Looking Good

CISV's Brand Guidelines

CISV

Table of contents

Looking Good

Welcome to our guide to help us all Look Good when we use the CISV brand!

CISV is a global organization so it is important that our brand is the same around the world. From the Philippines to Norway to Costa Rica, CISV should be easy to recognise.

To help CISV maintain a familiar look and feel, we have identified an easy set of rules to communicate CISV visually. We love it when CISVers are creative and we encourage you to have fun with your designs, as long as you follow these simple rules.

If you have any questions, get in touch with the Communications Team at communications.team@cisv.org. We are here to help!

Building a global image

CISV is a **fun** and **exciting** organization with an interesting and inspiring history – and a bright future. We want to continue to grow to share CISV with even more people.

The CISV brand helps us to do this. It is more than just a logo and reflects our mission and core values of friendship, inclusiveness, enthusiasm, engagement, and cooperation. It is important that people recognise CISV quickly and easily all over the world.

When you use the CISV brand correctly, you are helping CISV grow and reach more people.
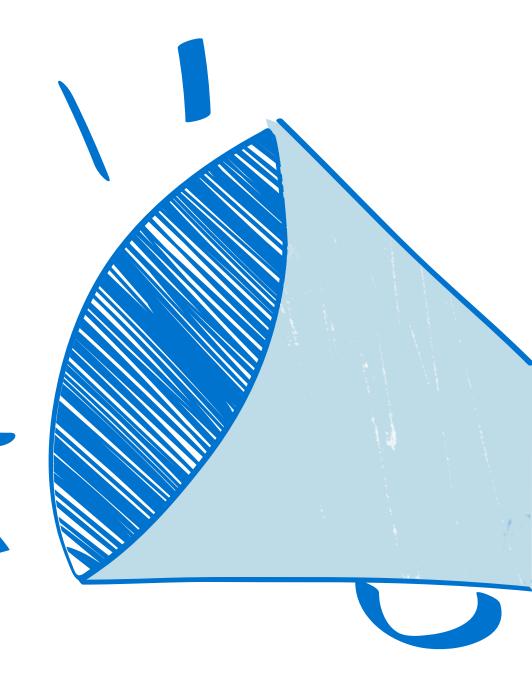
Getting started

To keep a clear **visual identity** wherever we are, we must all follow these rules:

Use the CISV logo

Use the CISV colours

Use the CISV fonts

These rules help us to be memorable but they still allow you to **be creative**. They are rules, but they are not restrictions.

The CISV logo

The CISV logo has two parts.

The picture

This is the first thing that comes to mind when we think of CISV.

The name and tagline

This shows which part of CISV we want to represent. It always includes the tagline.

CISV International
Building global friendship

The CISV logo

There are some simple rules.

You **must** always use the picture part. You can use it with the name and tagline part or, in **some** cases, you can use it on its own. You must never use the name and tagline part on its own.

You can use the picture part of the logo and the name and tagline part **separately**. In fact, the logo has been designed to look best this way.

See more about when you can use the picture part of the logo on its own on **pages 20-22.**

CISV Egypt
Building global friendship

Educational Programmes Guide

CISV

The CISV logo

You can also use the two parts of the logo together. We call this the 'combined logo'. Every National Association, Chapter, and National Junior Branch has their own set of logos, which include the combined logo in landscape and portrait.

All the rules that apply to the combined logo in the landscape version apply to the portrait version.

This is the **combined logo**, made out of the picture part of the logo and the name and tagline part of the logo.

CISV International
Building global friendship

National Associations, Chapters, and National Junior Branch

National Associations

Combined logo

CISV India
Building global friendship

Picture part

Name and Tagline

CISV India
Building global friendship

Chapters

Combined logo

CISV Peru
Lima
Building global friendship

Picture part

Name and Tagline

CISV Peru
Lima
Building global friendship

National Junior Branch

Combined logo

CISV Sweden
Junior Branch
Building global friendship

Picture part

Name and Tagline

CISV Sweden
Junior Branch
Building global friendship

If you want to translate the logo and tagline into another language or alphabet, or need a specific logo set, get in touch with the Communications Team. You don't need to do this yourself.
We're here to help!

Size matters

When using the name and tagline part of the logo with the picture part of the logo, you must always be able to read the tagline. If you are using the picture part by itself, 'CISV' must always be readable.

We want to make sure that all parts of the logo always stand out!

CISV Netherlands
Building global friendship

CISV

CISV

When you use the picture part of the logo separately from the name and tagline, make sure that the 'CISV' in the picture part and the name and tagline part are the same size. Different rules apply to merchandise and flags, see page 21-22.

For those of you who are interested in the technical details, here are the recommended **minimum sizes** for the logo.

Combined logo

CISV **CISV International**
Building global friendship

Digital: 220px width
Print: 45mm width

Picture part

CISV

Digital: 70px width
Print: 14mm width

Name and Tagline

CISV International
Building global friendship

Digital: 142px width
Print: 33mm width

Logo clear space

The CISV logo stands out most when it is used in its own clear space. This is why you should follow our clear space rules.

We use the same rules for the picture part of the logo and the name and tagline.

When you use the logo (the combined set or the two separate parts), leave a margin from the edge of your design that is the same width as the C in CISV.

CISV International
Building global friendship

CISV International
Building global friendship

CISV Mexico
Guadalajara
Building global friendship

Educational Programmes

Always leave a space around the logo that is at least the size of the **C** in CISV.

Logo colour versions

Use the full-colour version of the logo when you can, but you can also use black and white. Be careful not to use the logo in any other colours.

We use the same rules when we use the picture part and name and tagline part separately. When we use the picture part separately, it must be in the same colour version as the name and tagline part.

Where to put the logo

When you use the combined logo, it should be used in one of two places – the top left or the bottom right of your design.

If you use the picture part of the logo and the name and tagline separately, place the picture part on the bottom right and the name and tagline at the top left.

We have slightly **different** rules for social media, t-shirts, and merchandise, and flags. For guidance on this, see pages 20-22.

CISV Mongolia
Building global friendship

Volunteer Open Day!
1 April at City Hall

Looking for a new way to share your skills and interests?
Join our team of local volunteers and be part of a global organization – come and find out what we have to offer and how you can help.

Read more about CISV and what we do on www.cisv.org

CISV International
Building global friendship

We have over 10,000 volunteers worldwide.

Every year, CISV volunteers organize over 200 international programmes for over 10,000 participants.

You can be part of a global movement for peace in almost 70 countries, in over 200 towns and cities.

When things go wrong

If you're using the name and tagline part of the logo, you must also use the picture part of the logo on the same page or webpage.

If you are going to use the picture part of the logo separate from the name and tagline part of the logo, they must not appear on the same line.
If you want to use them both together, use the combined set. Please don't make your own version of the combined logo set.
For guidance, please get in touch with communications.team@cisv.org.

CISV International
Building global friendship

Don't use the name and tagline only

CISV International
Building global friendship

Don't use a homemade logo

Don't stretch or distort the logo

Don't use the logo where you can't read it

Don't use the picture part and the name and tagline part on the same line

Don't make the name and tagline too big
Don't use different colours for the two parts

Having fun with fonts

We use three official fonts. They are all available free online and you can download them easily.

We recommend that you do not use italics, as they can be hard to read.

Overpass

ABCDEFGHIJKLMNOPQRSTUVWXWZ

abcdefghijklmnopqrstuvwxwz

1234567890

Weights

Light
Regular
Semibold
Bold
Extra bold

We Use Overpass for Headings and Sub Headings

Bold and extra bold help us to make our headings and sub headings stand out.

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXWZ

abcdefghijklmnopqrstuvwxwz

1234567890

Weights

Light
Regular
Semibold
Bold

We use source sans pro in the regular weight for body text and it is the only font we use online. If we want to **emphasise a point**, we can use bold or semi-bold rather than italics.

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXWZ

abcdefghijklmnopqrstuvwxwz

1234567890

Weights

Regular
SemiBold
Bold

We use source serif pro as an alternate body text. It can be good to use for quotes.

Be creatively colourful

We have a bright and varied palette for you to play with. You can use the pantones as they are or apply tints of 75%, 50%, 25%, or 10% for more options. If you need help with finding the right colours, get in touch with the Communications Team.

10%
25%
50%
75%

10%
25%
50%
75%

**Pantone
123 C**

CMYK: 0 19 89 0
RGB: 255 199 44
HEX: FFC72C

**Pantone
362 C**

CMYK: 78 0 100 2
RGB: 80 158 47
HEX: 509E2F

**Pantone
290 C**

CMYK: 23 0 1 0
RGB: 185 217 235
HEX: B9D9EB

**Pantone
293 C**

CMYK: 100 75 11 2
RGB: 0 61 166
HEX: 003DA6

**Pantone
227 C**

CMYK: 7 100 10 21
RGB: 170 0 97
HEX: AA0061

**Pantone
Warm Red C**

CMYK: 0 83 80 0
RGB: 249 66 58
HEX: F9423A

**Pantone
165 C**

CMYK: 0 70 100 0
RGB: 255 103 31
HEX: FF671F

**Pantone
285 C**

CMYK: 90 48 0 0
RGB: 0 114 206
HEX: 0072CE

Every picture tells a story

When you work on the web and in print, make sure the photos you use are sharp, vivid, and clear. You should avoid using photos that are blurry or pixelated.

Digital Camera Tips – When you take photos 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.

Mobile Phone Tips – When you take pictures on your mobile phone, crop instead of zooming in to maintain quality. Make sure your lens is always clean and try not to use flash. Quality will also be better if you edit the image instead of applying a filter. There are a lot of free camera apps that can help improve your photos.

Image bank

If you don't have the right photograph for your design, we may be able to help! We keep a secure photo library where you can look through and download images.

We are always looking to add to the Image Bank. This is where all you photographers can help! If you have some professional-quality, high resolution photos you'd like to share with the rest of CISV, send them to image.bank@cisv.org. They may even be used in CISV publications and websites around the world!

When you send us your photographs, please include details of when and where your photos were taken. If we use your photographs in our publications, we will not identify anyone in the by name, and we will give you the credit you deserve!

Participants (or their parents) at CISV programmes have already given consent for their photographs to be used for official* promotional purposes. It is always a good idea to **check that you have permission** before you start taking your photographs. For more help, please contact the Communications Team.

Here are a few tips for CISV photos:
- Show a high degree of diversity (age, gender, culture, etc.) among participants.
- Show participants having fun doing an educational activity.
- Take action shots rather than posed groups or individuals.
- Crop your photos to focus the attention on the main subject for action.
- If you're using someone else's photograph, make sure you credit them.

*When we say official use we mean use on a Chapter, National Association, Junior Branch, or International website, social media platform, or publication. For our rules on photography, see the Social Media Guidelines and the Child Protection Policy.

Our brand in action

CISV Village Programme

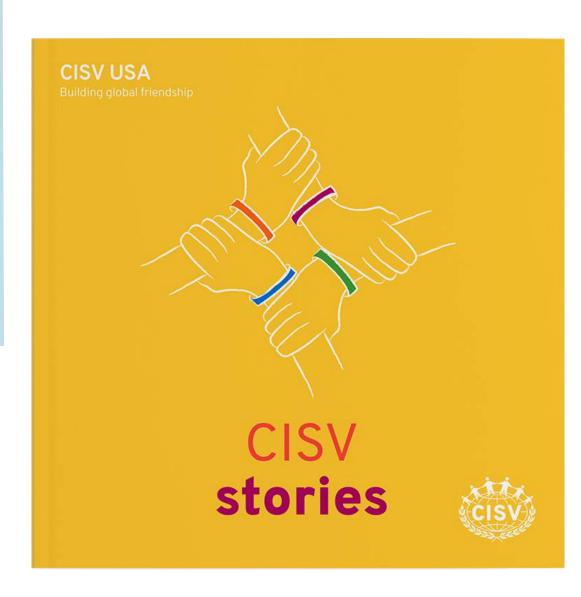A camp-based programme for 11-year-olds lasting 28 days.

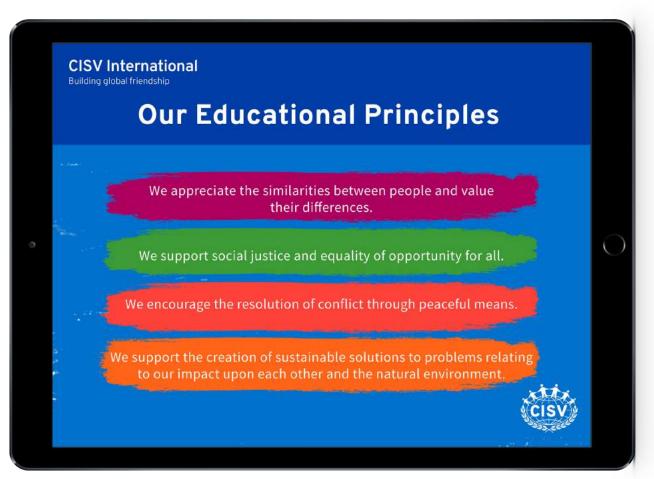The first Village, our original programme, was held in 1951.

CISV Villages are international camps that inspire 11-year-old children to imagine a more just and peaceful world. The children come together from many different countries to take part in a variety of educational, cultural and fun activities.

Each Village welcomes delegations from 10-12 countries. Each delegation has two boys and two girls, accompanied by an adult leader. The camp is coordinated by adult staff, supported by Junior Counsellors (age 16-17).

A Village creates a safe, fun setting in which your child will learn, with children from around the world, about each others' lives and cultures and how to communicate, cooperate and live together. The Village learning experiences, and the friendships made, will last your child a lifetime."
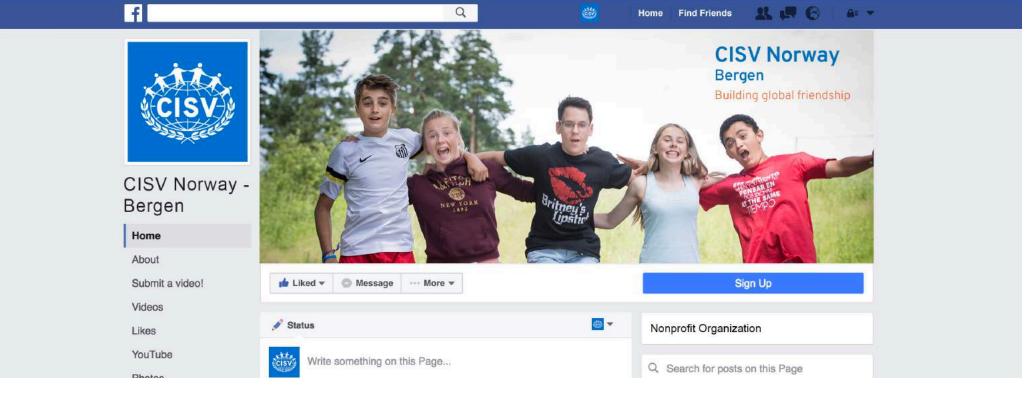
CISV CISV Cote d'Ivoire
Building global friendship

CISV USA
Building global friendship

CISV stories

CISV International
Building global friendship

Our Educational Principles

We appreciate the similarities between people and value their differences.

We support social justice and equality of opportunity for all.

We encourage the resolution of conflict through peaceful means.

We support the creation of sustainable solutions to problems relating to our impact upon each other and the natural environment.

The examples we give here are just that - examples. You will have your own style and, as long as you use our logo, colours, and fonts - we're okay with that! We can't wait to see how you use the brand guidelines. **Send your favourite designs** to the Communications Team so that we can share them with everyone else.

The logo on social media

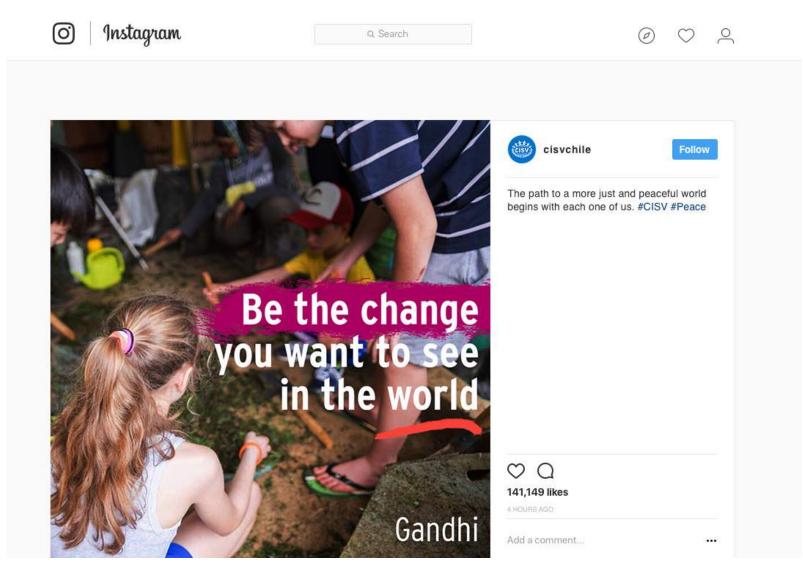We have some slightly different rules for social media. On social media, you need to make sure that:

➤ The picture part of the logo appears by itself as the profile picture.

➤ The name and tagline part of the logo are used in the social media banner.

➤ Your social media account name shows the name of the National Association. If you are a Chapter or Junior Branch, add your name after the National Association name.

If you are a CISVer who wants to use the logo on your personal social media page, go for it!
For instance, you might want to change your profile picture to the logo for CISV Week, and share your love for CISV with your network. It is a good idea to include a link to your Chapter or NA website in the caption so that people can learn more!

You can also use the picture part of the logo on your website **favicon**!
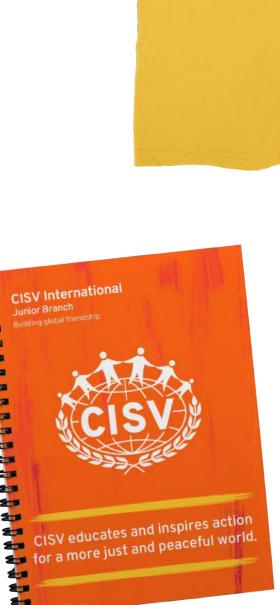
T-shirts and merchandise

Our slightly different rules also apply for t-shirts and merchandise. They have always been a fun and creative part of the CISV community and we encourage you to continue this tradition.

➤ Your design must always include the picture part of the logo.

➤ You can use the picture part of the logo in any size to suit your design.

➤ When you use the name and tagline, they must be easy to read.

➤ You should still apply the clear space rules.

➤ You should only use the logo in full-colour (CISV blue and orange), white, or black.

➤ If you are lucky enough to have a sponsor, their logo should not be larger than the picture part of the logo.

CISV flag

We can also apply different rules for using the logo on a flag.
- ➤ You can use the picture part of the logo on its own.
- ➤ You can also use both parts of logo. As always, the name and tagline must be easy to read.