

WHO WE ARE



International
Institute of
New England

**Brand Management
& Creative
Guidelines**

2016 – 2019



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of New England
Brand Management
& Creative Guidelines**

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We build vibrant, inclusive communities in New England by welcoming refugees and immigrants and providing them education and guided pathways to careers and citizenship.

Our Mission

The mission of the International Institute of New England is to create opportunities for refugees and immigrants to succeed through resettlement, education, career advancement and pathways to citizenship.

Our Vision

Refugees and immigrants are able to realize their dreams and contribute to New England's growth and prosperity.

Our Values

- Empathy, compassion and respect for all we serve and each other
- Diversity and inclusion in our workplace, leadership and communities
- Continuous improvement and a relentless focus on successful, data-driven outcomes, one individual at a time
- Collaboration and partnership with each other and our stakeholders
- Self-sufficiency for the people we serve and for our organization
- Fearless commitment to our humanitarian mission

Preparing Refugees and Immigrants for life in America

Throughout our ten decades of service to New England, thousands of new Americans have connected with IINE to learn English, meet other new Americans, learn about the culture of their new country, gain job skills, and receive assistance in finding employment. Historically and today, we work with local communities to help refugees and immigrants find places to settle and restart their lives.

Building Communities

We help refugees and immigrants with specialized services at each of our three IINE offices, located in Lowell and Boston, Massachusetts, and Manchester, New Hampshire. We invest in the revitalization of communities throughout New England by receiving, supporting, educating, training, and job-placing an ambitious and diverse workforce. With continued partnership from community groups and philanthropists throughout New England, we will continue these services for the next 100 years and beyond.



WE PROVIDE

- 1. A Humanitarian Response**
- 2. Pathways to Citizenship**
- 3. English Language Education**
- 4. Workforce Development**
- 5. Partnership Opportunities**



When we talk about **what we do**, our messages must lead with our five primary services. Every communication to our community, constituents and stakeholders should focus on one or more of these important institutional priorities. Together, these topics are the foundations for the International Institute of New England's **communications platform**.

Our Brand

The International Institute of New England's brand is the consistent expression of our unique combination of attributes in our communications.

These brand guidelines are designed to help create consistent, clear, and effective messages across all of our communications channels.

The benefits of brand consistency are improved recognition, respect and loyalty — three important factors in the continued success of our institution.

Please use the information on the following pages as guidelines when creating communications from the International Institute of New England.

Graphic Identity

In 2015, IINE endeavored to update its brand image including reimagining our long-standing and emblematic flame logo. The result is a warm, welcoming mark, drawn in flowing, clean, modern lines. The updated graphic flame treatment continues to symbolize hope and light, and now includes a clear pathway representing the guidance IINE offers new Americans.



International Institute of New England

The flame logo represents hope and light. It is inspired by the flame of the Statue of Liberty, a symbol of welcome to all to come to the United States of America.

The color palette incorporates the flame's bright golden glow that lights the pathway to citizenship; the purple field represents the warm welcome presented by the IINE.

The sans serif lettering is bold and easy to read; it is set in a contemporary-style, sans serif typeface that conveys our strength.

Additionally, the alignment of the organization's name with the flame field allows for each office location to be provided with a customized logo for their site ([see page 7](#)).

Logo Use

The International Institute of New England logo **must** be used on all communication materials created for the institute; each office location has access to an essential set of logos for print and online use.

There are 4-color (CMYK), PMS, RGB (online ONLY), Black Only, logos available. Each logo comes in multiple file formats:

- For PRINT: Use EPS format ONLY; choose from coated or uncoated versions depending on the nature of the paper stock, see page [x]; do not use JPG or PNG
- For ONLINE: Use JPG, PNG or EPS formats ONLY
- For helpful logo usage tips, refer to The IINE Everyday Office Use “Cheat Sheet”



Design Guidelines

When placing the logo on every communication, readability is critical. Use the measure of the height of the flame field as the measure for the clear space around the logo on all sides, as seen above ↑

—OR—

Use a minimum of .5" of clear space around the logo on all sides as seen at left ←

A note about the flame:

The flame must be displayed within its field, it may not be used separately or as a stand alone design element.

Color Palette

Primary Colors

The purple field and yellow flame palette is derived from our commitment to hope, light and a clear pathway. These two colors along with white (negative space) dominate design; copious use of negative space is strongly encouraged. Use purple and yellow to subtly complement photography and as a bold design element when designing with typography. [See pages 16–17 for Creative Samples](#)

| PURPLE FIELD | | YELLOW FLAME | |
|-----------------|-----------------|---------------|---------------|
| UNCOATED | COATED | UNCOATED | COATED |
| PMS235 UP | PMS7650 CP | PMS129 UP | PMS143 CP |
| C53 M97 Y38 K24 | C53 M97 Y38 K24 | C5 M31 Y93 K0 | C5 M31 Y93 K0 |
| R114 G34 B87 | HTML 722257 | R241 G180 B52 | HTML F1B434 |

WHITE

C0 M0 Y0 K0 [Paper]
R255 G255 B255
HTML FFFFFFFF

Photography Style

Showcase Relationships

The success of our programs and services throughout New England is built on expertise, trust and collaborative partnerships. Our photography style reflects the intimate nature and value of these relationships. Whether working with clients or partners, in classrooms, on job sites, or at events, we seek to highlight the connections we appreciate in all our work.

Seeing the Whole Story

The big picture and the fine print are equally important in telling a story through images — from big families to the smallest handwriting, no detail is too big or too small to include in our photo narratives. There are four main styles of images:

Relationships: Photos that capture joy, a-ha moments, pride, comfort and success in our prized relationships between our clients, employees, partners, donors, and communities

Learning Environments: Classrooms are but one location where our clients learn — in training programs, on the job, and out in their communities are all places to capture the success of individuals and teams who benefit from IINE services

Tools: Books, computers, machinery, hands; focusing on these important details, we learn about the interests, aspirations and goals of all our stakeholders. From reading glasses to wine glasses, these images capture the real life details of our programs.

Results: How better to depict the success of our clients and relationships than to highlight milestones in our journeys together. Whether in charts and graphs or joyful hugs, look for ways to visually measure success.

A note about photos:

Do not take photos without implied or verbal permission from the subject, and do NOT distribute photos publicly unless you are in possession of a signed release form.



**LEARNING
ENVIRONMENTS**



RELATIONSHIPS

TOOLS



RESULTS



Typefaces

Cooper Hewitt

This contemporary-style sans serif font is bold, yet easy to read and friendly. The complete set of typefaces are [free to download](#) via an Open Font License for all the institute's designers to use.

Guidelines for Use

Cooper Hewitt offers a wide range of assorted weights; the Institute's materials require primarily the use of Bold and Light (headlines) and Semibold (subheads). Additional weights should be used discreetly to maintain typographic text hierarchy.

Headlines in Cooper Hewitt Bold

Headlines in Cooper Light

Subheads in Cooper Semibold

Typesetting:

Headlines track in: -25

Subheads/track in: 0 to -20

Kerning is critical, especially in headlines.

Bodycopy:

IINE brand standards offer flexibility, with several choices for body copy text that compliment Cooper Hewitt, the primary requirement is to use one of the following sans serif fonts:

Calibri..... The standard for print materials generated in field offices for daily communications that are created using word processing applications
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345678 &!/?#%*

Arial The standard for PowerPoint presentations where cross-platform display and functionality is critical
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345678 &!/?#%*

Franklin Gothic The standard for website content ONLY. (The Boston office maintains all website content, for more information please contact Katherine O'Neill koneill@iine.org)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345678 &!/?#%*

Abril Titling To be used as headings or as a "stand out" font.

abcdef
ghijklm
nopqrst
vwxyz

12345
67890

&! ?# % @ *

Tone of Voice

Every written communication from IINE should convey the passion that we collectively bring to helping immigrants and refugees build their lives here in the United States. Crafting consistent messages is critical to helping stakeholders understand our business and leading ultimately to their successful participation in our programs — this is true for clients and partners alike. All branded writing should come in the voice of one or more of the three roles IINE plays in our stakeholder's communities:

We are advocates

Our clients are immigrants and refugees who rely upon IINE team members to guide them through the essential tasks of resettlement. Many are non-native speakers with limited, or no English language skills. Our role as advocates is to ensure their voices are heard.

We are educators

The vast majority of our clients are committed to rebuilding their lives and are eager learners. Our programs range from essential English language and literacy skills to employment training and civic engagement with the goal of encouraging active citizenship and independence. We are teachers, mentors and good neighbors, in these roles our communications are clear, direct and friendly.

We are partners

We are successful when our clients and partners succeed. Our messages are rarely IINE-centered, rather they are focused on the collaboration, team members, and stakeholders that have driven any given success.

How to refer to the International Institute of New England in text

OPTION 1: Full Name: International Institute of New England; the first appearance in print should always be the full name.

OPTION 2: Full Name with office: International Institute of New England, Boston office

OPTION 3: Abbreviation: IINE

NOTE: Please do not refer to IINE as "the institute," under any circumstances. It has a clinical implication and although we are data-driven in our approach to service, we do not want to infer that we are a research or medical organization.

Our communication style is warm, intelligent, and empowering.

When we talk about what we do—in our work, and with our clients and partners—we lead with the benefits of our efforts: hope, understanding, and positive relationships. We help our audiences comprehend the urgency of our work, the compassion with which we approach every situation, and the communities we rely upon to make our efforts successful.

Creative Samples

The IINE Everyday Office Use “Cheat Sheet”



**International
Institute of
New England**





Logo Tips
The IINE logo must be used together as seen on this sheet.
Use the logo for your location.
If you're not sure which location to use, use the generic version.
The height of the logo should be at least 3 inches tall.
A 1/2 inch border is required around the logo.
Leave at least 2 inches — or the height of the logo's flame field —

File Formats?
EPS: Use EPS for print or for online. EPS is the preferred format for PRINT. It is high-resolution vector based and can be scaled as large or small (but not smaller than 1/8").
AI: Use AI for print or for online. AI is a vector based file format. Use AI for PRINT. To edit or use for ONLINE use, open RGB EPS in Photoshop, scale to final resolution needed and save as EPS or PNG.
PDF: Secondary option for PRINT. The file provided must be used at 2,000% scale or less if design requires logo to be scaled more than 100%. Use the EPS created with CMYK colors only. (This is high resolution 1250dpi).
JPG/PNG: Use ONLINE for web placement only. (This is low resolution 72dpi). Use only with RGB colors, do not use for print.

Colors
PRINT CMYK:
4-COLOR PRINTING:
Flame • CMYK: 100% 100% 100% 0%
Field • CMYK: 100% 100% 100% 100%
PANTONE:
TOXICATED PAPER ONLY:
Flame • Pantone 143 C/P
Field • Pantone 7692 C/P
ONLINE ONLY:
RGB:
Flame • RGB: 255 255 255
Field • RGB: 0 0 0
HTML:
Flame • #FFFFFF
Field • #000000

Typefaces...
FONT: GOTHIC
COOPER NEWITT
This contemporary style sans serif font family is licensed under the SIL Open Font License (OFL) and is available for use in all applications. <https://www.sil.org/learn/2009/08/2009-08-20-sil-open-font-license/>
CALIBRI
Friendly, easy Calibri (as seen here) is this font family is available on nearly every computer and is preferred as a complementary typeface on all communications when Cooper Newitt is not available.




100
YEARS OF WELCOMING
NEW AMERICANS



TO LEARN MORE VISIT
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**We create opportunities for
refugees and immigrants to
succeed through
resettlement, education,
career advancement and
pathways to citizenship.**



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Institute of
New England**

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