be used again until at least 2020).

Color Palette: Signature conference colors



2008
Association of International Education Administrators
Annual Conference

February 17-21, 2008 | JW Marriott Pennsylvania Avenue | Washington, D.C.

**Globalization:
Implications for International Education**

Please join us for the 2008 AIEA Annual Conference for chief international education administrators from around the world in Washington D.C. at the JW Marriott Pennsylvania Avenue. The theme of this year's program will be *Globalization: Implications for International Education*. We are planning a provocative, wide-ranging and rewarding annual conference, and we look forward to your participation.

Feb 17-18 Pre-conference workshops and meetings
Feb 18-20 AIEA Conference
Feb 21 Advocacy Day

For more information visit
www.aieaworld.org
Watch for registration info coming in late October!



2009
Association of International Education Administrators
Annual Conference

February 22-25, 2009 | Omni at CNN Center, Atlanta, Georgia, USA

**International Education:
Engaging Communities**

Please join us for the 2009 AIEA Annual Conference for senior international education leaders from around the world in Atlanta, Georgia at the Omni at CNN Center Hotel. The theme for this year's program will be *International Education: Engaging Communities*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Please note that conference sessions proposals are due September 30, 2008. Pre-conference workshops will take place on Feb 22-23. See you in Atlanta in February!

For more information visit
www.aieaworld.org
Watch for registration info coming in October!

"An ideal forum to exchange ideas, experiences, wisdom." "Extraordinary!" "The networking is invaluable." "Best cost/benefit ratio of all comparable conferences" "Wouldn't miss this!"



2010
Association of International Education Administrators
Annual Conference

February 14-17, 2010 | J.W. Marriott Hotel, Washington, D.C., USA

**Internationalizing
Higher Education:
Essential to Our Future**

Please join us for the 2010 AIEA Annual Conference for senior international education leaders from around the world in Washington, D.C. at the J.W. Marriott Hotel. The theme for this year's program will be *Internationalizing Higher Education: Essential to Our Future*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Please note that conference sessions proposals are due Sept. 1, 2009. Pre-conference workshops will take place on Feb. 14-15. See you in Washington in February!

For more information visit
www.aieaworld.org
Watch for registration info coming in July!



2011
Association of International Education Administrators
Annual Conference

In conjunction with ISEP Symposium, Feb. 23-24, 2011, www.isep.org

February 20-23, 2011
Westin St. Francis Hotel, San Francisco

**Competition and Collaboration
in the Global Transformation of Higher Education**

Please join us for the 2011 AIEA Annual Conference for senior international education leaders from around the world in San Francisco at the Westin St. Francis Hotel. The theme for this year's program will be *Competition and Collaboration in the Global Transformation of Higher Education*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Please note that conference sessions proposals are due August 15, 2010. Pre-conference workshops will take place on February 20-21. See you in San Francisco in February!

For more information visit
www.aieaworld.org
Contact AIEA at aiea@duke.edu for exhibitor and sponsor information.



2012
Association of International Education Administrators
Annual Conference

February 19-22, 2012
JW Marriott Hotel, Washington D.C.

**Building a Secure World
Through International Education**

Please join us for the 2012 AIEA Annual Conference for senior international education leaders from around the world in Washington, D.C. at the JW Marriott Hotel. The theme for this year's program will be *Building a Secure World Through International Education*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Please note that conference sessions proposals are due August 15, 2011. Pre-conference workshops will take place on February 19-20. See you in Washington in February!

For more information visit
www.aieaworld.org
Contact AIEA at aiea@duke.edu for exhibitor and sponsor information.



2013
Association of International Education Administrators
Annual Conference

February 17-20, 2013
New Orleans Marriott, New Orleans, LA

**Re-imagining Higher Education
in a Global Context**

Please join us for the 2013 AIEA Annual Conference for senior international education leaders from around the world in New Orleans, LA at the New Orleans Marriott. The theme for this year's program will be *Re-imagining Higher Education in a Global Context*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Please note that conference sessions proposals are due August 15, 2012. Pre-conference workshops will take place on February 17-18. See you in New Orleans in February!

For more information visit
www.aieaworld.org
Contact AIEA at aiea@duke.edu for exhibitor and sponsor information.

In addition to a signature color, each conference has a unique motif. The motif may include a globe, but it is not a requirement. The background may include thin lines in a wave pattern, but it is not a requirement. The logo is set on a graded white stripe for extra legibility. The motif should conceptually reflect the theme of that year's conference. The conference chair has final say over the design. The gold text of the 2010 theme was requested by the chair; it is strongly recommended to stay with white text for consistency over the years.

Conference motifs

AIEA
Leaders in International Higher Education

2014
Association of International Education Administrators
Annual Conference

February 16–19, 2014
JW Marriott, Washington, DC, USA

**Universalizing Global Learning
in the 21st Century Academy**

Please join us for the 2014 AIEA Annual Conference for senior international education leaders from around the world in Washington, DC at the JW Marriott. The theme for this year's program will be *Universalizing Global Learning in the 21st Century Academy*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Please note that conference sessions proposals are due August 15, 2013. Pre-conference workshops will take place on February 16–17. See you in Washington in February!

For more information visit
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AIEA
Leaders in International Higher Education

2015
Association of International Education Administrators
Annual Conference

February 15–18, 2015
Washington Marriott Wardman Park
Washington, DC, USA

**Leading Global Learning:
Envisioning New Paradigms**

Please join us for the 2015 AIEA Annual Conference for senior international education leaders from around the world in Washington, DC at the Washington Marriott Wardman Park. The theme for this year's program will be *Leading Global Learning: Envisioning New Paradigms*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Pre-conference workshops will take place on February 15–16. See you in Washington in February!

Please note that conference sessions proposals are due August 15, 2014.

For more information visit
www.aieaworld.org | **#AIEA2015**
Contact AIEA at aiea@duke.edu for exhibitor and sponsor information.

AIEA
Leaders in International Higher Education

2016
Association of International Education Administrators
Annual Conference

February 21–24, 2016
Palais des Congrès de Montréal
Montréal, Québec, Canada

**Building a Better World:
The Academy as Leader**

Please join us for the 2016 AIEA Annual Conference for senior international education leaders from around the world in Montréal, Québec at the Palais des Congrès de Montréal. The theme for this year's program will be *Building a Better World: The Academy as Leader*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Pre-conference workshops will take place on February 21–22. See you in Montréal in February!

Please note that conference sessions proposals are due August 15, 2015.

For more information visit
www.aieaworld.org | **#AIEA2016**
Contact AIEA at aiea@duke.edu for exhibitor and sponsor information.

AIEA
Leaders in International Higher Education

2017
Association of International Education Administrators
Annual Conference

February 19–22, 2017
Washington Marriott Wardman Park
Washington, DC, USA

**Internationalization Through Difference:
Transcending Boundaries**

Please join us for the 2017 AIEA Annual Conference for senior international education leaders from around the world in Washington, DC at the Washington Marriott Wardman Park. The theme for this year's program will be *Internationalization Through Difference: Transcending Boundaries*. We are planning a provocative, relevant and rewarding annual conference and we look forward to your participation. Pre-conference workshops will take place on February 19–20. See you in Washington, DC in February!

Please note that conference sessions proposals are due August 15, 2016.

For more information visit
www.aieaworld.org | **#AIEA2017**
Contact AIEA at aiea@duke.edu for exhibitor and sponsor information.

Futura Standard book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard book oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard light oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard light condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard medium oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard medium condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard heavy oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard bold oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Standard bold condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The typeface to use for all print and signage applications is Futura Standard. Futura Standard comes in a variety of weights. Futura Standard book is the default for body copy. Other variants can be used as appropriate for headlines, signs, etc. Futura is not available as a web font, but any similar sans serif can be used, such as Droid Sans (currently used), or Lato (alternate with more weights).

The typeface used in the AIEA logo is Plantagenet Cherokee Regular. It should be reserved for the logo and not be used in any accompanying text.