

# International Education Week



# Logo

---



green with blue type



blue with white type

---

These are the main logos that should be used in promoting IEW, but versions below can be used for readability issues on certain pictures or colors



green with white type

---

This version with white text can be used if the darker text does not contrast enough with the background as seen in one of the IEW posters on the third page.



white



charcoal

---

The white and charcoal versions can be used with contrast and readability like the IEW video thumbnail on the third page.



blue with place for school logo



green with place for school logo

---

These versions allow schools the opportunity to place their own logo into the IEW logo for promotion of IEW or specific IEW events.

[download logo package](#)

# Logo

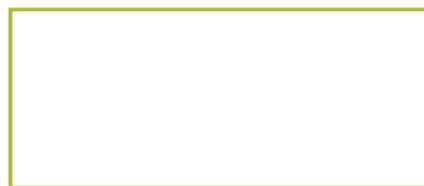
---

International  
Education  
Week

+

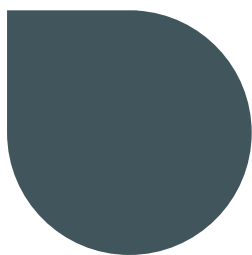


+



# Color

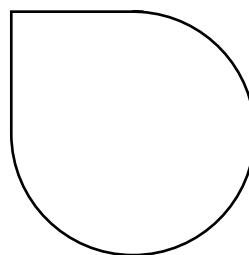
---



RGB 64,86,92  
CMYK 76, 54, 52, 30  
HEX 3e5459  
Pantone 2217 U



RGB 198,209,45  
CMYK 27,4,100,0  
HEX c5d12d  
Pantone 381 U



RGB 255,255,255  
CMYK 0,0,0,0  
HEX ffffff

# Typography

---

**MONTSERRAT REGULAR**  
MONTSERRAT LIGHT

# Use of the Logo



Facebook overlay, the **Photoshop (PSD)** file can be used to add a custom Facebook profile picture or you can use the **png** to use the photo provided. You can also send the FB overlay with your audience by **sharing this link, [profile.actionsprout.com/o/784770](https://www.facebook.com/o/784770)**



Snapchat filter, the **PNG** file with the transparent background can be sent to Snapchat and used as a **geofilter** for your campus or event. The geofilter will appear in a specific area and anyone can access the IEW filter if they are in that area. **See here for more details, [snapchat.com/geofilters](https://www.snapchat.com/geofilters)**



YouTube thumbnail, the **Photoshop (PSD)** file allows you to pick your own photo or you can use the **JPEG** file with the current photo



Facebook Cover photo, the **Photoshop (PSD)** file allows you to pick your own photo or you can use the **PNG** file with the current photo



Poster option one



Poster option one with space for an additional organization, school or program logo



Poster option two



Poster option two with space for an additional organization, school or program logo