Are you ready to lead?
Campaign Visual and Style Guide

This guide introduces CISV’s Leader Recruitment campaign, the campaign assets, and its visual identity elements. The guide outlines how each of these elements should be used.
Are you ready to lead?

Recruiting qualified leaders is a challenge for most CISV Chapters.

This campaign focuses on promoting leader opportunities within CISV programmes to new audiences. It aims to generate interest among potential leaders and to increase the amount of volunteers CISV Chapters have for these positions. Are you ready to lead? is a call to action for prospective adult volunteers, encouraging them to join CISV as a leader for the personal, professional, and/or community benefits. This campaign also looks to feature leaders’ experiences and the impact CISV has had on them.

Please note that this campaign is not a new way of communicating CISV as an organization. It is focused specifically on leader recruitment and should not be adapted for other recruitment purposes.
Looking good while leading

Guidelines introduction

These guidelines explain how the Are you ready to lead? campaign resources should be planned, produced, and implemented. They supply examples of the campaign in action along with guides on how to use the supplied artwork files.

The guidelines should be used together with Looking Good – CISV Brand Guidelines to ensure consistent and engaging communications in line with the CISV International brand.

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Value proposition

Being a leader in a CISV programme is a big volunteer commitment, and requires a significant amount of time and energy leading up to and during the programme season. We’ve identified four main personal and professional benefits of being a leader.

This campaign will highlight these benefits:

1. Open your mind to new cultures
   Attending a CISV programme is an immersive intercultural experience. As a leader, you might travel to a new place or you may attend a camp closer to home. Wherever you are, you will work with adults and children from many different countries, experience new cultures, and make international friendships that will last a lifetime. You will expand your worldview, and learn about different customs, traditions, and ways of life. You will also work closely with an international team.

2. Build an international network
   After participating in a programme, you will have friends in many countries around the world. These relationships are special and long-lasting. Many CISVers meet up with people they met in programmes decades later!

   Becoming a leader also means you can join the CISV International Alumni Association. This gives you access to our exclusive online community of alumni, where you can network, find a mentor, get career advice and more.

3. Inspire action
   A leader’s job is to help participants get the most out of their programme. Leaders are part teacher, part buddy, part travel guide, and part cheerleader. In this role, you get to make a lasting impact on the children and youth you lead. You will actively contribute to CISV’s mission to educate and inspire action for a more just and peaceful world.

4. Broaden your horizons
   Being a leader can have an impact that reaches far beyond programme season.
   - Professionally: Having international volunteer experience on your CV shows prospective employers that you are culturally sensitive and globally-minded qualities that employers value in an increasingly globalised world. Experience abroad demonstrates independence, adaptability, and eagerness to learn. As a leader, you will gain attitudes, skills, and knowledge that can give you an edge on competition and help you take your career to the next level.
   - In Your Studies: Becoming a leader and experiencing a programme can influence your academic life. Many past leaders have gone on to study new languages or to focus on new subject areas that they became interested in during their CISV experience.
   - Within CISV: Who says your CISV experience has to end after your programme ends? After being a leader, there are many ways you can stay involved in the organization. Volunteer at your local chapter. Join Junior Branch. Join a Committee or working group, or apply to be a leader again in another programme.
Campaign voice & tone

When people think about brands, they often think about their visual identity. However, there’s another element that often gets overlooked: voice and tone.

Our voice is CISV’s personality. Our voice should always be the same, no matter the channel or person we’re speaking to.

Our tone is the emotional changes that are applied to our voice. It adjusts to particular messages. While our voice remains consistent, tone may change according to context. For example, a social media post about a programme being hosted in your Chapter would have a more light-hearted tone than one about a cancelled Open Day.

### Voice

**Brand Voice Chart**

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<th>Trait</th>
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| Friendly| We are always friendly in the way we speak on behalf of CISV. This helps our brand feel approachable and engaging in everything that is official. | • Use colours and visuals  
• Ask questions  
• Be passionate and a cheerleader | • Be too casual  
• Use many pop-culture or “friendly” references |
| Determined| We are decided, certain, and clear in what we do, what we represent, and what we work towards. Being determined in our communications helps our brand seem knowledgeable, confident, and present. | • Be honest and true to your word  
• Be clear, avoid jargon or abbreviations | • Use passive voice  
• Take an opposing view |
| Trustworthy| We must always project a trustworthy image, whether it is when we refer to CISV as an organization or when we are mentioning what we do. Being trustworthy tells our parents that they can trust us with their children, it tells our partners that we are a responsible organization, and it tells our volunteers that we are taking care of them. | • Be honest and direct | • Lose sight of the audience and message  
• Overpromise  
• Be confusing or evasive |

### Tone

Under normal circumstances, our voice should be informal and tell a story with a gentle emotion. However, when reaching out to a volunteer or a parent, you’ll want to adapt a tone that matches the conversation. For example, if you are responding to a parent who doesn’t know CISV, you’ll want to be informative and descriptive while keeping a warm tone to assure them we will take good care of their child. But if you are reaching out to a possible adult leader, you’ll want to be convincing and informative, while challenging them to become and help create active global citizens. If you ever need to share concerning news, you should always treat the matter seriously and sound as though you are.

**The tone of our campaign: Are you ready to lead?** is a campaign addressed at recruiting adult leaders. Our tone should challenge the main audience and inform them about what an experience as a CISV leader can bring to them.
Start your adventure as a CISV leader today

CISV International is a global organization. CISV educates and inspires for peace through building inter-cultural friendship, cooperation, and understanding. Founded in 1950, today we are present in 69 countries around the world with over 200 Chapters or local groups.

Are you looking for the adventure of a lifetime? Do you want to make friends from all around the world? Would you like to experience new cultures and make a difference in the lives of young people? Become a CISV leader today!

CISV runs international education programmes which help participants develop their full potential as future leaders and active citizens, making a difference in their communities and the world. Many CISV programmes need leaders to accompany and support delegations of young people. Being a leader is a unique opportunity and an experience that will shape the rest of your life.

Writing conventions

Always remember that our audience is a wide one!

A big part of our audience doesn’t not have English as a first language or has never heard of CISV before. It is important to make sure our content is easy to read.

Here are some guidelines to keep in mind while writing:

- Simple is good – keep things short and sweet. Avoid using long words where possible.
- Don’t use slang or clichés.
- Keep sentences short. It is better to break a long sentence into two shorter sentences where possible.
- Use consistent wording. ex: If you say ‘click’, avoid changing to ‘press’ or ‘hit’ later.
- Use an active voice. ex: Sue changed the flat tire (active). The flat tire was changed by Sue (passive).
- Read your text out loud to yourself if possible to ensure it is easy to read.
- Proofread for any spelling, wording, or grammatical mistakes, better still, get someone to proofread for you.

CISV International Conventions

Please keep these in mind while writing:

- We spell out any acronyms the first time we use them.
- We use British spelling in all communications (the word organization is the one exception).
- We refer to children when we mean 11-13 year olds and youth for 13-18. When referring to both we always write children and youth.
- We write dates in the following format – 14 August, 2019.
- We use a friendly, determined, and trustworthy voice and the appropriate tone.
- All communications from CISV reflect our values and mission statement.
Visual guide
To create a look that attracts our main target audience of 20-28 year olds, we’ve created gradients with our brand colours that can be placed on top of brush stroke textures or over a plain background.

*Don’t create brush strokes filled with gradients*
Fonts

Like all CISV visuals, our main font is Overpass. Overpass should be used for those texts that are the same on all visuals, as well as text that complements call to actions. We also use Source Serif, one of our complementary fonts, for headings and the main call to actions. The use of this serif font should be used with moderation in each visual, taking up no more than 10% to 15% of the visual space.

Please note that these suggestions are for campaign resources, they are not meant to substitute Looking Good – CISV Brand Guidelines.
Shapes

To complement the use of the gradients and text with the different suggested fonts, we apply shapes into the graphics. The use of imperfect shapes, such as circles, triangles, squares, lines, or dots, contributes to an engaging and interactive result without distracting from what is important: the message we want to communicate to our target audience.

To create more variety you can:
- Add grunge textures to the shapes
- Create patterns within the shapes
- Add an overlay or hard-light appearance
Icons

Icons are an excellent way to highlight messages or important aspects. The main objective in the use of icons must be for our target audience to understand the information more efficiently. Icons can enrich the content by allowing effective communication without being detailed: the icons should highlight the content and not hide or replace it.

Our icons must align with our personality and shouldn’t compete with our message. We use linear, simple, and flat-designed icons with curvy lines to match our imperfect shapes and playful look. The thickness of each icon used should be balanced with the shapes, texts, and logo.
Photography & video

Whenever possible, photographs and videos should be un-posed (candid), emotional, and used to tell a story, which can create a sense of excitement.

If candid visuals aren’t possible, document people (especially participants) in environments that connect the subject with their volunteer work and/or lifestyle. This will reveal more interesting details about them, whether doing an energizer, collaborating with others, or participating in another area of CISV. Images should feel relaxed, casual, and confident.

What to avoid

• Subjects wearing logos from similar organizations (like Education First, AFS) or brands that don’t align with CISV (like alcohol or tobacco products)

• Situations where safety procedures are not being followed

• Subjects in front of signs

• Large group photographs. However, if a group shot is unavoidable, select a location where it will be easier to pose the subjects. There should also be diversity.

• Branded products like Coca-Cola bottles or Starbucks. Also avoid non-branded items like bottles of water. (Exception CISV-branded products)

• Low resolution/poor quality imagery. The resolution should be at least 300dpi for print, for web, image resolution should have a 72dpi.

• While stock photography or clip art is an option, it is not the preferred method of getting an image.

• Awkwardly cropped photos.

• Highly reflective objects in the background, such as windows, mirrors, shiny wallpaper, monitors, etc.

• Recording video footage in high traffic areas or noisy areas.

General guidelines

• Use real people
  Showcase the one-of-a-kind CISV experience of different ages, genders, cultures, backgrounds

• Natural and spontaneous
  Images that are spontaneous will resonate with our audience. Avoid photos that seem posed and unnatural.

• Single subject focus
  When taking a photograph of a group, select an individual for your audience to focus on.

• Clutter free
  If the space you are shooting seems complex, choose to focus in on particular details of that space. Avoid using photos that are over-complicated or cluttered.

• Number of people
  The number of participants in the photo will help determine the most suitable location. Make sure there is always enough free space around the people being photographed.

• Attention to details
  Keep an eye on what subjects are wearing or holding. Avoid shirts with corporate or other logos, branded packaging, like food or beverage containers.

• Photo composition
  When taking or choosing a photo, pay attention to pay attention to negative space, the empty or open space around an object. This space helps the subject in your work—the element of interest—stand out and attract the viewer’s attention. It also allows text to be incorporated into the photo without over-complicating the design.
Our campaign in action
Information resources

Some campaign resources are available in the campaign resources page, some are just examples of how our brand can be used in your leader recruitment.
Promotional material

Some campaign resources are available in the campaign resources page, some are just examples of how our brand can be used in your leader recruitment.