An overview of World Learning brand elements

**Logos** (see examples next column)

General World Learning logos include text that captures the three areas in which we work: education, development, and exchange.

The "community" logo is used by departments that work across units of World Learning or in situations where the visibility of all units of the institution is important.

SIT and The Experiment in International Living logos are used in all materials promoting those programs.

**Colors**

Our color palette helps to keep the World Learning brand cohesive. Black, white, and gray may be added. Note that it is neither necessary nor desirable to use all colors at once.

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<th>M 0</th>
<th>Y 100</th>
<th>K 0</th>
<th>R</th>
<th>G</th>
<th>B</th>
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</table>

For headings, use **Gill Sans MT** (which is available on most PCs) or **Ideal Sans**. For body copy, use **Perpetua** (available on most PCs) or **Palatino Linotype**.

**Fonts** (for print)

Gill Sans MT Regular

Gill Sans MT Italic

Gill Sans MT Bold

Gill Sans MT Bold Italic

Perpetua Regular

Perpetua Italic

Perpetua Bold

Perpetua Bold Italic

Ideal Sans Book

Ideal Sans Book Italic

Ideal Sans Bold

Ideal Sans Bold Italic

Palatino Linotype Regular

Palatino Linotype Italic

Palatino Linotype Bold

Palatino Linotype Bold Italic

For questions about any aspect of World Learning’s branding, please contact marketing@worldlearning.org.