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 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.
**DON'T**
Stretch or compress the logo, in either direction, to fit a particular space.

**DON'T**
Set the logo at an angle.

**DON'T**
Skew or otherwise distort the logo.

**DON'T**
Display the logo plus name or tagline without the globe. Only the initials alone may be displayed without the globe.

**DON'T**
Change the colors.

**DON'T**
Change the typefaces.

**DON'T**
Add a drop shadow, glow, or other effect.

**DON'T**
Display the logo and name in different proportions or orientation that those provided.
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**
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.
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
Globalization: Implications for International Education

Please join us for the 2008 AIEA Annual Conference for senior international education leaders from around the world in Washington, D.C. at the JW Marriott Pennsylvania Avenue. The theme for the 2008 program will be Globalization: Implications for International Education. We are planning a provocative, wide-ranging and rewarding annual conference. For more information visit www.aieaworld.org Watch for registration info coming in late October!

2008 Association of International Education Administrators Annual Conference
February 17-21, 2008 | JW Marriott Pennsylvania Avenue | Washington, D.C.

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 the 2009 program will be International Education: Engaging Communities. We are planning a provocative, relevant and rewarding annual conference. For more information visit www.aieaworld.org Watch for registration info coming in October!

2009 Association of International Education Administrators Annual Conference
February 22-25, 2009 | Omni at CNN Center, Atlanta, Georgia, USA

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

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.

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.

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.
<table>
<thead>
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</tr>
</tbody>
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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.