



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs



***make the
world
your home***

COMMUNICATIONS HANDBOOK

DECEMBER 2015

MARKETING LETTER

December 2015

Dear Staff, Volunteers and Friends,

YFU is a program for a select group of students motivated to embark on a transformative journey, one that builds confidence and provides the opportunity to engage in a life changing experience. Generous, open-minded host families welcome international teenagers as their own and YFU staff and volunteers devote limitless energy and empathy to ensure that students have a successful experience.

In support of the organizational objectives to develop and promote a clear YFU brand, we are pleased to present the YFU USA Communications Handbook which speaks to media relations, communications, social media and branding policies. Take a moment to get acquainted and save this handbook in a convenient location for easy reference. Robust brands are built when they are easily identifiable; we can no longer afford to water down the brand through numerous unofficial accounts. To ensure we are not weakening the brand, we will be consolidating the number of approved social media accounts. Allowing individuals to more easily identify us and to develop a clear and consistent digital brand representation. With our new glocal brand, we are implementing concepts that will create a strong brand identity, raise awareness and build greater consideration for YFU programs, both in the US and around the world.

Consistency in our written messages, logo use, letterhead and email appearance will increase the professionalism of our communications and enable each of us to better represent YFU to the public.

This must be a team effort – MarCom can't do it alone – we need the support and help from the entire community to embrace this approach.

The Field Director and Volunteer Lounges, the Wiki and the website will continue to be updated with tools, templates and print resources that can be used for your communication and promotional activities. Always reference this handbook for items you create and remember to share any new communication with the MarCom Team at marketing@yfu.org.

Sincerely,



Erin Helland & the MarCom Team
Director of Marketing and Communications

HANDBOOK REVIEW SIGN OFF

Please visit yfuusa.org/handbookreview.php to complete a knowledge assessment and to sign-off that you have reviewed and understand the policies and guidelines presented in the Communications Handbook. Here you can also let us know if you would like to be contacted for a personalized 1-on-1 training and discussion.

The brief multiple choice knowledge assessment mentioned above, will cover highlights from the required* review sections in the Handbook, which we are asking all staff to complete.

*Required Handbook review sections include:

- About YFU
- Media Guidelines
- Social Media Policy
- Communications Review Process
- Brand Standards

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ABOUT YFU

MISSION

Use the YFU mission as appropriate in communications to further YFU's purpose and organizational goals.

YFU advances intercultural understanding, mutual respect, and social responsibility through educational exchanges for youth, families, and communities.

FACTS & FIGURES

As of December 2015

- Outbound Programs:
 - 322 Americans sent abroad in 2014
 - 370 Americans sent abroad in 2015
- Inbound Programs:
 - 1,562 international high school students welcomed to the US in 2015
 - 60 total CCP students attended one of 12 partner community colleges in 2015
- YFU USA has exchanged more than 260,000 total YFU students since 1951
- 4,300+ annual student exchanges worldwide (including non-US exchanges)
- 60 (approximately) International YFU Organizations (national offices and partners, including developing countries)
- 12,000 (approximately) volunteers worldwide
- 3 US Regional offices
- 90-115 full-time US employees + seasonal employees
- YFU USA receives International students from more than 70 countries
- YFU USA sends American students to more than 40 countries around the world

BOILERPLATE

The YFU boilerplate is a brief ‘about us’ which can be used in a news release, publication, letter to the editor, public service announcement pitches, etc. Below are two versions for your use. The short version is the most commonly used and preferred YFU boilerplate. The longer version is best for case-by-case scenarios where you may need to provide a bit more background on YFU to a potential school, host or volunteer.

Short boilerplate (preferred):

About YFU

Youth For Understanding (YFU) advances intercultural understanding, mutual respect and social responsibility through educational exchanges for youth, families and communities. The global YFU network, consisting of partners in more than 70 different countries, is united by the belief that full cultural immersion is the most effective means to gain the skills needed to thrive in an increasingly multicultural, interconnected and competitive global society. Selected to administer more government and corporate scholarships than any other high school exchange program, YFU has remained a trusted leader of intercultural exchange programs for more than 60 years because of its commitment to safety, reputation for quality and exceptional support services.

Long boilerplate:

About YFU

Youth For Understanding (YFU) advances intercultural understanding, mutual respect and social responsibility through educational exchanges for youth, families and communities. The global YFU network, consisting of partners in more than 60 different countries, is united by the belief that full cultural immersion is the most effective means to gain the skills needed to thrive in an increasingly multicultural, interconnected and competitive global society.

YFU has remained a trusted leader of intercultural exchange programs for more than 60 years because of its commitment to safety, reputation for quality and exceptional support services. Backed by a global team of volunteers, YFU provides cultural education and guidance to all participants. Selected to administer more government and corporate scholarships than any other high school exchange program, YFU is the only organization awarded full-listing for J-1 inbound, outbound and short term exchange by the Council on Standards for International Educational Travel (CSIET).

Through creating global learning opportunities, YFU has promoted international understanding and world peace to more than 260,000 students and their host families. Thousands of parents across the globe trust YFU with their teenagers every year and thousands of students every year choose YFU to help them discover their inner selves.

COMMUNICATIONS POLICIES

MEDIA GUIDELINES

The media can be a great tool in getting out YFU's message. Cultivating a "gaggle" of friendly reporters is vital to maintaining YFU's public profile in your local community. Sharing positive (and interesting) stories about students, families and schools is highly recommended – especially if you can tie the story back into a larger context. [For example, contact local media and offer to connect them with a international student who held a fundraiser to help his/her hometown following a natural disaster, or a YES student when the Middle East is in the news.]

The most successful way to get positive media placement is by establishing relationships with the reporters and editors of your local publications/outlets. To cultivate professional media relationships, do your homework and find out who is writing about study abroad, exchange, community events, etc. Make an effort to reach out and introduce yourself. If possible find a mutual acquaintance who can introduce you to someone at the outlet. Prepare a brief, well-crafted email that introduces you, your proposed story and gives background about YFU. Articulate why the reporter should be interested in YFU and explain the relevance of our organization to their audience.

It also helps if you can reference other stories/topics they've covered similar to yours. For example if they've been writing about the Olympic games, you might suggest a follow-up piece highlighting the Olympic spirit of international friendship and goodwill and offer to connect them with a current YFU exchange student in the community who enjoys sports.

When you get to know someone personally it helps to establish **trust** and **credibility**. As you begin to cultivate these relationships be sure to touch base every few weeks providing story ideas and offering to make introductions that you think might appeal to them. Don't forget, courtesy goes a long way and you should always follow up with a note of gratitude for any stories written on your behalf.

Important tips to remember when working with media:

- Ensure your pitch is timely and newsworthy.
- Tailor your pitch to the specific reporter and/or publication.
- If student/host family are comfortable, provide them with the reporters contact information and have them initiate contact.
- Reporters are often under tight deadlines, so be sure to respect their time by responding and providing any requested resources in a prompt manner.
- Materials should be YFU branded and professional looking. Additionally, ensure all facts have been double checked and have someone else review before sending to a reporter.
- If you don't know the answer, say you'll get back to them and be sure to follow-up. By acting as resource, reporters will be more likely to remember you and reach out to you for future stories. Depending on the inquiry, you may also offer to connect them with the YFU Spokesperson or someone else within the organization who can best speak to the matter. The following section outlines what to do in instances where the media inquires about a potentially negative incident.
- If you don't understand a question, it's ok to ask for clarification.
- If a reporter does write a story you've pitched, be sure to send a quick thank-you note.
- Keep accurate records of your successes and share with MarCom team (marketing@yfu.org).

NEGATIVE NEWS

There are times when reporters pursue a negative media story. They may even play 'gotcha' journalism. **YFU has some of the highest safety standards in the industry.** If approached by a reporter about a potentially negative story, courteously refer them to the YFU Spokesperson (contact details below). Do not attempt to argue or explain details pertaining to a specific student/family situation, as YFU protects the privacy of the families and students in our community. Simply inform the reporter that the Spokesperson is the best person to contact for information. In the event the Spokesperson is unavailable, the inquiring reporter will be directed to an alternate person of contact.

Important tips for handling potentially negative media inquiries:

- In instances regarding any potentially negative incidents involving a student, immediately direct them to the Spokesperson.
- Never tell a reporter, "No comment" (*using this response can make it seem as though you have something to hide*) – just say in a friendly tone that you'd like to refer the reporter to YFU's Spokesperson.
- The Spokesperson handles all policy related questions pertaining to YFU's safety standards and qualifications.
- Even if you have established a relationship with a reporter, don't assume that you're speaking off the record. Presume everything you say is on the record.

Should you find yourself cornered regarding student safety, you may use the following and connect them with the YFU Spokesperson.

- YFU's top priority is (and always has been) the safety of the young people placed in our care.

YFU USA Spokesperson:

Alicia Kubert Smith
Communications Manager
202.774.5202
akubert@yfu.org

SOCIAL MEDIA POLICY

For the purposes of this policy, social media should be understood to include any digital platform that allows for open communication on the internet including, but not limited to:

- Social networking sites (LinkedIn, Facebook);
- Micro-blogging sites (Twitter);
- Blogs (including company and personal blogs);
- Video and photo-sharing websites (YouTube, Instagram, Flickr, Pinterest, Snapchat, Vine, Periscope).

These digital platforms provide a means for YFU to grow the organization's brand, educate on the transformative journey experienced through the exchange process and allow for engagement with past, present and future students, host families and volunteers.

BUSINESS RELATED

All business-related social media accounts and related postings maintained by employees and volunteers for marketing and/or networking purposes remain the property of YFU. All information including the account, the login and password should be returned to YFU at the end of the employee's or volunteer's service. No employee or volunteer has the right to use the account after termination of employment or service and only YFU is permitted to change the account names and settings.

ACCOUNT CREATION

The MarCom Department maintains a number of YFU USA branded digital and social accounts which are utilized to conduct outreach and respond to inquiries on behalf of the organization. **Employees and volunteers MAY NOT establish any YFU-related digital social media account without the express permission of the MarCom department.** The MarCom team is directly responsible for managing national accounts.

As brand dilution and audience confusion can occur when an organization has too many digital properties - primarily due to lack in consistency and strategic management of all accounts - YFU is very selective in determining when to create a new account. For this reason, employees/volunteers may not create a new YFU branded account without MarCom approval, and MarCom must be granted administrative access if approved. Social media training may be required and in such cases can be provided by MarCom. Interns and volunteers may assist in managing accounts but cannot be full admins. Only those officially designated by YFU may use these social media platforms to speak on behalf of YFU in an official capacity.

As YFU has a global presence, our partner countries are also utilizing many of these same platforms and when we begin to segment our YFU USA accounts at the regional/field level it can become challenging for our intended audiences to filter through all of the results to find us. While national accounts are managed by MarCom, we encourage fields and regions to contribute to these pages. If there is something you would like shared on a national account for your area, MarCom can share your content through targeted geographical outreach. Running campaigns through national accounts ensures that brand dilution is minimal.

Regional and field blogs are allowed but must use a YFU National approved template for branding purposes. When creating a blog, admin rights and logins must be provided to the MarCom department. The region/field managing the blog is responsible for ensuring that posts do not violate any YFU USA policies, partner country laws or policies or agency oversight regulations.

If you would like to receive social media training or submit a request for the creation of a new account, please email marketing@yfu.org.

FACEBOOK

YFU encourages engagement with communities using social media. However, YFU does not require staff to have a personal or YFU Facebook account. Please make sure you review the Employee Handbook regarding use of social media.

While YFU does not allow fields or regions to create business pages, you may create a Facebook Group to communicate with local YFU communities. Groups are better for regional/field communications over Facebook Pages as they can better target messaging and interactions with specific audiences without watering down the YFU brand or crowding search results for those looking to engage with YFU. You may create multiple groups – one for a year of students (to stay connected beyond their year), one for volunteers, one for everyone and perhaps even one for host families.

A Facebook group ([facebook.com/about/groups](https://www.facebook.com/about/groups)) is a private space to share with a specific group of people on Facebook. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more. Groups may be the single most useful means of social media engagement for field communities.

There are three types of groups; choose the type that best suits your needs.

- Closed groups are great for volunteers, families, current students, alumni, study abroad applicants and national scholarship students. The public can see the group exists and who's in it, however, only members see posts.
- Secret groups offer additional privacy where only members see the group, who's in it, and what members post. Anyone can join, but they have to be added or invited by a member.
- Open groups would be perfect to use as a way to engage potential families or students who are just learning about YFU opportunities. They are not a great option for volunteers, families or students unless you don't plan to share photos, send event information, etc.

Closed/secret groups are recommended as they offer the ability to safely and securely share announcements, stories and event info. While these groups are private, as always, keep in mind that anything shared online is never fully private. All YFU groups are expected to adhere to YFU policies and any oversight regulations.

See below for additional details about privacy options. Fields and regions should create Groups for those with whom they want to communicate specific regional or field info. There are several national groups administered by Admissions, Volunteer Programs and External Affairs.

Benefits of Groups

- Posts are private (when using a closed or secret group)
- Conversations are threaded
- Email notifications of new posts (depending on preferences)
- Events can be created
- Photos, videos and files can be shared
- Polls can be created

GROUP TYPES

	PUBLIC	CLOSED	SECRET
Who can join?	Anyone can join or be added or invited by a member	Anyone can ask to join or be added or invited by a member	Anyone, but they have to be added or invited by a member
Who can see the group's name?	Anyone	Anyone	Current and former members
Who can see who's in the group?	Anyone	Anyone	Only current members
Who can see the group description?	Anyone	Anyone	Current and former members
Who can see what members post in the group?	Anyone	Only current members	Only current members
Who can find the group in search?	Anyone	Anyone	Current and former members
Who can see the stories about the group on Facebook (like in News Feed and search)?	Anyone	Only current members	Only current members

facebook.com/help/220336891328465#What-are-the-privacy-options-for-groups

GROUP RULES

Groups with students in them must be closed or private.

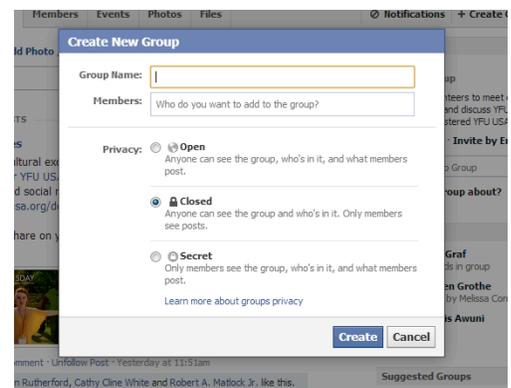
YFU States (facebook.com/yfuusa) must be added to your group and given full admin privileges. You will need to friend 'YFU States' before you will have the ability to add them. The MarCom team may add other MarCom team members as admins. MarCom will not manage your groups' day-to-day activities.

Remember – this is the internet and even closed groups have information that can be seen beyond the group.

HOW TO CREATE

If you are already a member of a group(s), you will find your group(s) on the left hand side under your profile picture. You can start new groups from here. If you don't currently belong to any groups, you can start a group from this URL: facebook.com/about/groups.

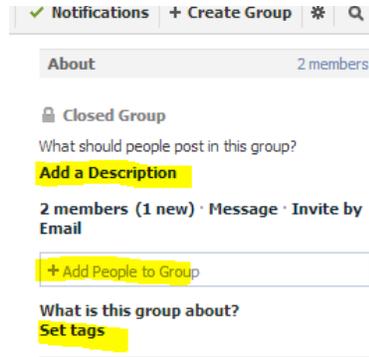
Create a group name, add members (you need to add at least one person to set it up), choose the privacy option and click create.



Choose an icon or skip.



Add details – description, tags describing the groups purpose, add more members.



Add a cover photo for your page- upper right corner.



Check your notification and general settings. You are ready to use your group!

PERSONAL ACCOUNTS

YFU encourages engagement with communities using social media, though it is not mandatory.

There are pros and cons to using your personal account vs creating a YFU-specific “personal” account. In some cases you may have YFU volunteers, staff or others who wish to connect with you, but you’d prefer to keep your personal and work life separate. In this instance it is acceptable to create a ‘personal YFU account’ (example: FirstName LastName YFU or FirstName YFU). Understand your goals and purpose in terms of use for work before creating a ‘personal YFU account’.

If creating a YFU specific personality, please set up the account so that it can be transitioned to another staff member in the future. Your name can be changed but your URL cannot.

- Choose a vanity username/URL (i.e. facebook.com/YFUadmissions, facebook.com/YFUTexas) that is not specific to your name.
- Be aware that technically, according to the rules of Facebook each personal page should represent a person or personality; and not a business.
- Share username and login details with marketing@yfu.org.

YFU advises against creating a personal, co-branded YFU Twitter or Instagram account. The exception to this is for a YFU spokesperson who needs to be readily identifiable (i.e. YFU President & CEO, @MichaelHillyFU). In these case by case instances, permissions will be granted by MarCom.

USAGE GUIDE

Think Before Posting

Always think carefully before posting online as most social platforms are open for all to see. Once something is shared digitally it can never be fully erased. Despite privacy policies, you cannot be sure who will view, share or archive information you've posted. If you have any concerns over a specific post, just don't post. Once something is placed on the internet, it is often difficult to edit or retract the information. Employees and volunteers should use their best judgment when posting to any social media websites.

YFU expects employees and volunteers to exercise personal responsibility whenever using social media, which includes not violating the trust of those with whom they are engaging.

Extending the Reach of YFU Social Media

All employees and volunteers may use social media channels to extend the reach of official communications. While only those officially designated by MarCom are authorized to speak on behalf of YFU, all employees and volunteers are encouraged to share official content via social media channels.

Social Media Auditing

MarCom tracks social media in relation to YFU and the organization reserves the right to take appropriate action with respect to inappropriate or unlawful postings. In auditing social media, the employer will not in any way interfere with any employee rights under Section 7 of the National Labor Relations Act (NLRA).

Do Not Post Confidential Information

Employees and volunteers should protect YFU's private, confidential and proprietary information. Employees and volunteers should make sure that online postings do not violate any non-disclosure or confidentiality obligations of the Department of State, CSIET or other agency oversight regulations in regard to student, host family, volunteer or other community member information. Please note, Department of State and YFU policy prohibits staff, volunteers, host families or other community members to 'friend' unplaced students.

Be Mindful of Copyright and Intellectual Property Laws

Employees and volunteers should be careful to comply with all copyright, trademark and intellectual property laws when posting on behalf of YFU.

Act Appropriately

Employees and volunteers should act appropriately when posting online. Any online behavior should be consistent with YFU's policies and practices with respect to ethics, confidential information, discrimination and harassment. Because online tone can be interpreted in different ways by readers, employees and volunteers should not engage in any online conduct that would not be acceptable or appropriate in the workplace, including derogatory or discriminatory remarks, threats, intimidation, harassment, insults, slander, defamation or pornography.

Demonstrate Respect

When posting anything online, employees and volunteers should always be fair and respectful to co-workers, clients, customers, colleagues and other individuals who may work on behalf of YFU. Employees and volunteers should demonstrate proper respect for the privacy of others. Even in your personal non-work accounts, YFU advises against posting complaints or criticisms, especially any statements, photographs, video or audio that could be viewed as malicious, obscene, threatening, harassing or abusive.

Be Accurate and Honest

Employees and volunteers should always be accurate and honest in posting any news or information to social media and quickly correct any mistakes or errors. Employees and volunteers should never post any information which is known to be false about YFU or any co-workers, clients, customers, colleagues or other individuals that work on behalf of or are associated with YFU.

Legal Liability

Individuals can be legally liable for what they write or post online. YFU reserves the right to discipline employees and volunteers, up to and including termination, for any commentary, content or images that are pornographic, harassing, libelous or for anything that creates a hostile work environment based on race, sex, religion or any other protected class.

COMMUNICATIONS REVIEW PROCESS

REVIEW POLICY

The communications review process was established to provide a second look at large scale projects and materials. This process ensures all messaging is delivered error free, on brand and in a convincing and cohesive manner.

All regions and departments should have an internal review process that is followed prior to printing, publishing, sending or submitting to MarCom for a final review. If you have any questions please don't hesitate to contact marketing@yfu.org.

PLANNING AHEAD

Please plan on at least **five business days** for the entire review process – including review, your final edits and final approval for projects which are five pages or less. **This five day period is only for text content review and does not include estimated time for any additional delivery/components/design that may be needed in setting up campaigns, mailings, robo calls, etc.** For larger projects (more than five pages) please contact MarCom to discuss a timeline.

BEFORE YOU BEGIN

Review the eKits in the Lounges for targeted messaging, flyers and other template materials. The eKits were developed to provide a starting point, save you time and ensure your messaging and visuals meet brand standards and are Department of State compliant.

If there is something you need, but can't find, work with MarCom to create a new template that is consistent with YFU's branding and can be added to the eKits. Please allow sufficient time for your project, as immediate turn-around cannot be promised.

What should be submitted?

- Anything that will be published: Mass mailings, large email campaigns, materials created for audiences outside of YFU, newsletters, newsletter templates, presentation templates, handbooks, ads and public service announcements.
- What does not need review: General recruitment emails, letters to internal audiences, listserv messages, etc. Please see eKit for message templates.
- All communications must be in final draft form prior to submission to MarCom for edits.
- Staff should have others in their region or department, as determined by your internal process, review materials during the draft phase, prior to submission to MarCom.
- If a communications piece has been previously reviewed and has not had major revisions it does not require resubmission. If you are unsure, please contact Communications Manager, Alicia Kubert (marketing@yfu.org).

What does the MarCom team look for?

- Communications are reviewed for typos, grammar, consistency, YFU branding policies, imagery and messaging, as well as CSJET and Department of State regulation conformity.
- If a communication is determined not be in the FINAL draft form, you will be asked to resubmit a revised final draft for a second review.

COMMON ERRORS

Logo:

The YFU USA logo should never be listed alone without “YFU”, used multiple times on one page, be an outdated logo, listed without “Intercultural Exchange Program” included in the name/logo.

Capitalization:

Capitalize the “F” in For in Youth For Understanding. MS Word spell-check will attempt to auto correct this; ensure it is capitalized when writing out our full name.

All titles and office names should be capitalized. Example Field Director, Regional Office, Field Office, Regional Director, Education & Training Department

Hyphenation:

There is no hyphenation in YFU USA.

Website:

Materials should reference our website as yfuusa.org. Please discontinue the use of the hyphen.

PRIVACY GUIDELINES

As staff and volunteers, we should be aware of YFU USA’s Privacy Policy, which is listed on our website. YFU USA does not sell, rent, share or trade any personally identifiable information to any third parties outside our partner organizations and those strategic partnerships working directly with YFU USA in connection with YFU USA participant activities. We are committed to protecting the privacy of our students, host families, volunteers and alumni. Full names and contact information of exchange students or other minors should never be provided in a public forum (such as a newsletter, press release, chat board, or website). This includes last names, addresses, telephone numbers and email addresses. Photos should only identify a student by first name. Natural parents, host parents, volunteers, and alumni should only be identified (in pictures, videos, stories or quotes) when their written permission has been granted for use in a public forum.

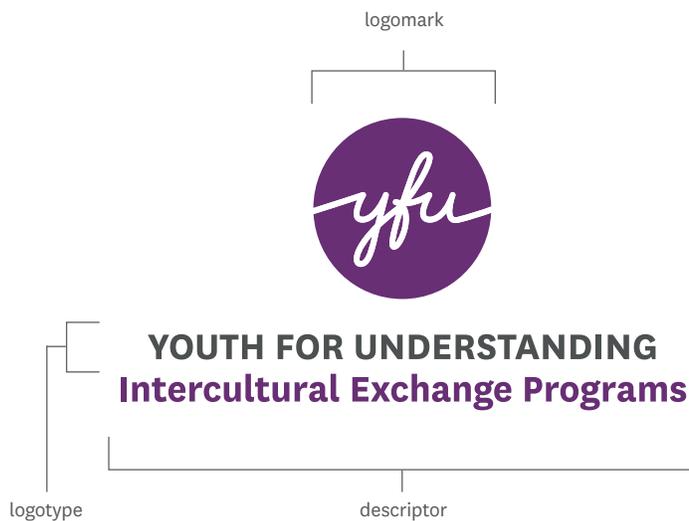
The YFU USA Privacy Policy can be located on the YFU USA website: yfuusa.org/privacy-policy.php.

BRAND STANDARDS

GLOBAL BRANDING LOGO

Our logo is the centerpiece of our visual identity. It is the key design element representing our organization and the basis for our design approach.

Logo elements



The YFU logo is made up of three elements: the logomark, logotype and descriptor.

The logotype is set in National Bold. The logomark is the focal point of the logo.

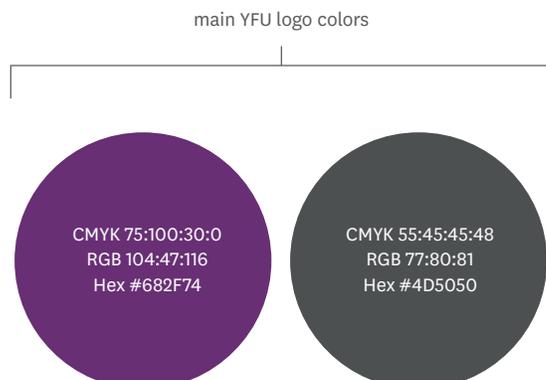
The descriptor gives a clear and concise indication of what our organization does.

A YFU USA logo exists as an alternative for instances where we need to emphasize the American branch of the global YFU network.

Alternate Logo



LOGO COLORS



The logo purple can be used as a “General YFU” color in other materials. Please refer to the ‘Color’ section for YFU’s primary, secondary and tertiary palettes.

LOGO VARIATIONS

PRIMARY LOGO USED IN YFU USA MATERIALS

The “main” YFU logo with the descriptor underneath or the “horizontal” YFU logo with the descriptor are the two logo version layouts approved for use by YFU USA.



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

The YFU logo has many different variations to fit within each partner country’s needs. The above logos should be used on all communications within the US. In materials that may be shared with YFU partner countries, YFU USA Marketing may use the USA specific logo.



YOUTH FOR UNDERSTANDING USA
Intercultural Exchange Programs



YOUTH FOR UNDERSTANDING USA
Intercultural Exchange Programs

LOGO MISUSE



Youth For Understanding
Intercultural Exchange Programs

Don’t typeset the letters.



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

Don’t change the logo colors.



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

Don’t stretch the logo disproportionately, horizontally or vertically.



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

Youth For Understanding
Intercultural Exchange Programs

Don’t use the set text in place of the logo.

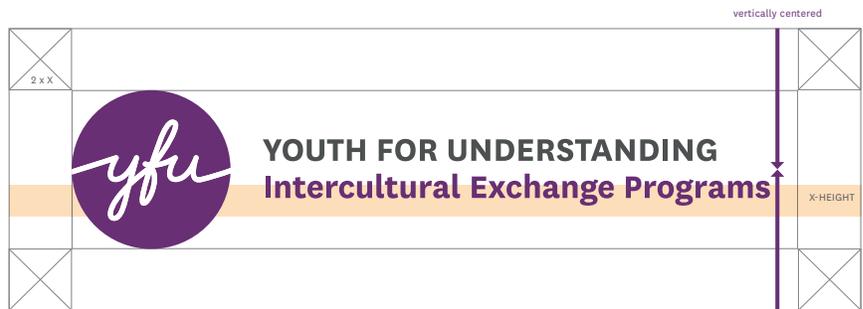
The examples of logo misuse on the left are not comprehensive. They are only a small sample of possible misuses of our YFU logo.

To ensure accurate, consistent reproduction of the YFU logo, never alter, add to or attempt to recreate it. Always use the approved digital artwork, available from the YFU marketing department.

CLEAR SPACE

A minimum clear space requirement has been established to ensure the prominence and clarity of the YFU identity. It is essential that the clear space remain free of all graphics, photography and typography for maximum brand recognition.

We define the clearspace by the distance “X,” a unit of measurement equal to 1/5 of the logomark height in the YFU logo.



MINIMUM SIZE

Minimum size refers to the smallest size at which the YFU logo may be reproduced.

The minimum reproduction size of the YFU logo should guarantee that the figurative mark is .6” or 15mm.



LOGO USE

Name

Youth For Understanding USA, Inc. is the official name of YFU USA. When written, “YFU” is the preferred usage. When appropriate you may use Youth For Understanding (YFU) or Youth For Understanding USA (YFU). “YFU USA” is also acceptable, but will be typically used by Marketing when differentiating between international partners or with the website. Please note there is no hyphen in YFU USA.

Logo Meaning

Royal purple symbolizes creativity, peace, pride, independence, understanding, support, ambition, and uniqueness. This blend of the warmest and coolest colors combines the stability of blue and the energy of red. Purple evokes a positive emotion. It is said to encourage creativity, calm nerves, and have the power to uplift. It is relatable across ages, genders, cultures, and religions. Purple communicates:

Eminence – representing prestige, wisdom, quality, and love - all elements reflected in the support and delivery of our program.

Value – representing both our organizational values, and the life-long value that YFU exchange programs provide our participants and communities.

Sacredness - serving as a symbol of virtue and faith, and of uniqueness in nature, purple carries special meaning across religions and cultures around the world.

Bravery – Representing the courage required to open one’s mind and embark on the adventure of a lifetime with YFU.

YFU Logo Descriptor: Intercultural Exchange Programs should be used with the logo at all times.

Using the YFU USA Logos

- Logomark should never appear alone without our name and descriptor attached. Always use an official logo anchored with Youth For Understanding. Logomark may be used alone in rare instances with approval (such as profile pictures on social networking sites.)
- It is important to keep white/blank space around the logo. Keep the integrity of the original white space. Start text/graphics below the logo with at least two lines (Arial, size 8) below the logo. For text/graphics on the side of the logo there needs to be at least 4 spaces (Arial, size 8) before starting text/graphics.

Consistency with logo placement and sizing

The **free space** around the logo has to be inherited.

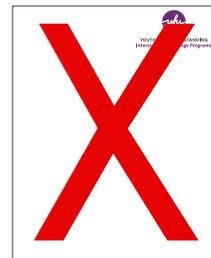
The **main logo** should be placed on the top and centered.

The **landscape logo** can be placed on the top or bottom of the page, but has to always be left-aligned.

If making pull tabs and the logo is placed at bottom left of main page, place the pull tab logo at the bottom.

Correct & Incorrect Use of Logo on Flyers

Logo placement rules do not apply to business cards.



BLACK & WHITE

For Black & White printing, you may use the black logo.



For placement on colored or photo backgrounds, use the all white logo.

The scripted letters in the logomark are transparent. They will appear the color of the background or show the photo background through. Make sure photos have enough contrast to thoroughly read the logo type.



LOCATION

For Printers

EPS (Encapsulated PostScript) & AI (Adobe Illustrator) files are available upon request; please email requests to marketing@yfu.org. A printer will be able use these files for printing the logo in high quality.

Logo Files Location

my.yfu.org/dept/adreg/StyleGuideResources.htm

YFU USA Shared Drive - Marketing & Publication → Public → Marketing Resources → **YFU Logos**

NOTE: Please discontinue use of all previous versions of the YFU logo, including the most recent YFU logo (2013) vertical/round logos with Youth For Understanding USA with or without the website, the solid blue logo, the teal logo with YFU USA anchoring it, the previous version of the vertical logo and any older logos using the Rockwell font or the words International Exchange after Youth For Understanding. These are outdated.



CSIET LOGO

The Council on Standards for International Educational Travel (CSIET), the primary oversight organization for international exchange, has granted YFU USA full listing in the CSIET Standards for International Exchange Travel Programs booklet. Since YFU USA is recognized for excellence in programs and quality, our promotional materials may carry the CSIET logo and official explanatory paragraph:

On the basis of materials submitted and reviewed, the Council on Standards for International Educational Travel grants full listing to Youth For Understanding USA in the 2015-16 Advisory List. The CSIET mark certifies that this organization complies with the standards set forth in the CSIET Standards for International Educational Travel Programs.



The CSIET logo is to be placed either at the left or to right of the official explanatory paragraph. The logo may also be used alone, without the explanatory text.

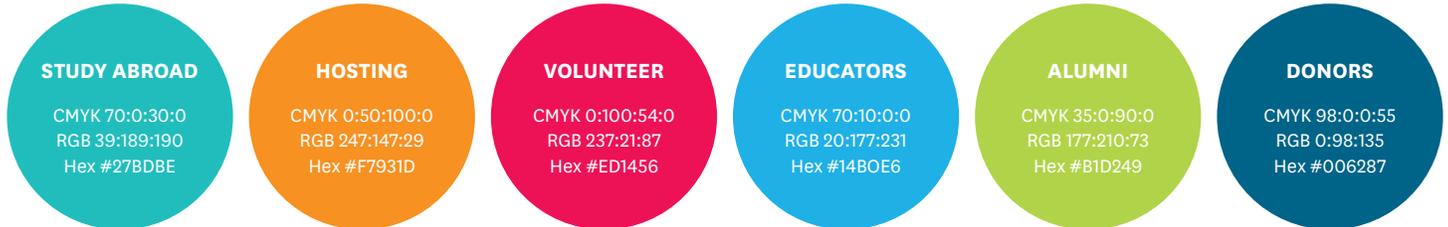
The CSIET logo may not be altered in any way; specifically you may not change or remove the years of certification.

CSIET Mark & Usage Location: my.yfu.org/dept/adreg/StyleGuideResources.htm

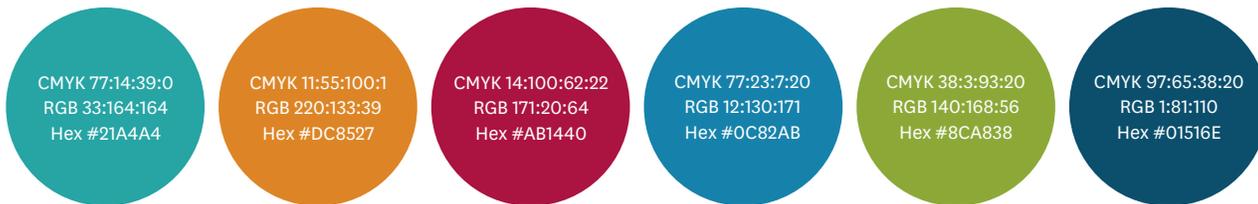
GLOBAL BRANDING COLOR

Colors give our brand personality. Consistent use of color builds strong brand recognition and helps our organization “own” a set of colors.

Primary Colors



Secondary Colors



Tertiary Colors



Text Color



Hyperlink Color



Logo Color



The colors in our palette are used to highlight specific sections of our organization. **These colors may only be specifically used for their section.** Example: Do not create a hosting specific ad/promotion with the Study Abroad Teal.

Use the secondary and tertiary palette for contrast and emphasis to complement the main color.

Please note that the color values given are guidelines. Depending on the output and the program used, adjustments may have to be made to get the desired result and to ensure a consistent color for the YFU brand.

GLOBAL BRANDING FONT

Typography is a core element of our brand and helps communicate a unified personality of an organization.

National Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

National Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

National Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

National Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

We use the National font family as the primary typeface for all brand communications.

There are two weights available, National Book and National Bold. National Book should be used for all body text. National Bold is available to provide flexibility and emphasis in your layouts.

Electronic communications (e.g. Word® documents and PowerPoint® presentations) should use our preferred National font as well. All YFU USA computers will have the National font family installed.

If the receiving computer does not have the National font family installed use Arial instead. This is a system font and will appear consistent across desktop applications.

If you're printing a document from your computer, National will print correctly. If you're sending a word document/file to a non-YFU computer, it is recommended to send via PDF to retain the branded font.

For international languages and communications, Noto Sans is available for download here: [google.com/get/noto](https://www.google.com/get/noto)

PHOTOGRAPHS

Imagery plays a critical role in developing a vivid and meaningful identity. All photography should support the YFU brand.



The imagery in our creative material should always be engaging, memorable and eye-catching. High resolution photos that show volunteers working together, students with their host family, students in school, students in an obvious “foreign” environment and exchange students during orientations are most used.

To create this look we overlay a gradient of vibrant jewel tones to the background image.

For any additional images you may need use unaltered YFU approved images. Aim for images that are airy in composition with a clear focus on people in the foreground and a clean and open background.



EXTERNAL COMMUNICATION



YOUTH FOR UNDERSTANDING USA
Intercultural Exchange Programs

YFU USA
641 S Street NW, Suite 200
Washington, DC 20001
P 202.774.5900 | F 202.588.7571
yfuusa.org

Letterhead



YFU USA
641 S Street NW
Suite 200
Washington, DC 20001

YFU USA

#10 Envelope

YFU USA
641 S Street NW
Suite 200
Washington, DC 20001



9X12 Envelope

Business Cards



YOUTH FOR UNDERSTANDING USA
Intercultural Exchange Programs

FirstName LastName
Title

641 S Street NW, Suite 200
Washington, DC 20001
P XXX.XXX.XXXX
email@yfu.org | yfuusa.org

YFU advances intercultural understanding, mutual respect and social responsibility
through educational exchanges for youth, families and communities.

The official YFU USA business card format is above. Please use the following standard and approved business card design when printing cards for volunteers who are representing YFU USA in a professional capacity. Staff cards should be ordered through Marketing. Business card & letterhead template location: my.yfu.org/dept/adreg/StyleGuideResources.htm

EMAIL

Email

YFU USA mandates that all YFU USA staff emails have a consistent format and “look”:

- White background; please do not use the stationary choice in Outlook.
- National font
- You are responsible for setting your own signature in Outlook. Use template below.
- Additional non-approved email signatures (such as quotes, bible verses, happy thoughts, pictures, etc) are *not* permitted.

Footer

- Email signature should be in YFU logo purple (**page 23**), National font

Cara Bahniuk | Marketing Specialist

Youth For Understanding USA

XXX.XXX.XXXX | yfuusa.org



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

PHONE

Toll Free Numbers

All National Marketing materials will utilize 1.800.TEENAGE which will route callers to the appropriate office. Other numbers may be used as applicable.

- National Office Staff (excluding Admissions): 1.800.424.3691
- Admissions & Registration Staff: 1.800.TEENAGE
- Regional Office Staff: 1.866.4.YFU.USA
- Field Directors: 1.800.872.0200 x 5XXX

Phone Number Format

YFU will utilize dots in all our phone numbers, including direct office numbers.

- 1.800. TEENAGE
- 1.866.4.YFU.USA
- 1.866.493.8872
- 1.800.872.0200

ADVERTS

Web banner ads and print ads in the standard campaign format are available in the Wiki. If you need a specific size or messaging, please send your request to marketing@yfu.org and allow at least 3 business days for your request to be filled.



TAGLINES

2008-2015 Taglines

The following taglines are legally registered. Please do not use them in conjunction any other campaign.

STUDY ABROAD

Change Your Life, Change the World.
The Learning Adventure of a Lifetime.

HOST FAMILY

Share Your Home, Change the World.
Host a YFU Exchange Student.

VOLUNTEERING

Share Your Time, Change the World.
Volunteer with YFU.

Go Global! This tagline has been re-introduced for use with Host Family and Study Abroad information nights. Please ensure you use the “!” as it is a YFU trademark.

International Tagline: Make the world your home. *This can be used but it is not part of our mission.*

Please **DO NOT** make up your own taglines, descriptors or slogans. If you have suggestions, please email marketing@yfu.org. There are many legal and YFU regulations to consider.

WHY YFU?

WHY YFU?

YFU's distinctive brand of cultural exchange opens minds and hearts, enables learning that transforms lives, and ultimately helps to make us citizens of one world.

Our cultural exchange programs provide the ultimate reality check to a worldview based on stereotypes. In helping people of all ages to make the world their home, we help them to appreciate differences and embrace similarities.

As a staff and volunteer-supported network of more than 70 international partner countries, we help participants broaden their perspective through immersive experiences that share a culture from the inside out, promoting the understanding that we are all citizens of one world. We stay with you every step of the way, from application to return, creating a safe, supportive environment in which to explore and gain a deeper understanding of different cultures.

We believe cultural exchange reinforces our common humanity by underscoring that people everywhere experience the same emotions, joys and challenges. YFU offers you the journey of a lifetime, an adventure that allows you to discover the best in yourself and your family, forge lifelong connections, and change the way you see the world.

At its core, YFU is a catalyst for positive global change. Students experience tremendous personal growth, and at the same time, the impressions made by the students themselves as well as the broadened perspectives of host families ripple through schools and across entire communities.

Join YFU and take a positive first step in a lifelong journey of international connection.

WHAT WE DO

The long-term objective of YFU and youth exchange is to engage young people in personal development opportunities that will increase their leadership capacity and improve international understanding and public diplomacy. To achieve this, we place YFU students from around the world with volunteer host families who are willing to open their homes and share their traditions with an international student. During their academic and cultural experience, students learn that acceptance and tolerance are essential for success in a global society. The experience is transformative not only for the student but their host families as well, as they too learn about another culture – without even leaving home.

YFU exchange experiences expose participants to everyday life in a different society. It's learning from the inside out, which only happens when a person has time to internalize what they are taking in. Host families share their own traditions, holidays, and customs, offering each student a unique, personal version of life in the host country and an understanding of its diversity.

While it is true that all travel broadens perspective and exposes the traveler to new experiences, YFU's programs transform who you are and permanently change the way you see.

TIMELESS MISSION

YFU advances intercultural understanding, mutual respect and social responsibility through educational exchanges for youth, families and communities.

YFU's history began humbly in the United States in 1951 in an effort to heal the wounds of World War II. By teaching a group of young Germans how families lived together in the United States, the hope was that they would be motivated to help rebuild their homeland according to what they had experienced on exchange. Dr. Rachel Andresen who founded YFU and served as our longtime Executive Director brought this vision to life.

Prior to YFU's conception in 1948, Dr. Andresen was in attendance when the city lights of Amsterdam were turned on for the first time after the war. That moment of sudden illumination of the entire city was so impressive she vowed to do everything she could with her life "so that the lights would never go out again." In 1973, her commitment to international youth exchange was recognized when she was nominated for the Nobel Peace Prize.

In today's world, the principles of youth exchange hold as much relevance as ever. At YFU, we believe that it is within local communities that we will make a global impact and a more peaceful world. By hosting each others' children, we come to understand that our similarities are greater than our differences.

ABOUT YFU

For learners of all ages who want a life-changing cultural exchange experience, Youth For Understanding (YFU) offers a wide range of opportunities to see the world up close. The global YFU network, consisting of partners in more than 70 different countries, is united by the belief that curiosity about the world expands cultural awareness and acceptance of other ways to live, which leads to broader perspective and greater understanding.

Selected to administer more government and corporate scholarships than any other high school exchange program, YFU has remained a trusted leader of intercultural exchange programs since 1951 because of its commitment to safety, reputation for quality, and exceptional support services.

YFU's unique intercultural exchanges open minds and hearts, enable learning that transforms lives, and change the way you see the world.

PHOTOGRAPHS & QUOTES

YFU USA requires written permission for all use of photography, videos and quotes used in our publications, promotional materials and digital platforms. For use of photographs of minors (under the age of 18), YFU USA requires the written permission of the natural parent or legal guardian. Permission by the student's Host Family is not permissible. YFU USA maintains release forms for photographs.

If you wish to receive written permission to use a photograph, video, or quote, please use the following standard Electronic YFU USA Media Release Form:

bit.ly/YFUmediaRelease

To get "view access" to the Media Release (to determine if the proper permissions have been given) email marketing@yfu.org.

YFU USA maintains a photograph collection to be used in fun publications and online. YFU USA retains the rights to use all of the photographs in our photo library. YFU USA photographs can be accessed by staff on the shared drive - **\\FILES\SHARED\Marketing & Publication\Public\Photos - Released, Avail to use**. Volunteers may request photos through their Field Director or by emailing marketing@yfu.org. As our photo collection is made up of amateur photographers; please choose the best quality photos, crop-them if necessary (drpic.com; a great free resource to crop and resize) so they are consistent with the YFU USA message and your audience.

Staff may save pictures with releases to their region's folder within the directory mentioned above. Please name pictures and releases with the photographers name, student, volunteer, host family first and last name and picture description. Please notify marketing@yfu.org of your additions. Volunteers may send their pictures and Media Release to marketing@yfu.org.

Example of properly named photographs:

-  2007-08-17 Lauren Devon Mona Nancy - Mona arrives.jpg
-  2007-11-24 Lauren Mona Devon Piece of Berlin Wall.jpg
-  2007-11-24 Mona Devon Oscar Lauren White House.jpg
-  2007-12-13 Laren Devon Mona Decorating Tree.jpg
-  2007-12-28 Rolph Xmas Celebration100.jpg
-  2008-02-07 Mona Devon - Devon 17th birthday.jpg
-  2008-05-25 Devon Lauren Mona - Liberty Island (old train station sign showing Phillipsburg).jpg
-  2008-06-07 Senior Prom - Mona Devon.jpg
-  2008-06-16 Mona Lauren Devon - Philadelphia.jpg
-  2008-06-16 Mona Lauren Devon - Philadelphia3.jpg
-  2008-06-16 Philadelphia (Oscar-Nancy-Mona-Lauren-Devon).jpg
-  2008-06-23 Nancy Devon Mona Lauren Oscar - Monas favorite restaurant.jpg
-  2008-06-24 Mona Lauren Nancy Devon Oscar - Airport - Mona leaving.jpg

MATERIAL CREATION

Can I create my own materials or taglines?

If you follow YFU branding guidelines and have everything approved by Marketing, you can create your own materials. For approval, please email marketing@yfu.org. Please allow 5 days for approval.

What do I do with other materials I've created, pertaining to previous branding?

Use up old branded printed materials as quickly as possible. Update all materials by collaborating with a member of the Marketing Department prior to additional printing.

QUESTIONS

For questions regarding content in the YFU USA Marketing & Communications Guide, or for additional information regarding YFU USA's public communication standards, please email marketing@yfu.org.

Thank you again for helping us strengthen the YFU USA brand.