



**YOUTH FOR UNDERSTANDING**

# **YFU Brand Manual**

**Version 3.0**

## Dear YFU Stakeholders,

As a network we have always been interconnected through our exchanges, however, the 2014 International Conference made clear that it is time for us to come together under a united global brand. This brand will raise the profile of YFU national organizations across the network, making it easier for students, parents, host families, and volunteers to recognize YFU anywhere in the world. They will understand how caring, people-oriented, inclusive and quality-driven each YFU National Organization is and strives to be under our common International Basic Standards.

In support of uniting YFU under a global brand, this manual serves as a common reference point, setting standards from which we can create our design, messaging, media, social media, and national organization branding. A united global brand is strongest when it shares key visual and message elements across the entire network. Brand manuals such as this are tools utilized by international organizations around the world to achieve the above mentioned goals. Though much of the messaging will be translated, the importance of keeping the essence and spirit of the brand is paramount. We expect each organization to utilize this manual when working internally on design and messaging, as well as when working with external designers, volunteers, and others who will be producing YFU brand-related materials.

This manual is a work in progress and may leave certain areas less defined until implementation practices allow further clarification. The IAC has generously supported a Global Brand Manager who can help you interpret any vagueness and who will continue to build this manual in the coming year. The Global Brand Manager, Kattis Astrom, can be reached at [kastrom@yfu-is.org](mailto:kastrom@yfu-is.org) or via Skype at [kattis.astrom](https://www.skype.com/en/contacts/voice/kattis.astrom)

Sincerely,

**YFU Global Branding Committee**

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# 1. Mission and Values

## 1.1 History

YFU's history began very humbly in the United States in 1951 in an effort to heal the wounds of World War II. Understanding that the hardships prevalent in Germany after the war were having devastating effects on the country's youth, placing them in a cycle of bitterness, hopelessness, and despair, American minister John Eberly made a proposal to church leaders. He asked to bring teenagers from war-torn Germany to the United States to live with a family and attend high school for a year. By teaching a group of young people how families lived together in the United States, the hope was that they would be motivated to return to Germany and rebuild the country as a democracy, according to what they had observed while living in the United States.

This vision was brought to life by Dr. Rachel Andresen\* who founded YFU and served as its longtime Executive Director. 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 hard work and commitment to international youth exchange were recognized when she became a Nobel Peace Prize nominee.

The initial exchanges established the family living experience and provided the impetus for YFU expansion to other parts of the world. In the mid-fifties, the program grew to include Scandinavia, and later expanded to western and central Europe. YFU bridged the Pacific in 1958 when the first students came from Japan. Youth For Understanding was introduced to Latin America in 1958, beginning with Mexico; South American countries opened their doors to YFU in 1959. Eastern Europe came on board in 1989, and Africa in 1994, beginning with South Africa.

\*Rachael Andresen was born Rachel Josephine Rice on April 7, 1907 in Deerfield, Michigan USA

## 1.2 Facts & Figures

- The legacy and philosophy of our founder is as powerful and timely today as it was in 1951, and in that time, we have established a track record of success.
- YFU has exchanged more than 260,000+ total YFU students since 1951 with more than 4,000 students participating in an exchange each year
- Our people set us apart. We are:
  - A network of volunteers—12,000 people embedded in communities across the world provide a safety net of support.
  - A confederation of 56 YFU National Organizations, working together in trust and partnership and embracing the same standards of quality.
- Staff members—for whom the work is as much a calling as a job.

## 1.3 Mission Statement

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

### Tagline

**make the world your home**

## 1.4 Values

### Learning: For Life.

YFU seeks to instill passion for life-long learning as a path to fulfill our mission.

We encourage participants and alumni to use their skills and knowledge to thrive and to contribute wherever they are.

### Volunteering: Engaged and Dedicated.

The volunteer spirit at the core of YFU is embodied in the individuals and families who devote their energy, experience, and empathy to ensure the well-being of every individual in YFU's care. We believe individual learning and development flourishes in authentic relationships motivated solely by the ideals of YFU.

### Caring: Personal and People-Oriented.

In YFU, we value the unique individual in each and every participant, and we treat everyone with kindness, respect, and dignity. Our volunteers and staff are focused on you: preparing, supporting, listening, giving guidance, challenging, understanding. We appreciate the many diverse motivations inspiring our participants.

### Valuing Diversity: Inclusive and Fair.

We appreciate differences in people and peoples, natural or cultural, innate or learned, personal or formal, and we act accordingly, to contribute to a more peaceful world. We strive to engage a growing base of participants inclusive of that diversity.

### Promoting Quality, Transparency, Sustainability.

YFU offers educational exchanges based on the highest standards of quality and transparency. In all policies and practices, YFU recognizes the responsibility to consider:

- the well-being of each individual involved with YFU,
- the economic stability of all partners in YFU, and
- the best ecological options.

### Cooperating in International Solidarity.

YFU national organizations work together as a seamless network of interdependent partners, ever improving worldwide cooperation, mutual support, and trust.

YFU continuously develops as a growing community of non-profit educational organizations.

## 2. Messaging

### Note on Translation of Messaging

We highly encourage you to have messaging professionally translated into your language. Translation should read as written by a native speaker in your language in order to be poetic and powerful. It should connect with its audience in culturally appropriate and poignant ways. To the extent possible, we highly recommend that similar language groups work together to produce a translation that can work across the language groups with only minor differences to account for dialects such as the difference between British and American English, or Mexican and Chilean Spanish.

### 2.1 Positioning Statement

As a staff and volunteer-supported cultural exchange network of more than 50 countries, Youth For Understanding helps people broaden perspectives through experiences that share a culture from the inside out, promoting the understanding that we are all citizens of one world.

### 2.2 Brand Promise— Adventure and Transformation

YFU offers the journey of a lifetime, an adventure that reveals the best in people, and enables you to make lifelong connections that will change the way you see the world. YFU is with you every step of the way, from application to return, and helps you stay in touch with the international community long after returning home. We create a safe, supportive environment in which to explore and gain a deeper understanding of different cultures.

#### PLEASE NOTE

Number of countries may be altered by national organization depending on how many partners they offer programs with as appropriate.

## 2.3 Introduction: Why does cultural exchange matter?

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**.

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.

At its core, YFU helps to create positive global change. Founded in 1951 to offer the world a new beginning, healing the devastation of World War II, we have grown into a network of 50-plus countries that connects the world through cultural exchange. Students experience tremendous personal growth, and at the same time, the positive impressions they make on host families, friends, schools, teachers and neighbors can influence entire communities. Personal opinions ultimately change public opinion; public opinion sways elected officials who draft public policy which informs international diplomacy. What starts with a single person, over time, influences nations.

### PLEASE NOTE

Number of countries may be altered by national organization depending on how many partners they offer programs with as appropriate.



## Open Minds and Hearts.

- Both students and host families create relationships and emotional bonds with people from another culture, resulting in a familial feeling that no money can buy.
- This is an opportunity to see the world up close. 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 think deeply about what they are learning. Our core program allows the time to become immersed in daily life.
- Curiosity about the world expands cultural awareness and acceptance of other ways to live, which leads to broader perspective and greater understanding.
- Participants are fascinated by cultural differences, yet reassured by how much people have in common.
- The YFU experience corrects impressions and stereotypes that are all too easily formed by relying on mass and social media.

## Learning that Transforms Lives.

- The YFU core experience teaches young adults about the world. Young people may seek out cultural exchange for adventure and the thrill of the unknown, but they end up getting something else entirely out of the experience. They emerge as young adults, more independent and mature, seeing with fresh eyes. And, as much as they learn about new cultures, these students learn more about themselves. Personal growth is a key benefit of YFU's core program, as students gain:
  - Self-reliance, resourcefulness, and confidence. Without parents, siblings, teachers, and coaches to fall back on, you have to rely more on yourself.
  - Better decision making, problem solving, and conflict resolution skills.
  - Resilience and independence of thought. Program participants are

less likely to unquestioningly accept something that someone else tells them.

- Tolerance of risk and adaptability in dealing with the unexpected.
- Students *become* the teachers, educating host parents, schools, and entire communities, modeling and explaining the cultures of their home country.
- These young ambassadors not only transform themselves but also influence their adopted school systems, serving as role models of other cultures and adding to the everyday educational experience.
- What they learn now will last a lifetime.

## Citizens of One World.

How does cultural exchange broaden our view? It:

- Enhances global understanding by deepening our appreciation for other cultures and customs, which in turn increases tolerance, reduces violence, and helps to eliminate stereotypes.
- Reinforces our common humanity by underscoring that people everywhere share the same emotions, joys, and challenges.
- Humanizes diplomacy, taking it beyond the public face of protocol, policy, and politics, and allowing for powerful interpersonal experiences.
- Instills a sense of national pride and the idea that you are representing your nation.
- 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.
- Students share in day-to-day life; when seen through fresh eyes, the ordinary can become extraordinary.
- In these ways, YFU brings about positive global change.

## 2.4 Targeted Messages

### For Participants

**Adventure / Independence.** Experience a new place and discover new things about yourself; learn a new language, meet the unexpected, and conquer the unknown.

**Road Less Travelled.** YFU programs aren't for everyone. They are for those eager to explore the path less taken, who are open to discovery and the realization that there is more than one way to live a life. For those ready to ask challenging questions of themselves, and who are ready to learn from the inside out.

- Students who have the courage to try new things are often rewarded with something else no one has.
- YFU programs are a valuable way to enrich a college application and a resume.
- Invest time and gain the world.

### For Host Parents

- This is a chance to share your story, your traditions, and your customs while learning about others.
- Your ordinary life is extraordinary to an exchange student.
- You are an ambassador just being yourself.
- Change the course of an individual life.
- Enable us to be citizens of one world.
- Above all, hosting an exchange student is a fun experience that energizes your family and gives you a more global perspective without you having to leave home.

### For Volunteers

- Volunteering at YFU opens up a world of opportunity—you can become a part of an international family for the first time or renew cultural connections through our global network.
- YFU offers volunteers a chance to meet and engage with like-minded people who share your interest in the broader world.
- YFU volunteers are the vital link between students and families and the YFU network worldwide.
- Volunteering provides an opportunity to develop important career skills such as leadership, intercultural communication, planning and much more.
- You could change the course of an individual life.

#### PLEASE NOTE

These targeted messages may be slightly different based on cultural context of national organization.

## For Natural Parents

- Intercultural exchange is an investment in your child’s future, teaching them skills that cannot be learned in any other way. Students:
  - Return with greater confidence and maturity.
  - Gain leadership skills and global competencies that will position them for success in a highly competitive, interconnected society.
  - Are better able to adapt to university life and prepare for their future careers. Employers find value in YFU alumni because they demonstrate superior problem solving skills, language capacity and an intuitive understanding of another country and its people.
- YFU provides you and your child with the support, logistics and tools for a safe exchange experience. From helping select a program, to cultural orientations and travel assistance, YFU is with you throughout the entire journey. All students are placed with a carefully screened host family with access to counseling, tutoring and worldwide emergency assistance around the clock.
- Cultural exchange enhances the meaning of “home,” creating a deeper appreciation for where one comes from. Your child will not only learn from their host family and exchange community, but will also share lessons and values they’ve learned from you.

## For Alumni

- The YFU experience lives on long after you return home to your native country. For YFU alumni:
  - Getting to know and love people in different places helps you to make the world your home.
  - Host families often become part of your extended family, and, as years pass, reciprocal visits can renew bonds and friendships.
- The experience of cultural exchange can:
  - Sharpen awareness of the cultural differences that set us apart and the hopes and dreams that we all share.
  - Stimulate a lifelong interest in international affairs and influence career choices.
  - Connect YFU alumni into a network of individuals who have shared a singular experience that remains close to their hearts.
- Becoming a YFU volunteer, a host family, or a financial contributor/donor can be a way of giving back and expressing gratitude for the many opportunities you had as a student. It also allows you to stay connected to the cultural exchange experience.

### PLEASE NOTE

These targeted messages may be slightly different based on cultural context of national organization.

## For Donors

A gift to YFU brings the world a little bit closer together. It:

- Extends the YFU cultural exchange experience to all who are interested, regardless of their ability to pay.
- Helps to eliminate stereotypes.
- Promotes the understanding of cultural differences and underscores a sense of common humanity.
- Enables personal diplomacy.
- Results in increased tolerance.
- Prepares students to work and lead in an interdependent, international economy.
- Helps to bring about global change.

## For Schools

Schools are an essential part of the YFU experience and serve as a major venue for learning—both inside and outside the classroom—for students participating in international cultural exchange. Whether one of your students is studying abroad or you are hosting an exchange student, your school benefits, too.

- Students become teachers as YFU participants, deepening their classmates' understanding of new customs, holidays, and cultures through presentations and personal sharing.
- YFU participation is a great way to introduce students to the global world, as exchange students can explain current events from the perspective of one living in a different country.
- Exposing students to different cultures combats stereotypes and enhances diversity.
- The YFU experience is a good way to improve foreign language skills, an invaluable asset in a global world. The entire classroom has the opportunity to get to know exchange students, giving everyone a chance to make the world their home.

### PLEASE NOTE

Use of donor or contributor might change based on language group/preference.

## 3. Visuals

### 3.1 The Logo

#### The YFU Logo Family

The new YFU logo must be flexible, therefore we offer a **range of logo variations**. The main logo is introduced on the following pages. An alternate landscape version is also available. Further, every National Organization is able to customize the text which accompanies the logo according to the guidelines to meet their local needs.

**All YFU logos**—those for global use as well as the national organization specific text—are based on the same logo construction, which consists of the unchanged figurative mark and the editable text. The primary templates are available in the YFU Media Library.

Consistency is best. Please consider placement and context, and **avoid intermixing too many versions of the logo** within one medium.

#### The Main Logo

**The main logo is the preferred logo to be used.**

#### The Landscape Logo

In general, the main logo should be used on most materials. However, sometimes formatting requires use of a landscape logo in order to support scaling to size that is appropriate for the media format. For example, this version may be practical for letterhead.

#### National Organization's Logo

Each National Organization may have its own YFU organization-specific combination of global figurative mark and text. However, **the figurative mark may not be manipulated**. The format must follow the general rules regarding scale, color and rules of text. Do not add other elements to the logo.

## The Figurative Mark

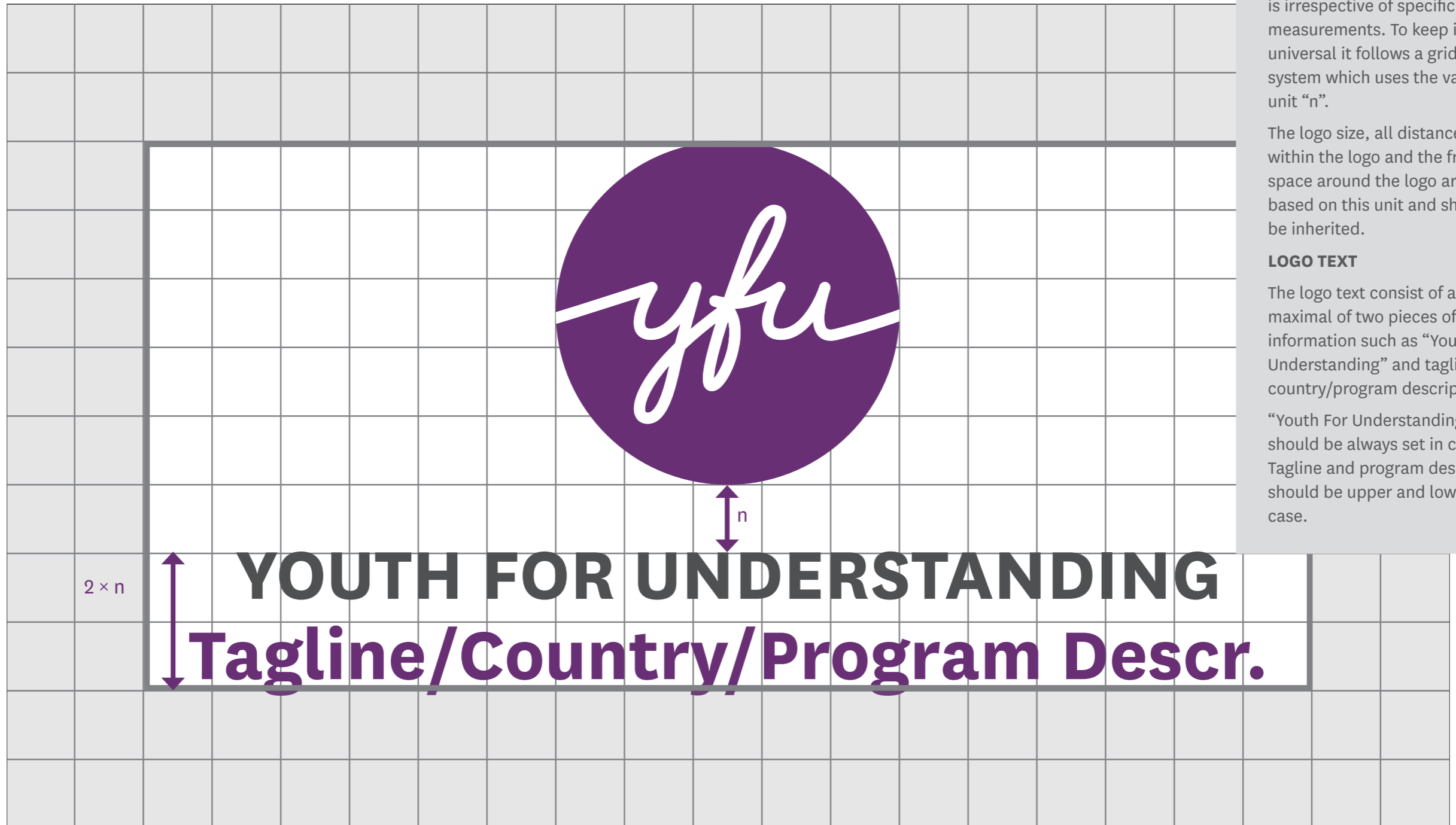


**The figurative mark is only one half of a two-part logo.**

It is recommended that the figurative mark be used without text **only** in circumstances where the text does not fit, for example on buttons or as a profile picture on social media.

## The Main Logo | Construction

$n = 1/5$  logo width



### THE UNIT

The construction of the logo is irrespective of specific measurements. To keep it universal it follows a grid system which uses the variable unit “n”.

The logo size, all distances within the logo and the free space around the logo are based on this unit and should be inherited.

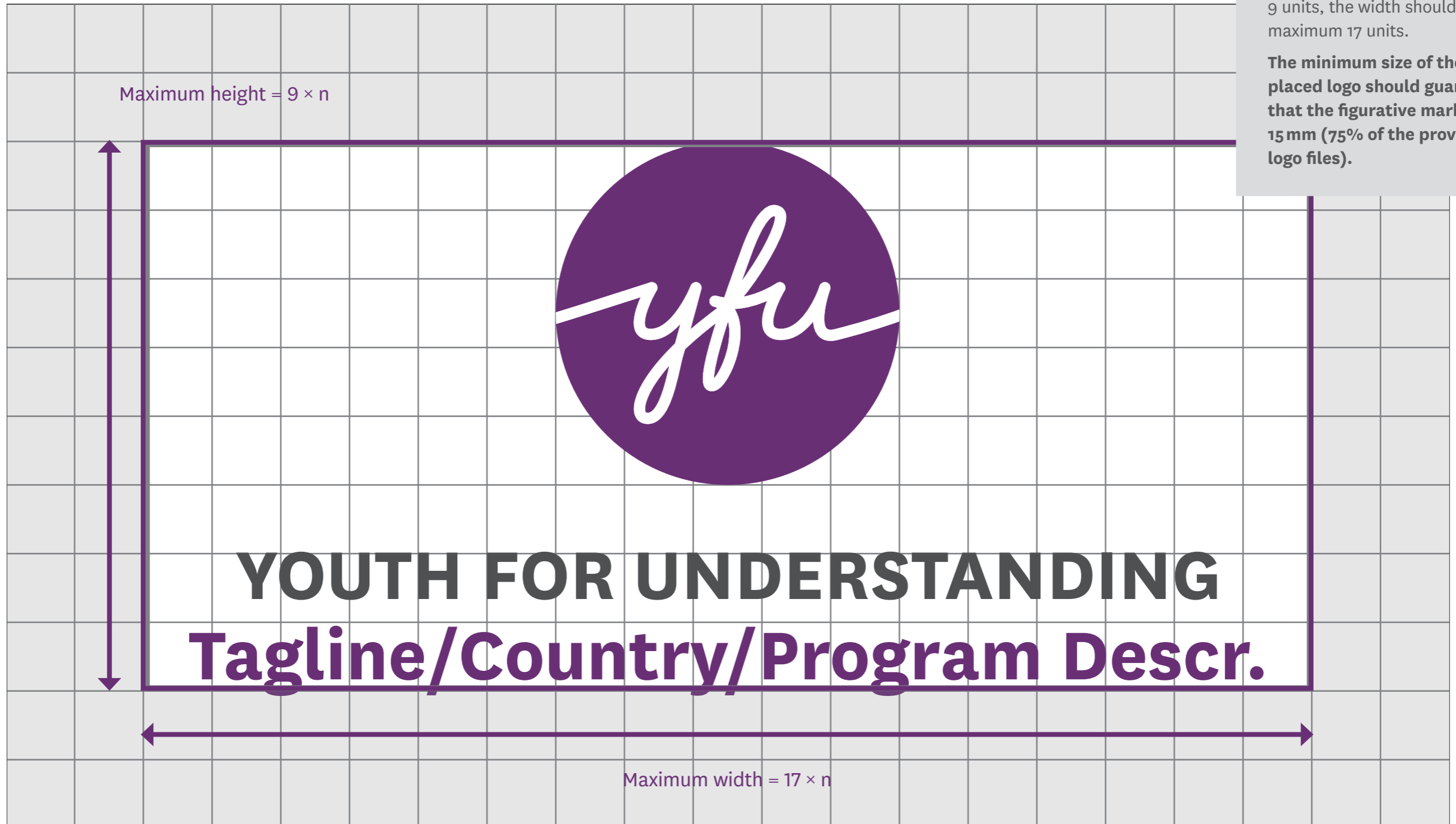
### LOGO TEXT

The logo text consist of a maximal of two pieces of information such as “Youth For Understanding” and tagline or country/program descriptor.

“Youth For Understanding” should be always set in capitals. Tagline and program descriptor should be upper and lower case.

## The Main Logo | Construction

### LOGO SIZE



#### LOGO SIZE

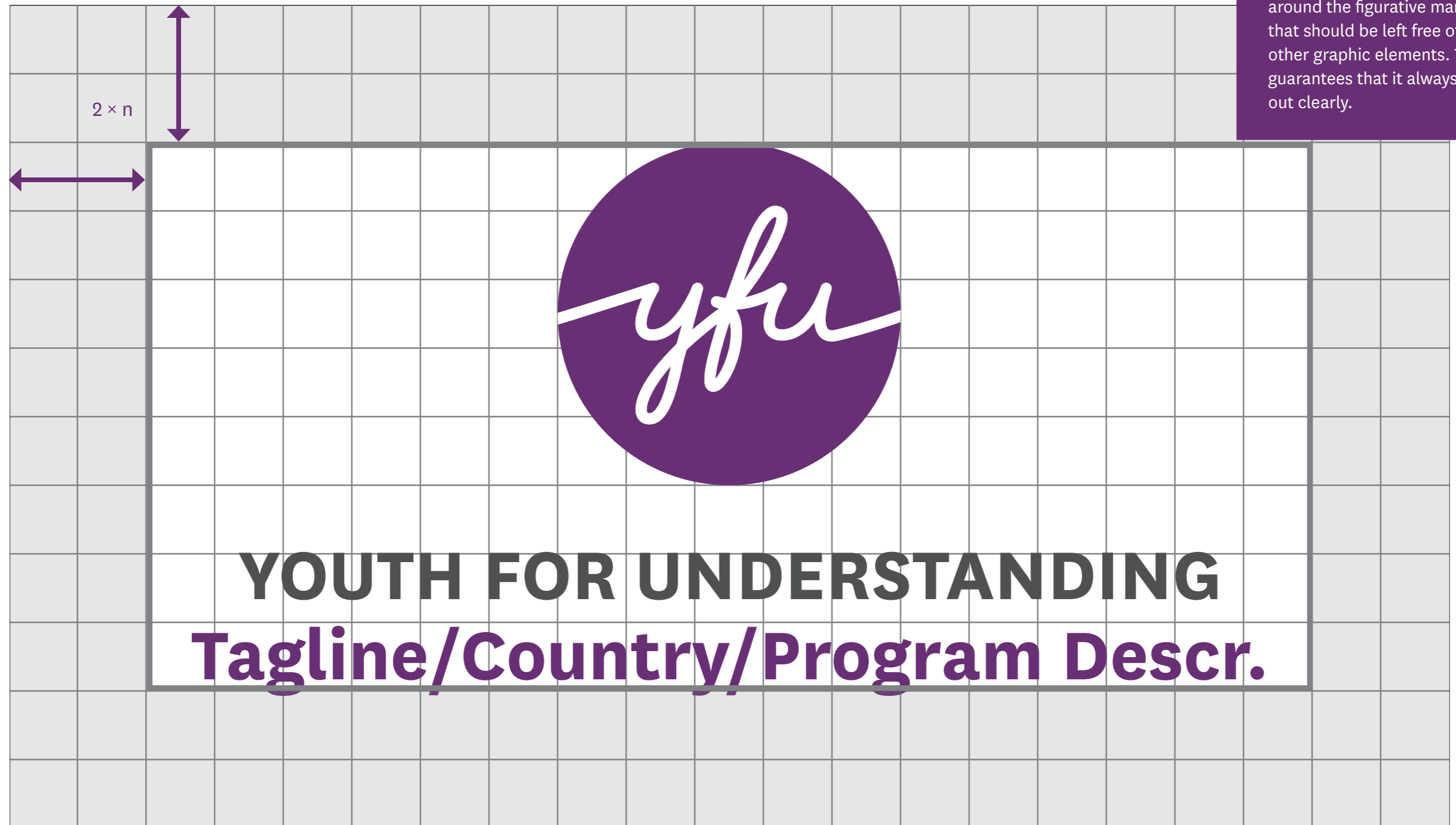
The logo height is limited to 9 units, the width should be maximum 17 units.

The minimum size of the placed logo should guarantee that the figurative mark is 15 mm (75% of the provided logo files).



## The Main Logo | Construction

### FREE SPACE



### FREE SPACE

The free space is the area around the figurative mark that should be left free of any other graphic elements. This guarantees that it always stands out clearly.

The Main Logo



**YOUTH FOR UNDERSTANDING**



**YOUTH FOR UNDERSTANDING**  
**make the world your home**

The Main Logo | Name + Program Descriptor



**YOUTH FOR UNDERSTANDING**  
**Intercultural Exchange Programs**

## The Main Logo | Overview



**YOUTH FOR UNDERSTANDING**



**YOUTH FOR UNDERSTANDING**



**YOUTH FOR UNDERSTANDING**



**YOUTH FOR UNDERSTANDING**  
make the world your home



**YOUTH FOR UNDERSTANDING**  
make the world your home



**YOUTH FOR UNDERSTANDING**  
make the world your home



**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs



**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs



**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs



**YFU.ORG**



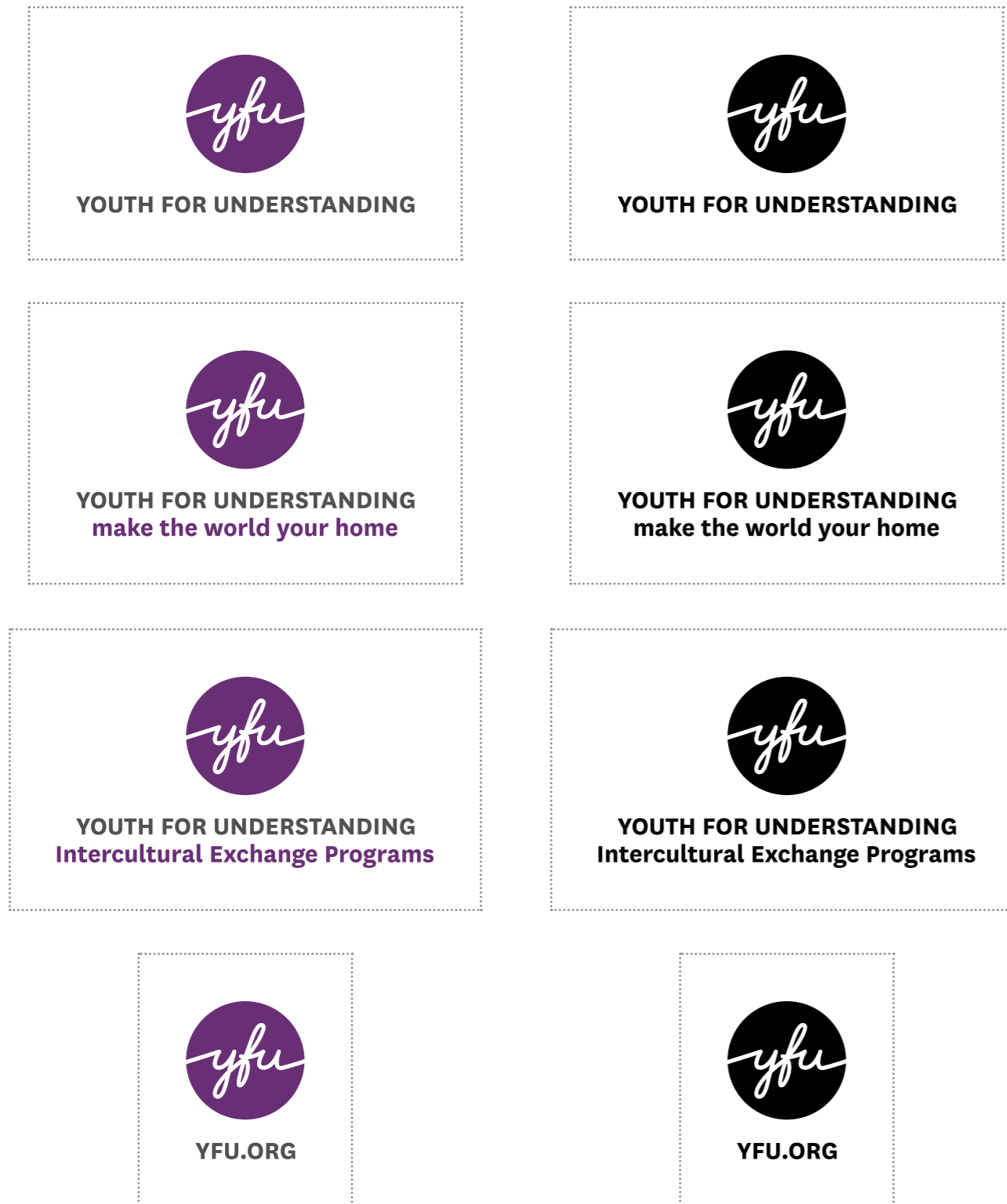
**YFU.ORG**

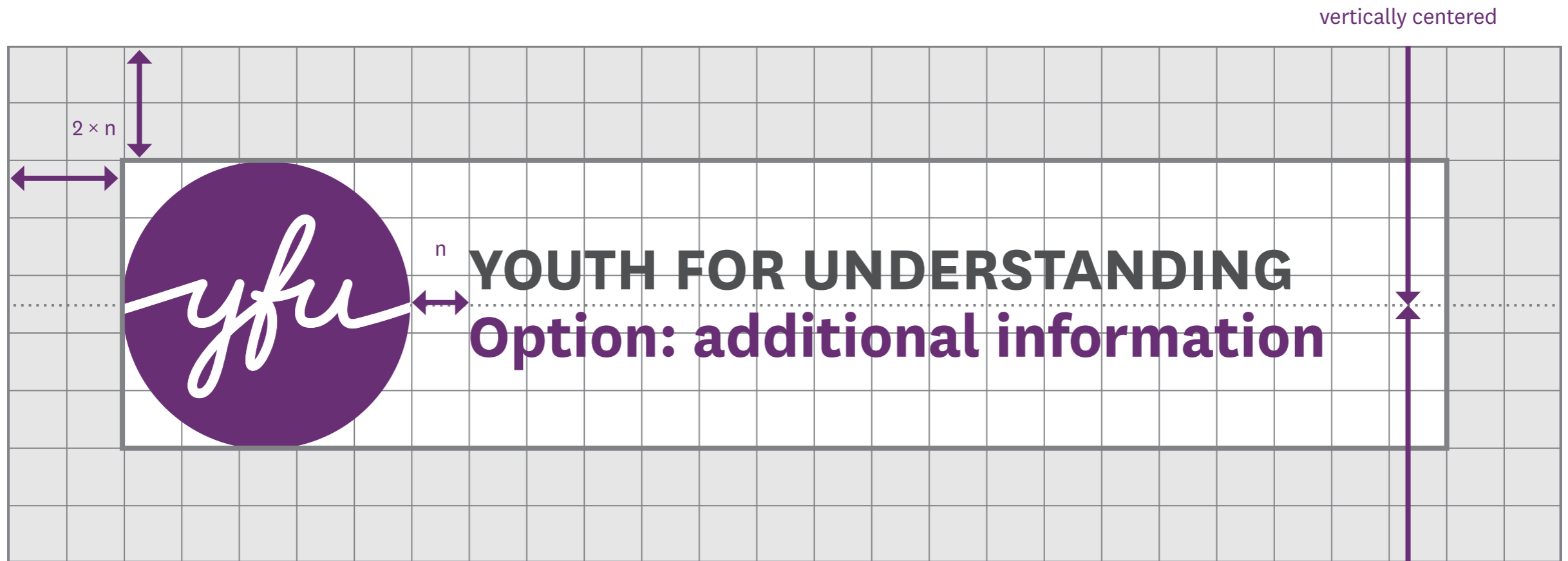


**YFU.ORG**

**The standard main logo version is the colored one.** The black logo version is only for monochrome media (e.g. copy templates). The white logo is meant to be used only on dark tinted pictures (See also “Use of the Logo” p.32) or for the brochure cover (see p.61).

## The Main Logo | Overview with Free Space



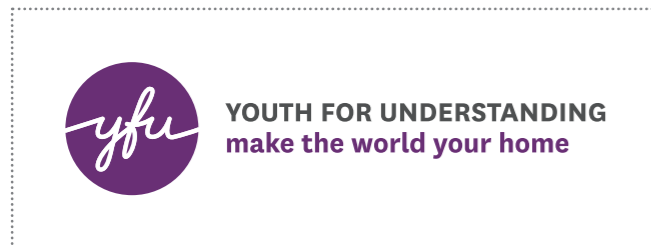
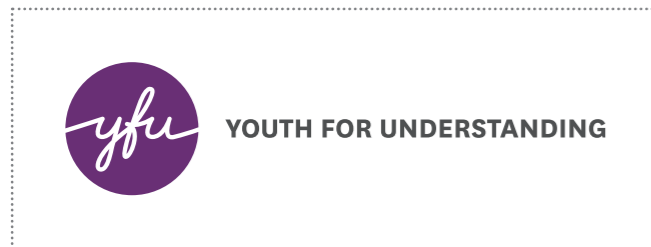


## The Landscape Logo | Overview



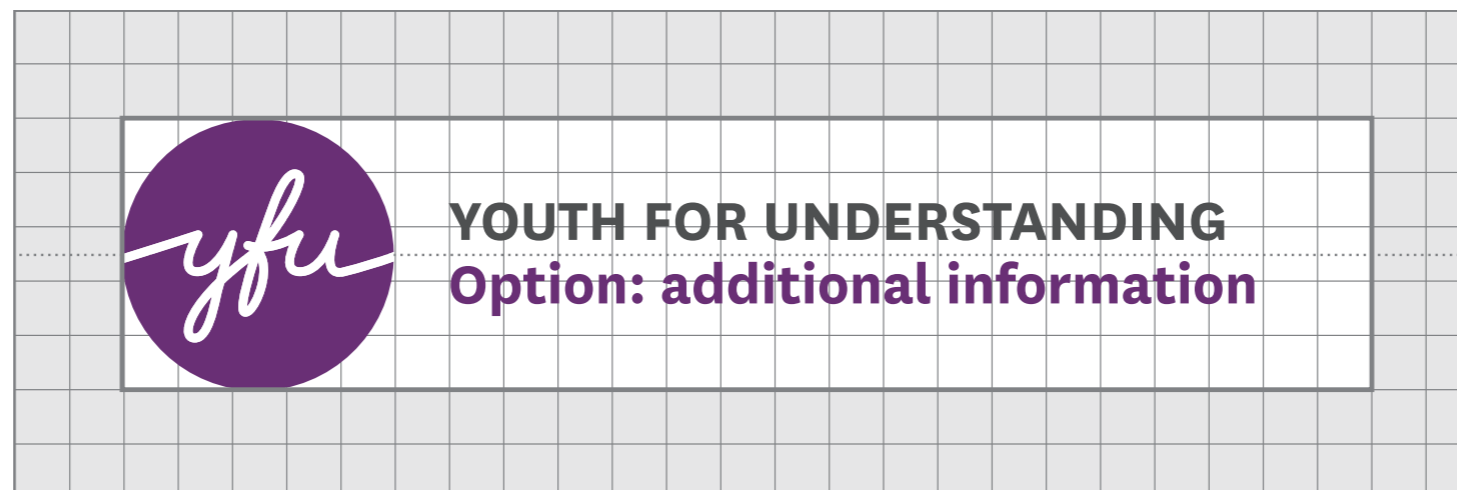
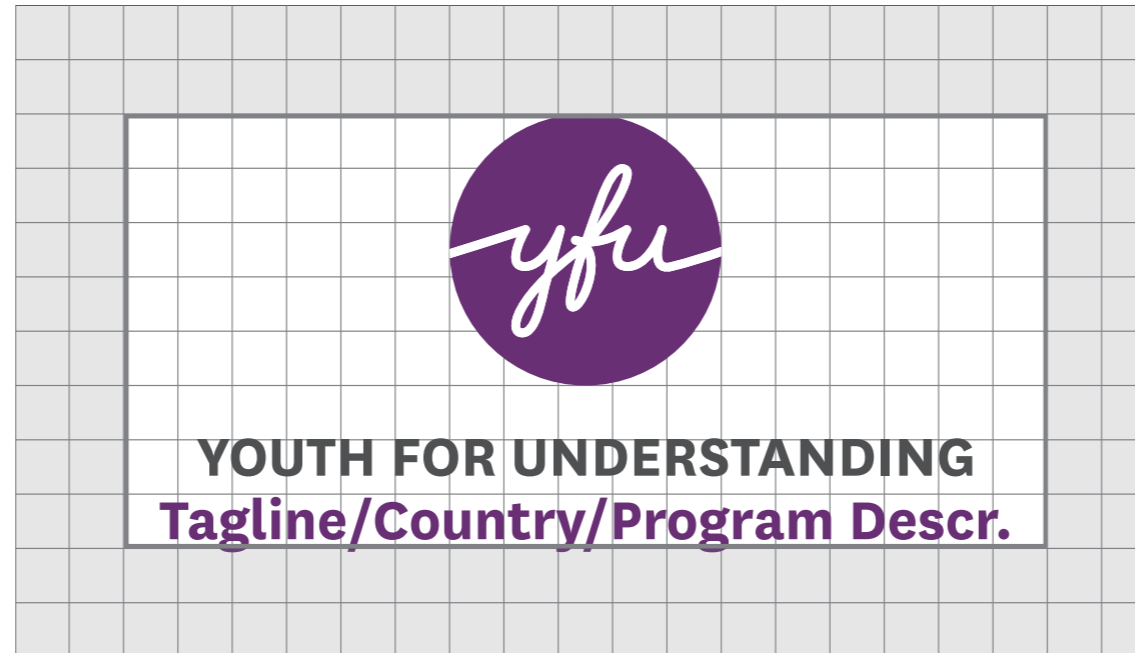


## The Landscape Logo | Overview with Free Space



**The free space around the logo should be inherited.** The provided data format is already cropped to the right size. Please pay attention while placing the logo in your design software and use the predefined format.

## National Organization's Logo | Construction

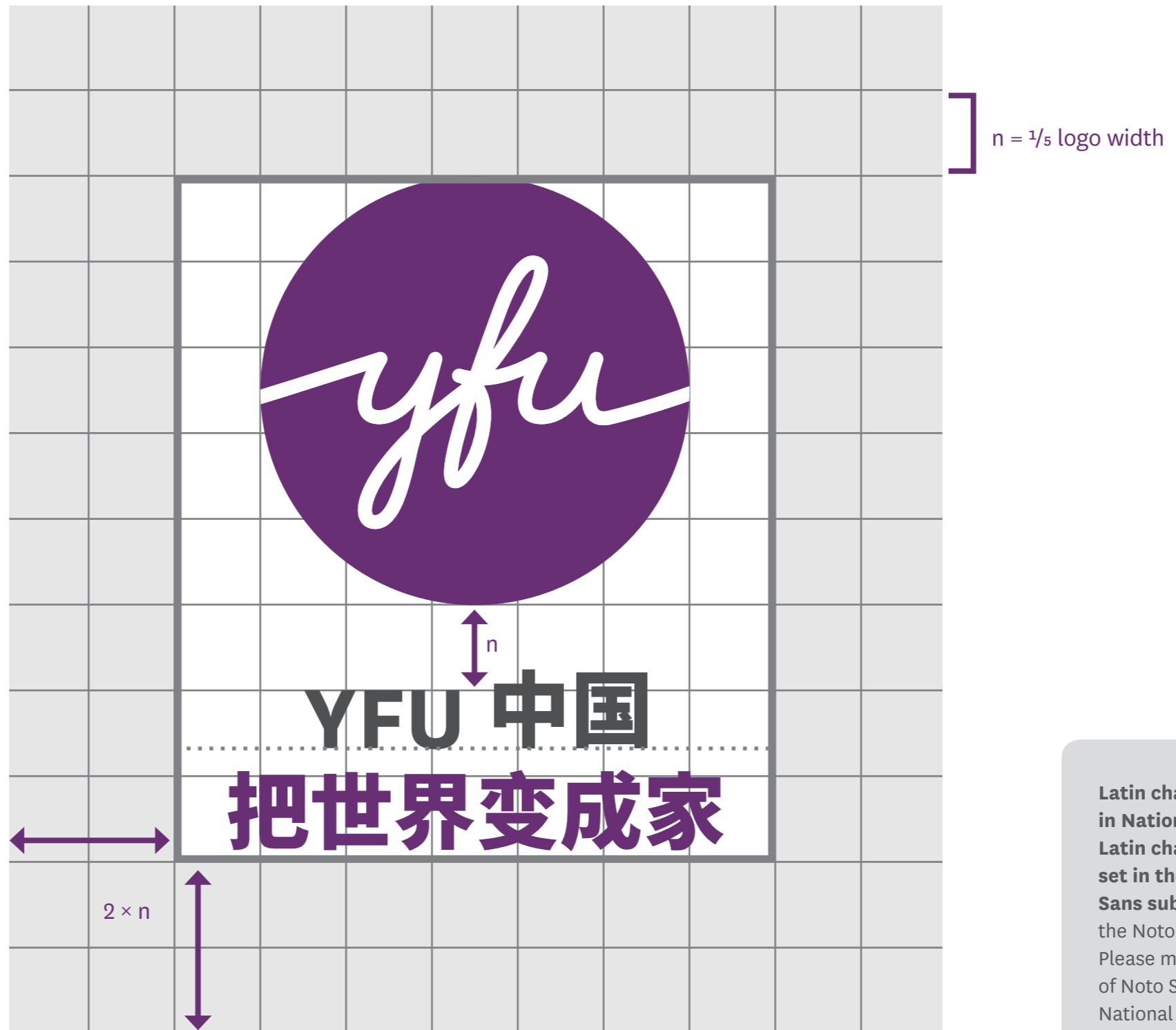


### PLEASE NOTE

The construction of the national organization's logo follows the exact same rules as the main logo explained before (see p. 15).

It is a logo that must work in small sizes. **Keep it simple!**

The main logo version should also be your primary country specific logo. The landscape logo is supposed to be used in business stationery (letterhead and business card) and if a medium requires a small size logo.



Latin characters should be set in **National Bold** while Non-Latin characters should be set in the corresponding **Noto Sans subset**. The thickness of the Noto Sans subsets varies. Please match the thickness of Noto Sans characters to National Bold and then align to the baseline.



**PLEASE NOTE**

The construction of the National Organization's logo using others than non-latin characters follows the rules of construction visualized on the previous page (see p.27).

The main logo should be each YFU National Organization's primary logo. The landscape logo is used only for business stationary (letterheads and business cards) or if a medium requires a logo in a smaller size.

## National Organization's Logo | Examples

YFU Global Name + Country



YFU Country Name + Tagline



YFU Country Name + Program Descriptor



YFU Country URL



YFU Country Name



Examples for use of Noto Sans  
(The alternative font for languages not supported by National font.)

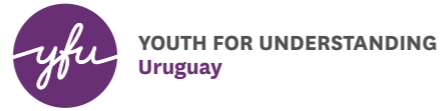
### PLEASE NOTE

All text within the the national organization's logo which can be set in National should be (e.g. the claim if used in English language). Only the part in native language not covered by the National glyphs should be set in Noto Sans.

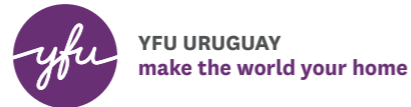
**Please remember the distances between figurative mark and text part.** Pay attention to the size of the added font. When mixing the both fonts please adjust the size of the Noto Sans text to fit the original text set in National.

## National Organization's Logo | Examples Landscape Version

YFU Global Name + Country



YFU Country Name + Tagline



YFU Country Name



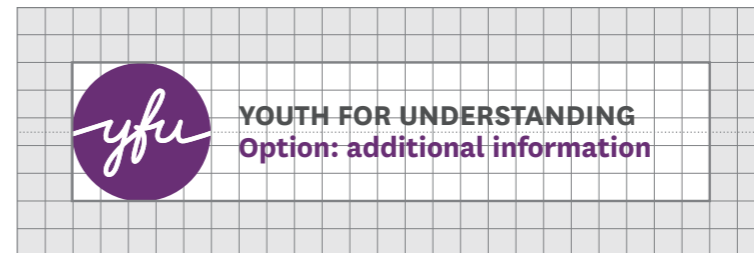
Examples for use of Noto Sans (the alternative font for languages not supported by National font)



### PLEASE NOTE

**Please pay attention to the vertical alignment of the text part.** Two versions are available in the provided template. One should be used for a 2 lines text part and the second one should be used if you have just 1 line of text.

**Do not change the alignment of the text and inherit the maximum size and the free space around the final logo (+ 2 units all around).**



## Use of the Logo

It is important that the logo remains **unchanged in appearance, alignment and color.**

**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 as well as on the bottom of the spread but should be always **left-aligned.**

The logo should be used in the colored version **on white background.** If it is placed on photos it has to be guaranteed that the contrast of the background allows it. Black and white versions for monochrome media are available.

Please see next pages for examples.

## Correct and Incorrect Usage | Logo Treatment

### CORRECT USE

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YOUTH FOR UNDERSTANDING



YOUTH FOR UNDERSTANDING



YOUTH FOR UNDERSTANDING

### INCORRECT USE

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YOUTH FOR UNDERSTANDING



YOUTH FOR UNDERSTANDING



YOUTH FOR UNDERSTANDING



*Youth for Understanding*



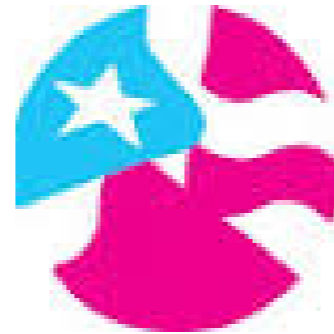
YOUTH FOR UNDERSTANDING



YOUTH FOR UNDERSTANDING



DON'T USE



## Correct and Incorrect Usage | Background

### CORRECT USE



### INCORRECT USE



## 3.2 Typography

### The Font

The font used in the YFU corporate communication is always **National**.

National is a deceptively simple sans serif with subtle quirks in the details that give it a distinctive—but not distracting—personality. While National travels through and touches on, a lot of historical material, it is designed to thrive in our modern typographic climate. National’s details are drawn from the best pre-Akzidenz grotesques, giving it a humble, workmanlike character with an agreeable tone of voice. Its extensive character set includes a wide array of accents, seven numeral sets, alternate forms for some base glyphs, and small caps across all styles. In short, all the good things that the exacting typographer should expect from a contemporary OpenType typeface.

Two different font weights are used: Book and **Bold** (both also available in *italic*).

**A special font license** for a non-profit organization is generously offered by the Foundry that created the font. Therefore, everyone working for or with YFU can use the font for YFU projects. The font is available for download in the YFU Media Library at: <https://medialibrary.yfu-is.org/index.php/apps/files?dir=%2FGlobal%2Obrand%2FFont>

Information how to install a font can be found at <https://medialibrary.yfu-is.org> > Global Brand > 4. Tools & Templates > Font > HowToInstallNational.txt

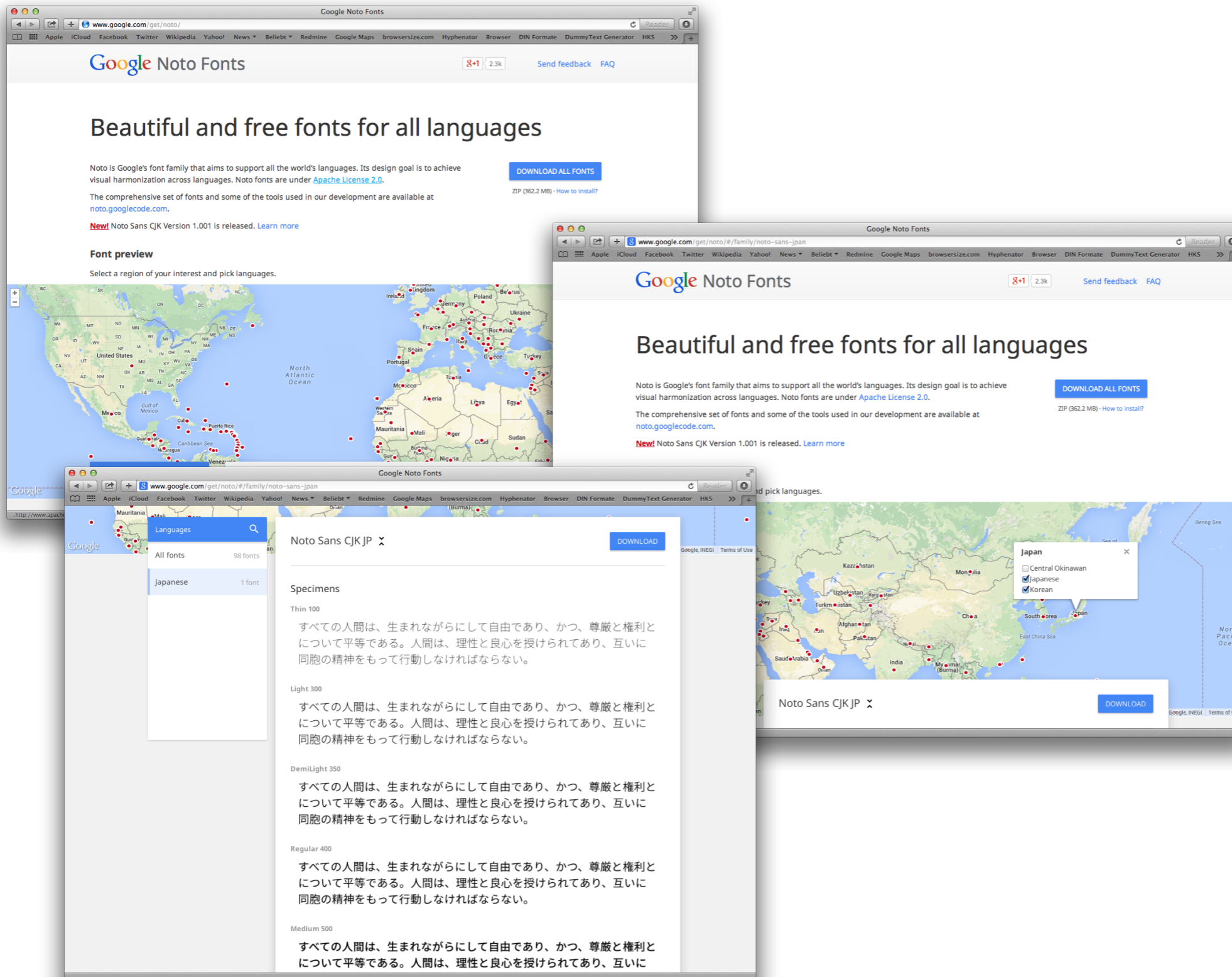
In countries whose native language characters are not covered by National (primarily non Roman alphabets) should use **Noto Sans**, a free Google font (you can read more about this and how to download the font at p. 37).

The font can be downloaded in the YFU Media Library.

Data: Global Brand > 4. Tools & Templates > Font



## Noto Sans



### THE NOTO SANS

All countries who cannot work with the National font for their country specific logo use the Noto Sans.

**This font is obligatory for the country specific YFU logo.**

It is available for free at [www.google.com/get/noto](http://www.google.com/get/noto)

### HOW TO GET THE FONT

First you select your country in the map. If different languages are spoken in your country you can chose from the pop-up-window the ones you want to download. You can also download all fonts at once but we recommend to pick only the required ones.

Many languages are included in the basic font Noto Sans (e.g. Bulgarian or Japanese). Arabic languages for example have their own Noto Sans version.

**Please note: Never use Noto Serif.**

## Use of Typography

Generally, the copy text should be set in National book in **YFU grey (cmyk 0/0/0/80) or in black** when you are working on a black and white medium that might be photocopied. Copy text should be always **left aligned**. Never use text justification (A common type of text alignment where the spaces between words, and, to a lesser extent, between glyphs or letters, are stretched or compressed to align both the left and right ends of each line of text).

You can put emphasis on important words or on a whole important intro text part by using **National bold**. You can also use *italic* to mark something out in the text.

**Headlines** should be set in National Bold. They can be left aligned or centered according to the layout. If there is a hierarchy of Headlines you can use also **CAPITAL LETTERS** for further distinction.

**Call outs** can be set in ***bold italic*** and arranged freely to create a nice and eye-catching group of letters.

Use colors for the text only if it fits thematically. Avoid setting whole text pages in color.

See next pages for examples.

**PLEASE NOTE**

Pay attention to legibility. Do not use justification. The number of characters per line should be minimum 40 and maximum 70.

**YFU offers 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.**

## Study Abroad

**The YFU core experience teaches young adults about the world. They emerge as young adults, more independent and mature, seeing with fresh eyes.**

With YFU, you will develop true global understanding by deepening your appreciation for other cultures and customs, which in turn increases tolerance, reduces violence, and helps to eliminate stereotypes. YFU programs aren't for everyone. They are for those eager to explore the path less taken, who are open to discovery and the realization that there is more than one way to live a life. YFU is the program for those ready to ask provocative questions of *themselves*, and who are ready to learn from the inside out.

**Are you ready?** For those who are, YFU provides the support, logistics and tools for a safe learning environment. 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. Experienced Admissions Counselors help you select the program that is right for you and answer your pre-departure questions. Orientations are held to prepare you for your journey, and continue while abroad. Most programs include round-trip domestic and international travel, and airport assistance at international gateways. You are placed with a carefully screened host family, enrolled in school (semester or year programs), and have access to counseling, tutoring and worldwide emergency assistance around the clock. At YFU, we provide the support, you provide the courage, and the growth and maturity are yours to keep.

**Use our website to find the right options for you, or call your YFU Admissions Counselor today at 800.TEENAGE.**

## Host a Student

**Share Your Home: Open Minds and Hearts. If your family is open to new and enriching experiences and is willing to provide guidance, love and support to a young person embarking on a journey of self-discovery—then hosting a YFU student is for you!**

When you host, you share your traditions, holidays and customs, offering each student a unique, personal version of your local community and an understanding of our diversity. Students share in day-to-day activities, and when seen through their fresh eyes, **the ordinary can become extraordinary.**

**Great reasons to host a student:**

- Experience a new and exciting family dynamic
- Give your family a new perspective on your community
- Connect your family to the world
- Change the course of an individual life
- Your ordinary life is extraordinary to an exchange student

All YFU exchange students speak English and are carefully selected. They are excited to go to school, meet new friends and become a member of your family. All kinds of families make wonderful YFU hosts—and yours will, too! **Families around the world trust YFU** because of our reputation for quality, high safety standards, and exceptional support network. To guide you every step of the way, your family and student is matched with a local volunteer representative who is YFU trained and Department of State certified. We provide 24-hour emergency assistance and conduct cultural orientations throughout the year.

**To learn more, call your local YFU office at 800.USA.0200.**

*see*  
*the world*  
*up close*

*make*  
*the world*  
*your home*

*open*  
*minds*  
*and hearts*

**PLEASE NOTE**

Please limit yourself to three different sizes within one call out.

**Please adjust the character spacing** in the larger word sizes (decrease the space between the larger characters to avoid gaps).



*hacé*  
*del mundo*  
*tu hogar*

*faça*  
*do mundo*  
*a sua casa*

*dünyanı*  
*öz*  
*evin et*

# 3.3 Color Palette



**YFU**

—

CMYK

75 / 100 / 30 / 0

—

RGB

100 / 40 / 105

#642869

## THE YFU COLOR CODING

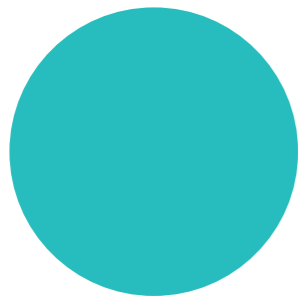
Each color aligns with the various YFU lines of business. **Do not reassign colors.** For example, Volunteer related call outs will always be in red. Do not adjust the tint or shade of the color palette.

## CMYK AND RGB

CMYK is the color mode for printed media. If your product will be printed use the defined color values.

If you are creating data to be seen on screen or digital devices please use RGB color mode and the correspondent color values.

**Attention!** Using color profiles and/or changing the color mode can affect the color values (depending on your software presets). So please make sure you are using the right color value when finalizing data.



**STUDY ABROAD**

—

CMYK

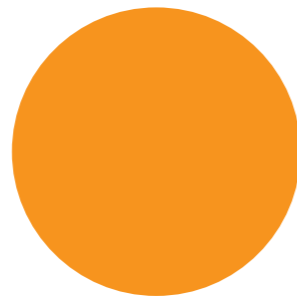
70 / 0 / 30 / 0

—

RGB

0 / 180 / 185

#00b4b9



**HOST A STUDENT**

—

CMYK

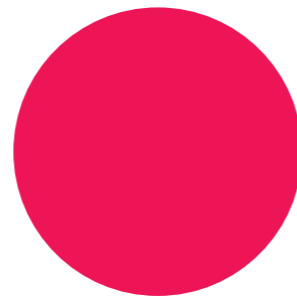
0 / 50 / 100 / 0

—

RGB

245 / 145 / 0

#f59100



**VOLUNTEER**

—

CMYK

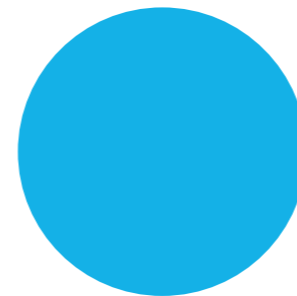
0 / 100 / 55 / 0

—

RGB

230 / 0 / 75

#e6004b



**EDUCATORS**

—

CMYK

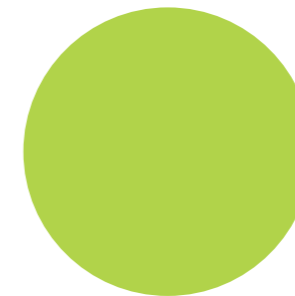
70 / 10 / 0 / 0

—

RGB

10 / 175 / 230

#0AAFE6



**ALUMNI**

—

CMYK

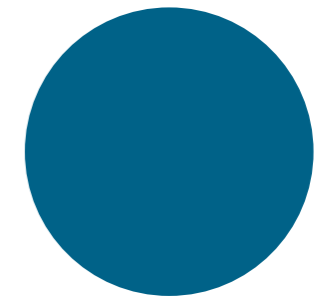
35 / 0 / 90 / 0

—

RGB

195 / 215 / 75

#c3d74b



**DONORS**

—

CMYK

100 / 0 / 0 / 55

—

RGB

0 / 90 / 130

#005a82

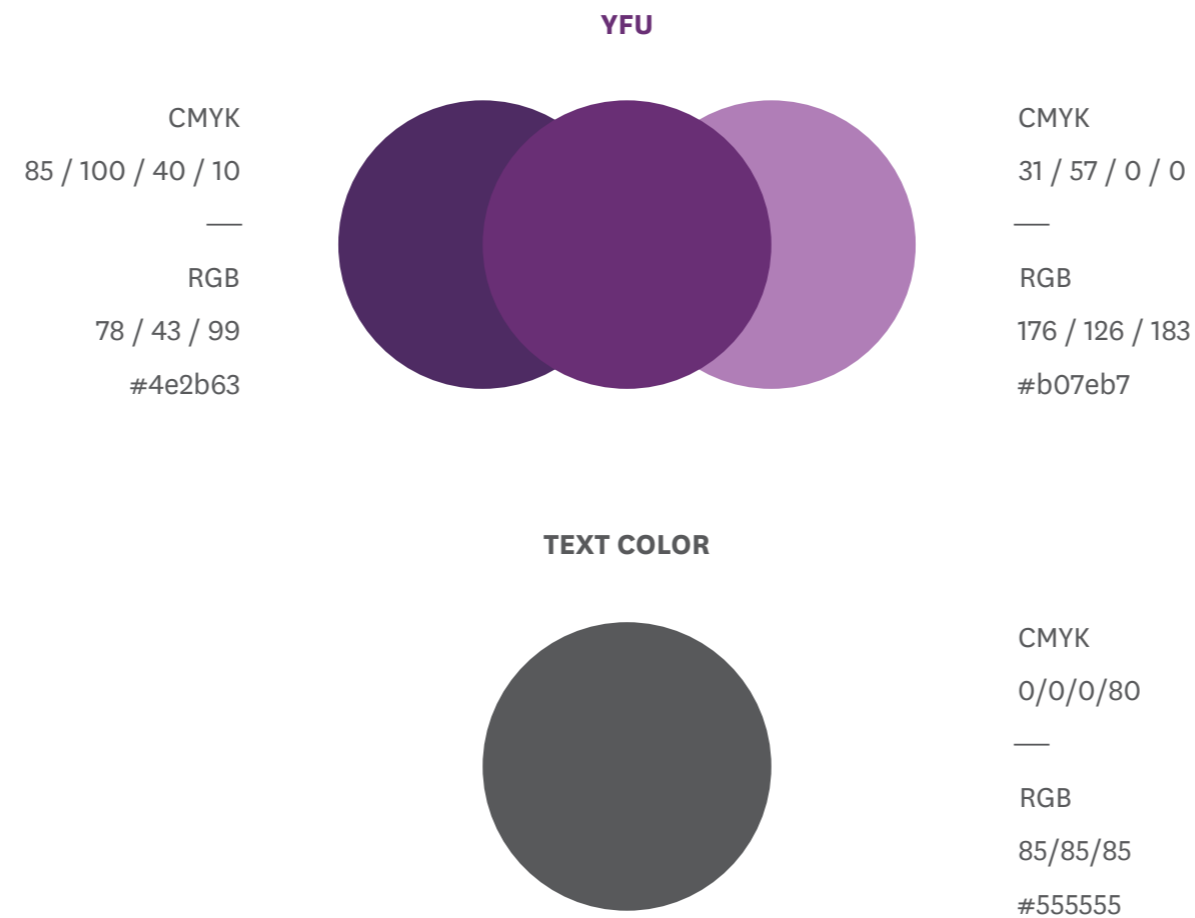
## Additional Print Colors

### THE YFU COLOR CODING

These additional color values are shades and tints of YFU primary colors. Each tint and shade complements its original color, therefore aligning with the various YFU lines of business.

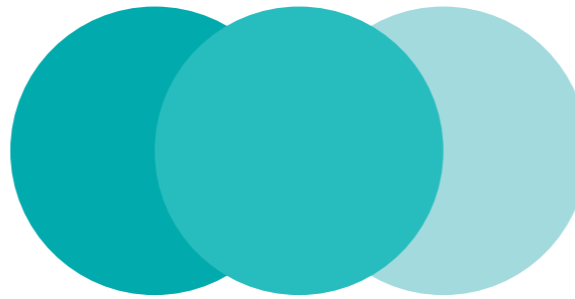
**Do not reassign tints and shades to other color groups.**

These additional colors are intended for sole use in printing.



### STUDY ABROAD

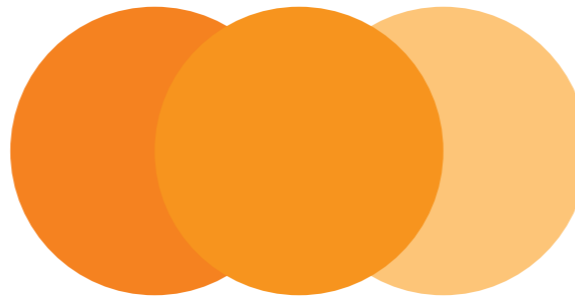
CMYK  
85 / 100 / 40 / 10  
—  
RGB  
0 / 170 / 173  
#00aaac



CMYK  
35 / 0 / 13 / 0  
—  
RGB  
162 / 218 / 222  
#a2dade

### HOST A STUDENT

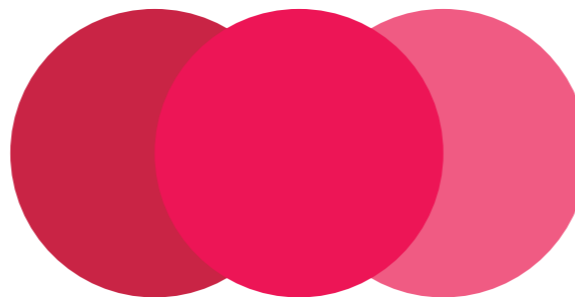
CMYK  
0 / 60 / 100 / 0  
—  
RGB  
245 / 130 / 32  
#f58220



CMYK  
0 / 25 / 60 / 0  
—  
RGB  
253 / 197 / 120  
#fdc578

### VOLUNTEER

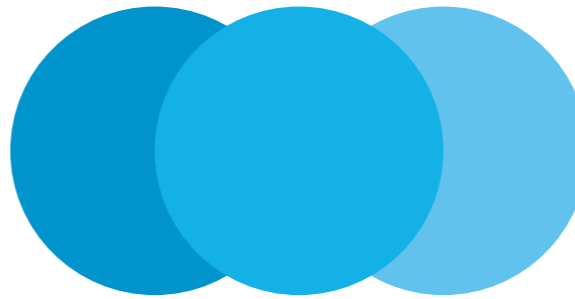
CMYK  
20 / 100 / 75 / 0  
—  
RGB  
201 / 36 / 69  
#c92445



CMYK  
0 / 80 / 25 / 0  
—  
RGB  
240 / 91 / 131  
#f05b83

### EDUCATORS

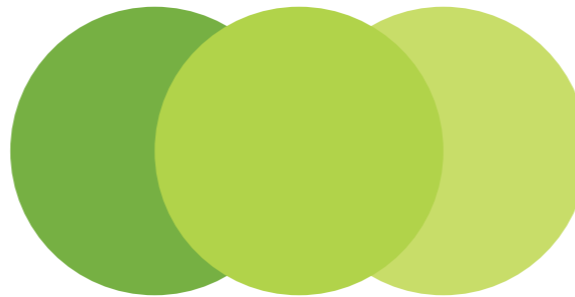
CMYK  
90 / 25 / 5 / 10  
—  
RGB  
0 / 147 / 204  
#0093cc



CMYK  
55 / 5 / 0 / 0  
—  
RGB  
97 / 194 / 238  
#61c2ee

### ALUMNI

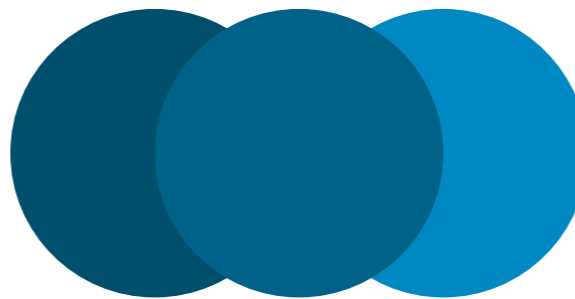
CMYK  
60 / 10 / 100 / 0  
—  
RGB  
118 / 176 / 67  
#76b043



CMYK  
25 / 0 / 75 / 0  
—  
RGB  
200 / 221 / 105  
#c8dd69

### DONORS

CMYK  
100 / 45 / 25 / 40  
—  
RGB  
0 / 79 / 108  
#004f6c



CMYK  
100 / 15 / 10 / 15  
—  
RGB  
0 / 136 / 195  
#0088c3



## 3.4 Icons

Icons are graphic visualizations of YFU services and help organize our services, providing the reader a smoother and more engaging experience.



STUDY ABROAD



HOST A STUDENT



VOLUNTEER



EDUCATORS



ALUMNI



DONORS



Local YFU Group



Support



Apply



Contact

The icons help to create an image of YFU and its ideas but are not self-explanatory, and for that reason they should always be used in combination by further description or corresponding text within the medium they are used for.

If new icons are created they should consist of one continuous line and should always have the same stroke weight as the logo type.

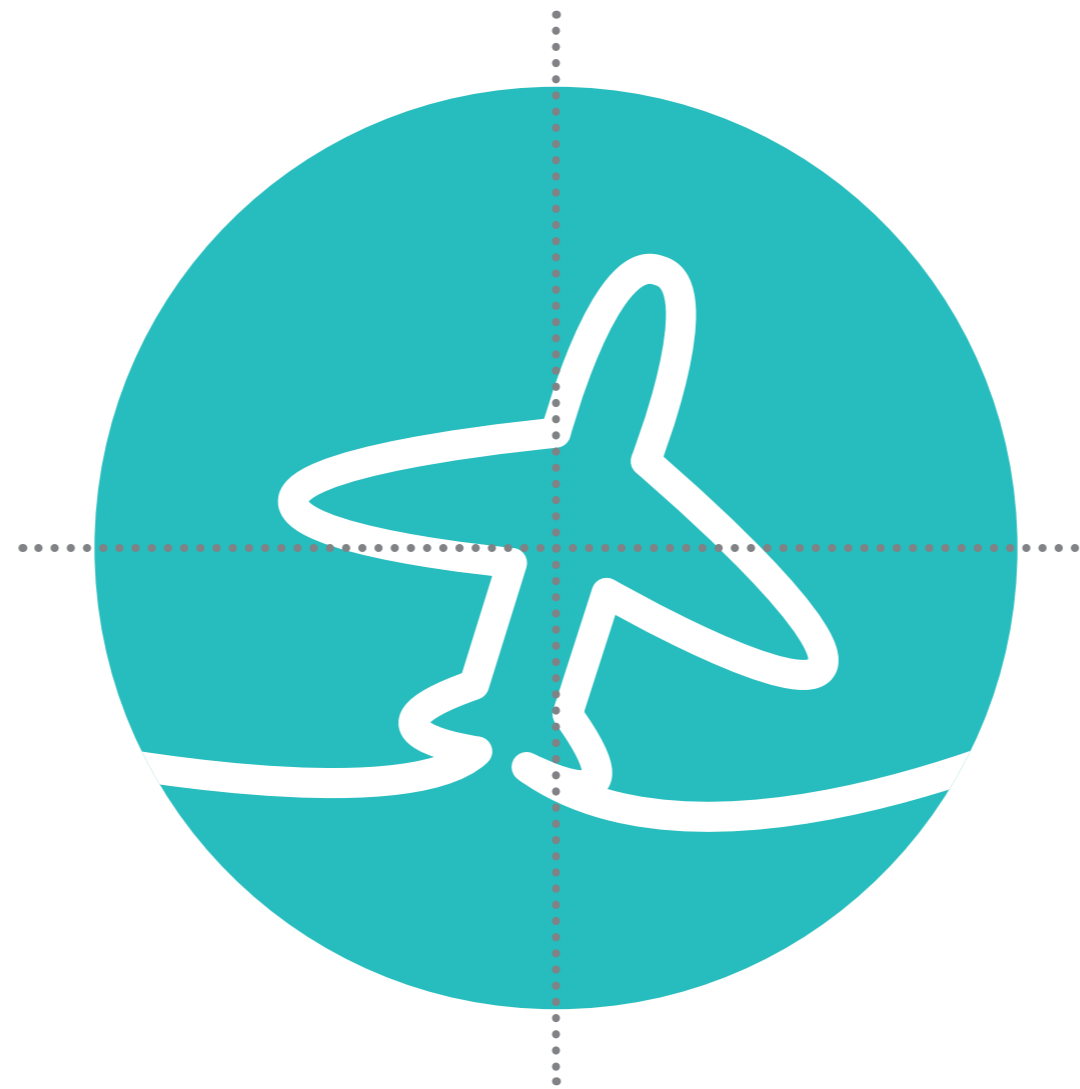
**Please, do not reassign icons to different YFU services.**

### PLEASE NOTE

Generally speaking, new icons should be reviewed by the Global Brand Manager before use.

**The YFU Figurative Mark is not an icon.**

## Icons | Construction



**STUDY ABROAD**

Icons should consist of one continuous line and should always have the same stroke weight as the logo type.

Icons should always be placed within a colored circle, vertically and horizontally aligned to the center of the shape, and keep the stroke color white.

**Do not reverse the color of the circle and the stroke. Do not color the circle white, and do not make the stroke transparent.**



## Correct and Incorrect Usage | Icons

### CORRECT USE

---



**STUDY ABROAD**



**HOST A STUDENT**

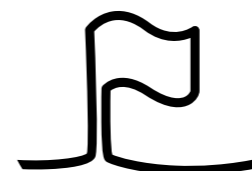


### INCORRECT USE

---



**STUDY ABROAD**



## 3.5 Photos and Filters

### Photography

It is important when selecting photographs to use, that the most authentic photos that represent YFU best are chosen.

Specifically, high resolution photos that show volunteers working together, student with host family, student in school, student in an obvious “foreign” environment, exchange students during orientations etcetera. It is important to connect to the main target audiences through the photos we use.

Be sure to keep the photos action-oriented, with close ups on the faces of who we are, representing our diversity (age, gender, nationality, race etc).

You may use stock photography when no other options are available for real YFU photos. However, please ensure the photos selected look authentic to who we are and what we do.

### Photoshop Filters

Photos are provided by YFU in the YFU Media Library and by YFU members. Although not compulsory, or intended for use on every photo, **YFU Photoshop filters** can be used to give photos of different quality and resolution a common look. The filter treatment should give the photos a certain look inspired by the Instagram filters well-known and used internationally by young people all over the world. Reiterating the comments in the section above, with any filter it is very important to ensure the photos look authentic and as real to the YFU experience as possible. Overuse of varicolored gradient or other artificial effects can reduce the authenticity of photos.

There are four **PhotoShop actions** available for download in the YFU Media Library that have pre-defined setting to achieve this filter look with one click. These actions consist of a Neutral Filter, six Group Related Filters, a Yellow Filter and a Red Filter.

See examples on the next page.

If you find another filter you think might be good to use, please work with the Global Brand Manager before implementing.

## Photoshop Actions to Generate the Look

Before



After Neutral Filter Action



After Group Related Filter Action



Currently four different predefined **Photoshop actions** available: The **“Neutral Filter Action”**, the **“Group Related Filter Action”**, the **“Yellow Filter Action”** and the **“Red Filter Action”**. Both can be easily edited afterwards. Please consider that every picture is different and that the predefined settings work for the most but not for every single picture: **Use the possibility to edit for the best solution.**

Before



After Yellow Filter Action



After Red Filter Action



## 4. Website and Social Networks

### 4.1 Globally Branded Website

In general, all YFU National Organization websites should be globally branded using the brand standards as outlined in the brand manual. A detailed YFU Website Guideline is available in the YFU Media Library at: <https://medialibrary.yfu-is.org/index.php/apps/files/?dir=%2FGlobal%20brand%2FWebsite%2FWeb%20Guidelines>

While each YFU National Organization stands as its own entity, it is important for each organization to identify with the entire YFU network. It doesn't mean that all N.O.s should have identically websites, but the wish is to unify YFU online aesthetics and create a visual identity and brand personality. When visitors move from one YFU site to another, they should quickly recognize that all sites are YFU National Organizations. This brand unity creates a uniform navigation, allowing information to be found, used, and shared smoothly.

To allow different options for N.Os to choose from, there is a Website Styleguide available, Template mock-ups, as well as a fully designed website with a CMS platform.

## 4.2 Website Template

### Concept

The Global YFU Website Template narrates the YFU mission and engage the audience with both visual and written stories about YFU participants across the globe. The website was designed with quick actions such as navigation and interactive tools, creating an accessible and professional site that our visitors can trust.

### White Space

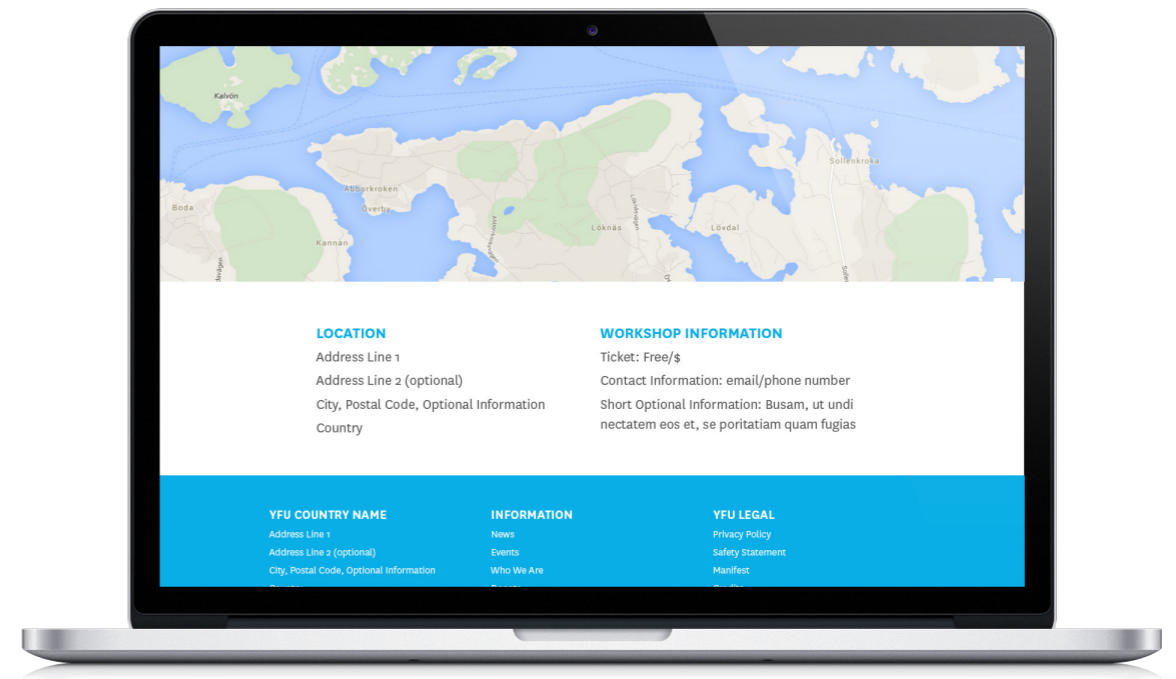
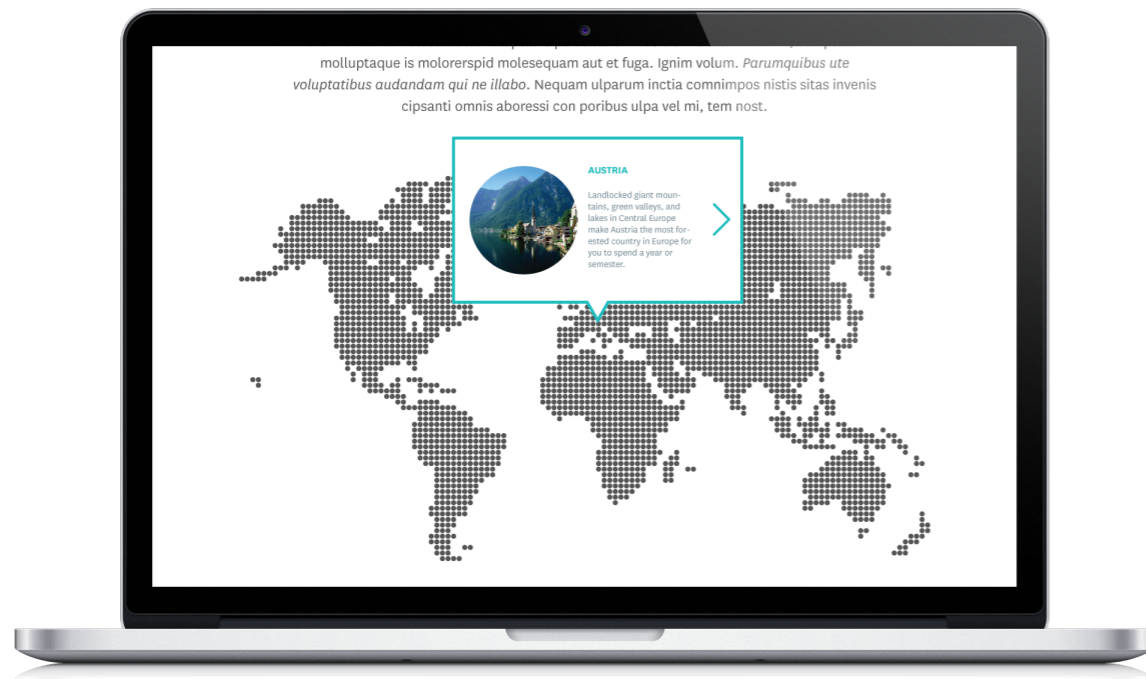
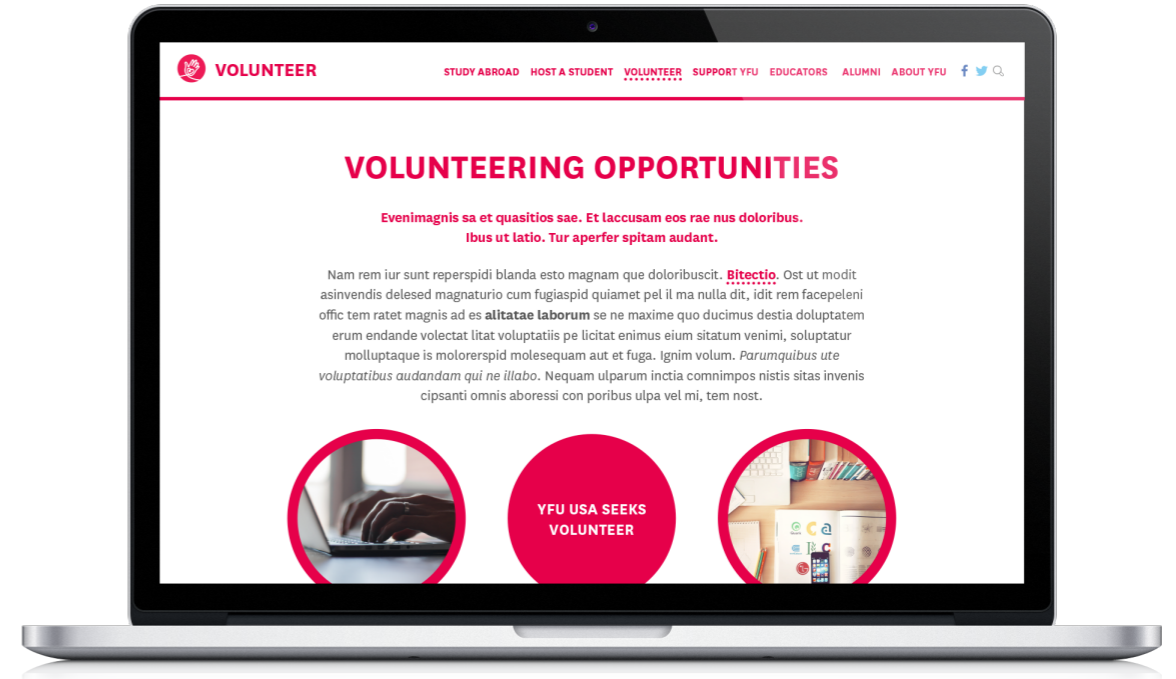
One unique feature incorporated into the layout is white space. White space allows content, inclusive of typography, photography, videos, icons, and colors, to stand out and contributes to the website's professional design.

### User Experience

User Experience is the emotional connection a user experiences when viewing a website. YFU creates and influences how a user responds to our website through every design aspect, whether aesthetic or functional. A positive User Experience creates positive emotional responses that result in customer loyalty.

Please remember that the YFU website visitors determine what they think about the site within the first few seconds. Be intentional with the design.

## Website Templates | Impressions



## 4.3 Social Networks

Social Media use is highly encouraged as a way to share our mission, values, and activities to a broad audience in efficient and engaging ways. Currently, YFU organizations maintain active accounts on nearly a dozen social media channels including Facebook, Twitter, LinkedIn, Instagram, YouTube, Google+, Pinterest, Ello, etc.

We encourage all organizations to integrate the global brand in their profile pages, cover pages, and profile pictures.

This manual also provides general best practices for the use of social networks, but we encourage each organization to maintain a policy specifically for social media use that is compliant with local laws and organizational policies.

### 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 their national organization 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

YFU-IS tracks social media in relation to YFU and reserves the right to reach out to national organizations and individuals to inform them of inappropriate posts and social media content.

### 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 nondisclosure or confidentiality obligations or regulations in regard to student, host family, volunteer or other community member information.

### 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.

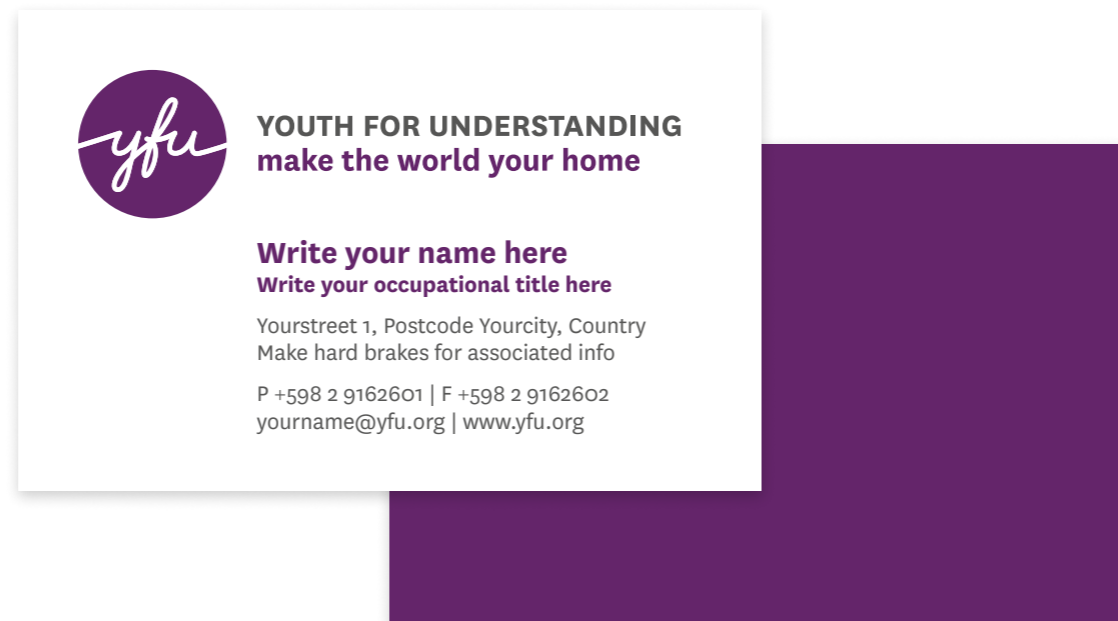
## Be Accurate and Honest

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.

# 5. Material

## 5.1 External Communication

### Business Cards



This is an example of a horizontally oriented business card which is generally preferred as the standard. The Global Brand Manager may approve vertical designs.

The landscape logo is used for the front side of the business card. The text is placed only below the logo text, using the same left alignment border.

There are four different backs available, ranging from just the corporate color to the mission statement and tagline.

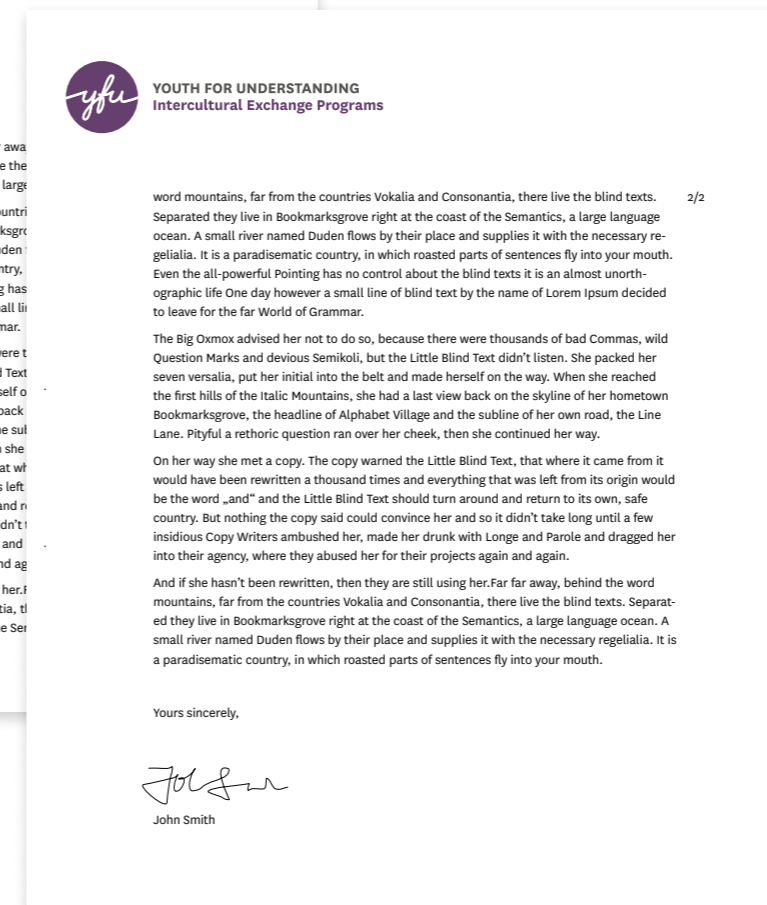
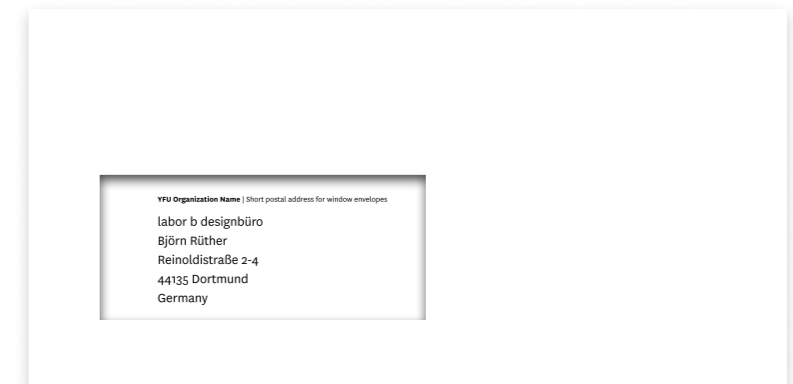


# Letterhead

## DIN A4 Version

For those organizations who use window envelopes: The logo position for the letterhead DIN A4 version is on the top left and enables the use of window envelopes.

The address text is placed on the right top. See more instructions in the template offered for your customized letterhead.



# Letterhead

## DIN A4 Version Black/White

The letterhead is also available in black and white. Please use this version if printing from a Black and White printer. **Do not use the colored version converted to greyscale when printing in black and white or photocopying .**

**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs

Write here your organization name  
Yourstreet 1, Postcode Yourcity, Country  
Make hard brakes for associated info  
P +598 2 9162601 | F +598 2 9162602  
yourname@yfu.org | www.yfu.org

YFU Organization Name | Short postal address for window envelopes  
labor b designbüro  
Björn Rüter  
Reinoldstraße 2-4  
44135 Dortmund  
Germany

January 31<sup>st</sup>, 2015  
**Subject | YFU New Logo**

Dear Mr. Rüter,





We are writing to you regarding the new YFU logo. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

I would be most grateful if you would look into this matter as soon as possible.

Thank you very much.

Yours sincerely,

*John Smith*  
John Smith

Find YFU on    

**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs

Write here your organization name  
Yourstreet 1, Postcode Yourcity, Country  
Make hard brakes for associated info  
P +598 2 9162601 | F +598 2 9162602  
yourname@yfu.org | www.yfu.org

YFU Organization Name | Short postal address for window envelopes  
labor b designbüro  
Björn Rüter  
Reinoldstraße 2-4  
44135 Dortmund  
Germany

January 31<sup>st</sup>, 2015  
**Subject | YFU New Logo**

Dear Mr. Rüter,

We are writing to you regarding the new YFU logo. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

The Big Oxmox advised her not to do so, because there were t Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the sul Lane. Pityful a rethoric question ran over her cheek, then she met a copy. The copy warned the Little Blind Text, that w been rewritten a thousand times and everything that was left word „and“ and the Little Blind Text should turn around and n But nothing the copy said could convince her and so it didn't Copy Writers ambushed her, made her drunk with Longe and agency, where they abused her for their projects again and ag And if she hasn't been rewritten, then they are still using her.f mountains, far from the countries Vokalia and Consonantia, t rated they live in Bookmarksgrove right at the coast of the Ser

YFU Organization Name | Short postal address for window envelopes  
labor b designbüro  
Björn Rüter  
Reinoldstraße 2-4  
44135 Dortmund  
Germany

**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs

word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. 2/2  
Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rethoric question ran over her cheek, then she continued her way.

On her way she met a copy. The copy warned the Little Blind Text, that where it came from it would have been rewritten a thousand times and everything that was left from its origin would be the word „and“ and the Little Blind Text should turn around and return to its own, safe country. But nothing the copy said could convince her and so it didn't take long until a few insidious Copy Writers ambushed her, made her drunk with Longe and Parole and dragged her into their agency, where they abused her for their projects again and again.

And if she hasn't been rewritten, then they are still using her.Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

Yours sincerely,

*John Smith*  
John Smith

## 5.2 Promotional Material

### Brochure Template

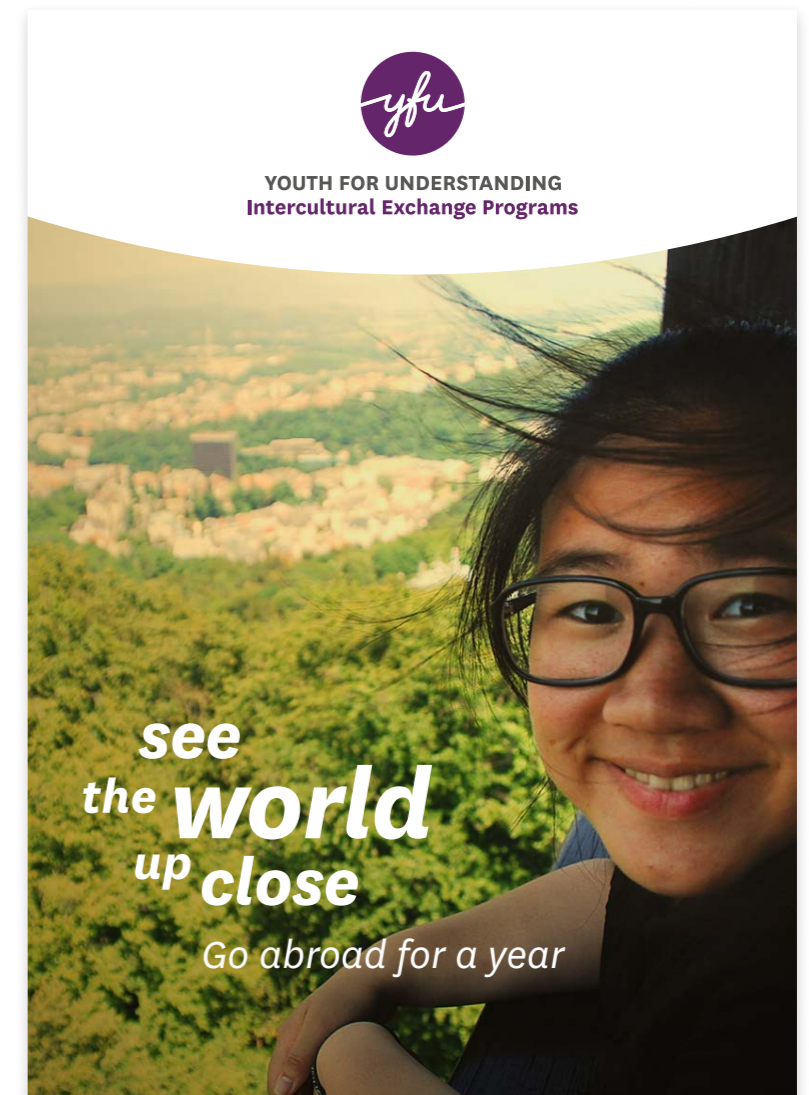
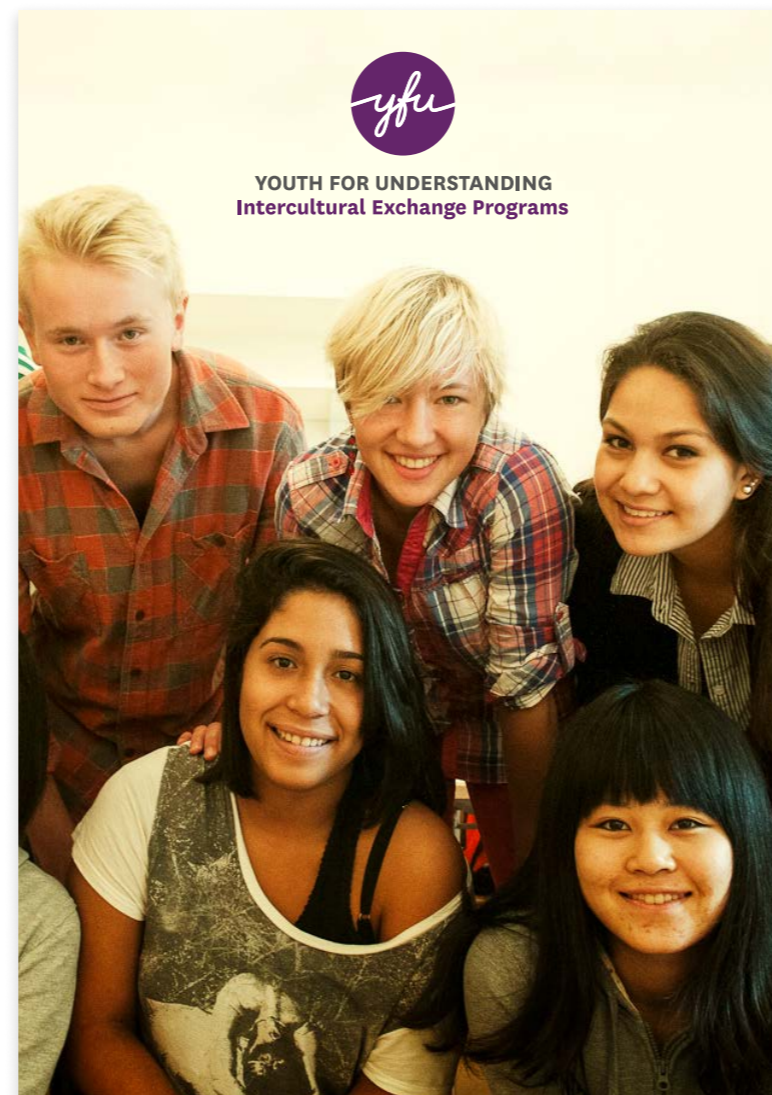
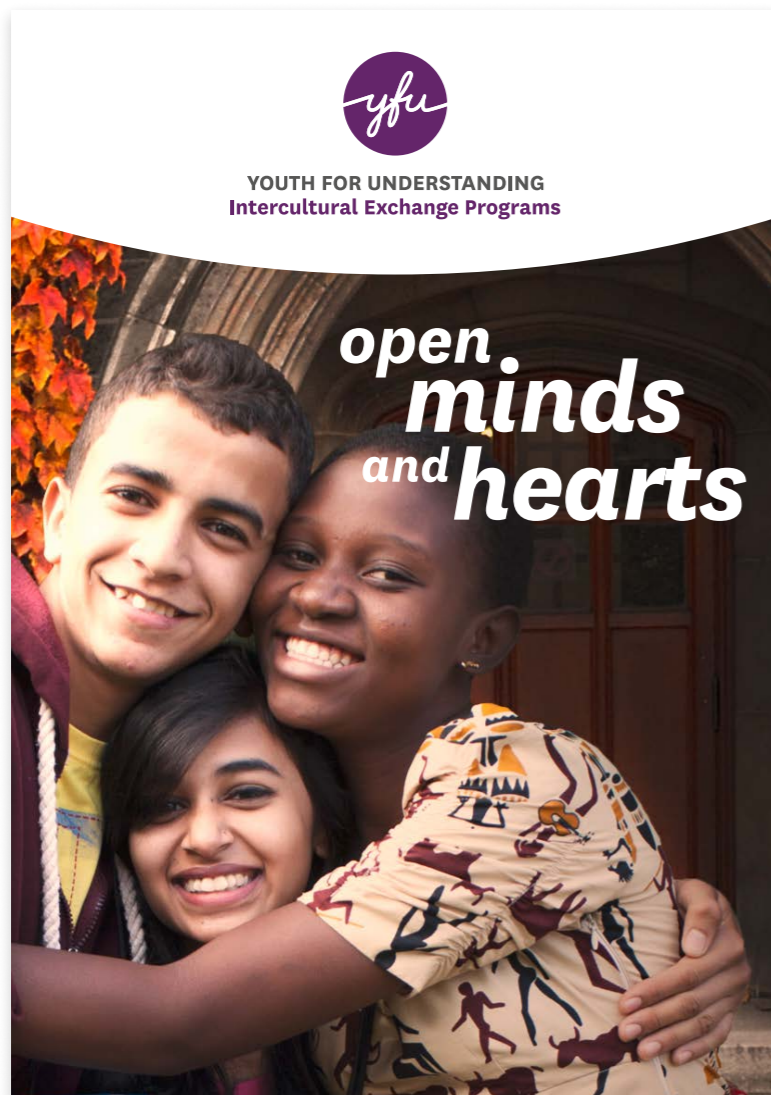
Located in the YFU Media Library, there will be a brochure template that is intended for general international use as well as a foundation for you to create a brochure customized to your national organization's needs.

The DIN A5 format with parallel fold is available through most online printing services. The number of pages can vary, but a parallel fold with more than the current eight pages should be an exception. If the content you wish to produce is too much for a folded brochure you should chose a thread-less binding brochure instead.

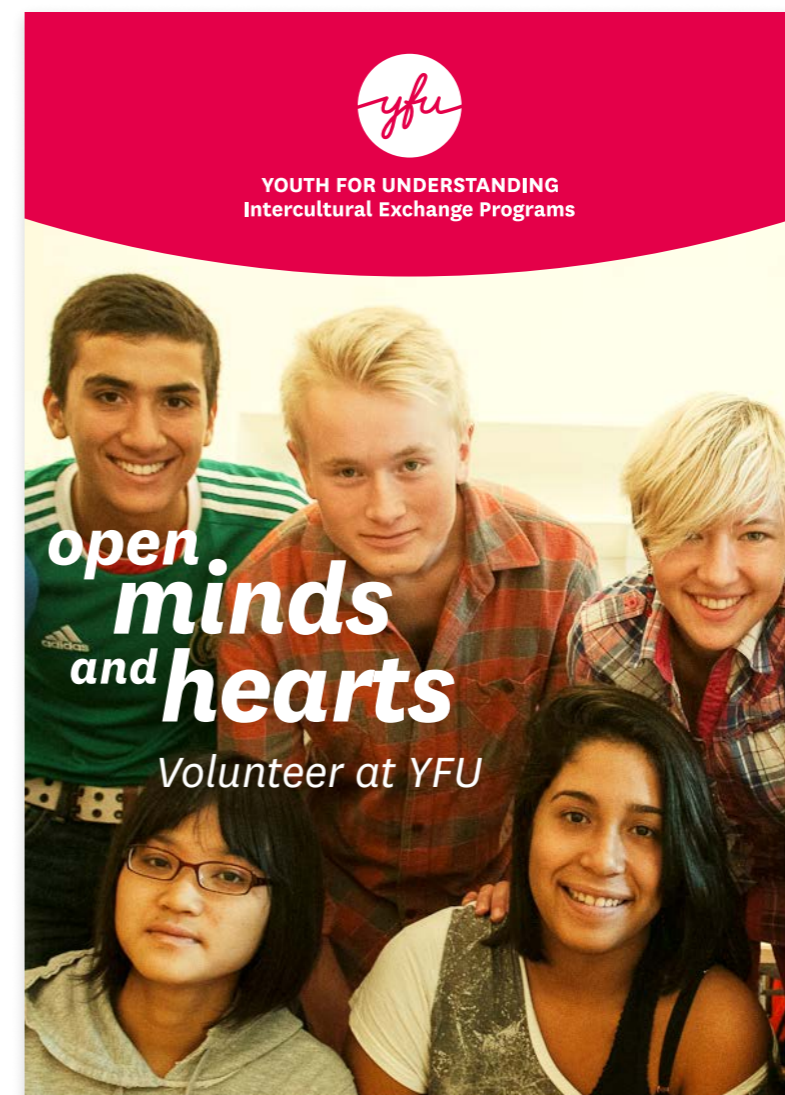
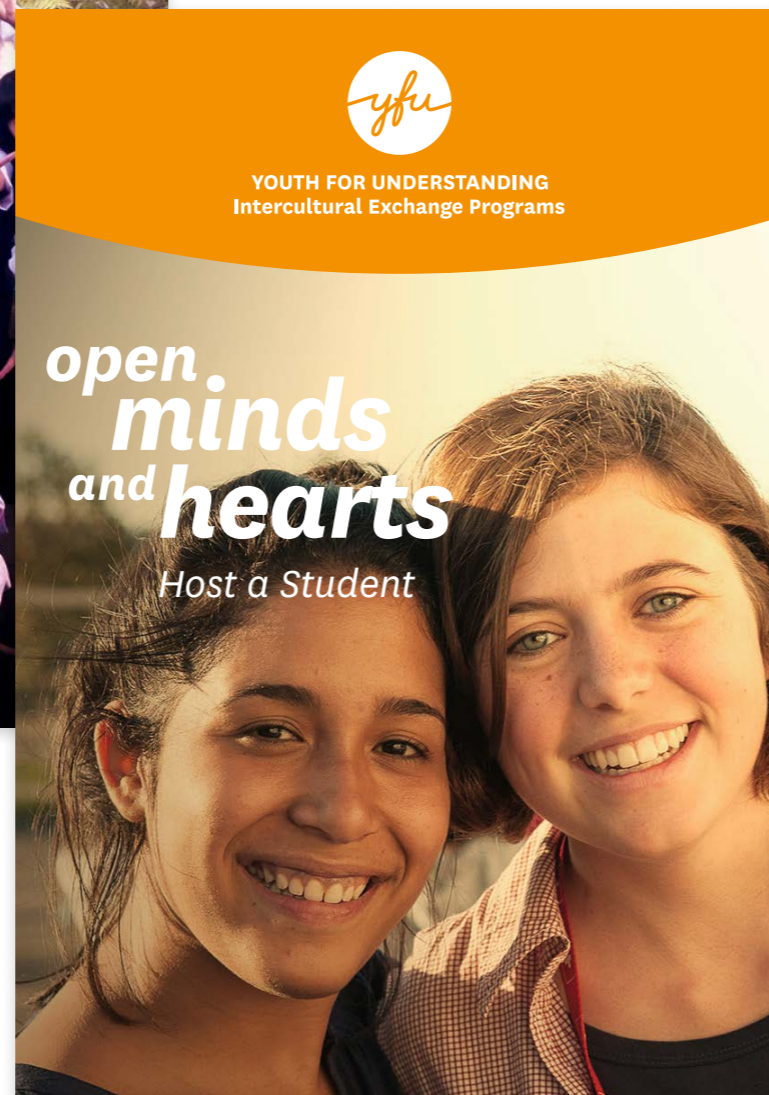
National Organizations that need to adjust the format according to their country specific paper size specifications should use the template as an example and carry through the layout and all elements like text and photo treatment. More information about the design can be found in the template itself.

## Brochure Template | Cover Variations for Main YFU Brochures

The cover variations allow you to use different photos without affecting the legibility of the logo. For information about the call outs see use of typography (p.38). For advice regarding the picture selection see use of Photography (p.50).



## Brochure Template | Cover Variations for Specific YFU Brochures



If you want to put emphasis on a specific topic you can use one of the **three colors connected to the three main parts** “Study Abroad”, “Hosting a Student” and “Volunteering”.

Use the **header** to introduce the color. The logo remains unchanged, only the white version is allowed to be combined with additional color within the YFU color palette.

The template includes **paragraph and character formats** to apply easily to your custom text. The type area is defined as well as colors and **object formats** (e.g. info boxes).

*"I enjoy working with all the different students. I may not have the opportunity to travel the world, but the world travels to me. I have a very blessed life, getting to know all these different cultures."*  
YFU volunteer

*"Hosting is the best thing we do as a family, and we have changed many lives, including our own."*  
YFU host family

*"It gave my son a chance to grow and mature. It gave him a confidence in himself you get from doing things that are just beyond your grasp."*  
Mother of an YFU exchange student

*"I believe I am far more mature than I ever could have been without going on exchange. I have a far better understanding of the world and different cultures — and see we are all alike."*  
YFU exchange student

*"Exchange has the power to profoundly and positively impact individuals, families, communities, and hopefully, the world. I like feeling a part of that!"*  
YFU volunteer

**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs

You can find YFU in over 50 countries around the globe.

Argentina • Australia • Austria • Azerbaijan • Belarus • Belgium • Brazil  
Bulgaria • Canada • Chile • China • Colombia • Czech Republic • Denmark  
Ecuador • Estonia • Finland • France • Georgia • Germany • Ghana  
Greece • Hungary • India • Indonesia • Italy • Japan • Kazakhstan • Korea  
Latvia • Liberia • Lithuania • Mexico • Moldova • Mongolia • Netherlands  
New Zealand • Norway • Paraguay • Philippines • Poland • Romania • Russia  
Serbia • Slovakia • South Africa • Spain • Sweden • Switzerland  
Thailand • Turkey • Ukraine • Uruguay • Venezuela • Vietnam

**YFU International Educational Services**  
2141 Wisconsin Avenue NW | Washington DC | [is@yfu-us.org](mailto:is@yfu-us.org) | [yfu.org](http://yfu.org)

**make the world your home**

[yfu.org](http://yfu.org) Find YFU on [f](#) [t](#) [i](#) [s](#)

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Several predefined elements allow you to diversify your brochure: like a picture frame or colored circles to style quotes.

Every element has a object format which can be applied easily. See overview on the next page.

**YFU offers 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.**

Established in 1951 to meet the need to heal a broken post-WWII world, YFU's mission is still as vital as it ever. As a staff and volunteer-supported network of more than 70 international partners, 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.

YFU's inter-cultural exchange programs **open minds and hearts**, enable learning that **transforms lives**, and ultimately help to make us **citizens of one world**. More than 250,000 students and their host families have benefited from the support and expertise of YFU. The YFU global network 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 helps provide opportunities for students by working in partnership with governments, corporations, foundations, schools and educators worldwide. Through creating **global learning opportunities**, YFU is a catalyst for positive global change and tremendous **personal growth**. As such, we have been selected to administer more government and corporate scholarships than any other high school exchange organization.

YFU is different from other intercultural exchange organizations because of our thorough preparation and program support that's backed by a global team of volunteers, many of whom have been exchange students or host parents themselves. At YFU, **we stay with you every step of the way**, creating a safe, supportive environment for students and families to explore and gain a deeper understanding of different cultures, and creating hope for the future.

**Let this year be the year you become a citizen of one world.**



## Study Abroad

**The YFU core experience teaches young adults about the world. They emerge as young adults, more independent and mature, seeing with fresh eyes.**

With YFU, you will develop true global understanding by deepening your appreciation for other cultures and customs, which in turn increases tolerance, reduces violence, and helps to eliminate stereotypes. YFU programs aren't for everyone. They are for those eager to explore the path less taken, who are open to discovery and the realization that there is more than one way to live a life. YFU is the program for those ready to ask provocative questions of themselves, and who are ready to learn from the inside out.

**Are you ready?** For those who are, YFU provides the support, logistics and tools for a safe learning environment. 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. Experienced Admissions Counselors help you select the program that is right for you and answer your pre-departure questions. Orientations are

held to prepare you for your journey, and continue while abroad. Most programs include round-trip domestic and international travel, and airport assistance at international gateways. You are placed with a carefully screened host family, enrolled in school (semester or year programs), and have access to counseling, tutoring and worldwide emergency assistance around the clock. At YFU, we provide the support, you provide the courage, and the growth and maturity are yours to keep.

**Use our website to find the right options for you, or call your YFU Admissions Counselor today at 800.TEENAGE.**

### YFU Students

- Develop proficiency in a new language
- Qualify for preferred college admissions
- Gain self-reliance, resourcefulness, and confidence
- Build lifelong relationships
- Become confident in decision making, problem solving, and conflict resolution skills
- Acquire international perspective via cultural interactions
- Develop tolerance of risk and adaptability in dealing with the unexpected



## Host a Student

**Share Your Home: Open Minds and Hearts. If your family is open to new and enriching experiences and is willing to provide guidance, love and support to a young person embarking on a journey of self-discovery - then hosting a YFU student is for you!**

When you host, you share your traditions, holidays and customs, offering each student a unique, personal version of your local community and an understanding of our diversity. Students share in day-to-day activities, and when seen through their fresh eyes, **the ordinary can become extraordinary.**

### Great reasons to host a student:

- Experience a new and exciting family dynamic
- Give your family a new perspective on your community
- Connect your family to the world
- Change the course of an individual life
- Your ordinary life is extraordinary to an exchange student

All YFU exchange students speak English and are carefully selected. They are excited to go to school, meet new friends and become a

member of your family. All kinds of families make wonderful YFU hosts - and yours will, too! **Families around the world trust YFU** because of our reputation for quality, high safety standards, and exceptional support network. To guide you every step of the way, your family and student is matched with a local volunteer representative who is YFU trained and Department of State certified. We provide 24-hour emergency assistance and conduct cultural orientations throughout the year.

**To learn more, call your local YFU office at 800.000.0200.**

### Successful Host Families

- Set realistic expectations of life with a teenager
- Offer an emotionally supportive environment
- Provide a bed, study area, and three meals per day
- Encourage community and school activity participation
- Take interest in sharing family and cultural traditions and learning about those from the student's homeland



## Volunteer

**As a YFU volunteer, you can change the course of an individual's life. Our volunteers are the vital link between students and families and the YFU network worldwide - providing a safety net of support.**

YFU offers volunteers a chance to meet and engage with like-minded people who share an interest in the broader world. As a YFU volunteer, you'll provide essential support to students, families, schools, and other volunteers in a variety of ways. Our volunteers find the intercultural experience and common interests incredibly rewarding.

We welcome people of all backgrounds to work with us, and the hours and locations are flexible. We even have opportunities to volunteer without ever leaving your home. YFU provides tools and training; you provide time, commitment and compassion. As a regulated youth service organization, YFU volunteers are required to pass a criminal background check and Department of State local coordinator certification exam.

Join our global family of volunteers by completing an application on our website or call to speak with a YFU representative about volunteering options.

An investment in YFU impacts thousands of youth, families and communities across the globe.

**Make an impact and donate today!**

**YFU.org**  
**800.TEENAGE (800.833.6243)**

### YFU Volunteers

- Directly impact the lives of teenagers from the US and more than 70 countries
- Promote and partake in increased intercultural understanding and global citizenry
- Engage local communities and build lifelong friendships with fellow YFU volunteers, families and students

## Brochure Template | Elements

The arrangement of the elements can be done as required. It is recommended to place the info boxes at the bottom (bleed format).

### Quote Circles

*“I enjoy working with all the different students. I may not have the opportunity to travel the world, but the world travels to me. I have a very blessed life, getting to know all these different cultures.”*

YFU volunteer

*“Hosting is the best thing we do as a family, and we have changed many lives, including our own.”*

YFU host family

*“It gave my son a chance to grow and mature. It gave him a confidence in himself you get from doing things that are just beyond your grasp.”*

Mother of an  
YFU exchange student

### Picture Frames



### Infoboxes

#### YFU Students

- Develop proficiency in a new language
- Qualify for preferred college admissions
- Gain self-reliance, resourcefulness, and confidence
- Build lifelong relationships
- Become confident in decision making, problem solving, and conflict resolution skills
- Acquire international perspective via cultural interactions
- Develop tolerance of risk and adaptability in dealing with the unexpected

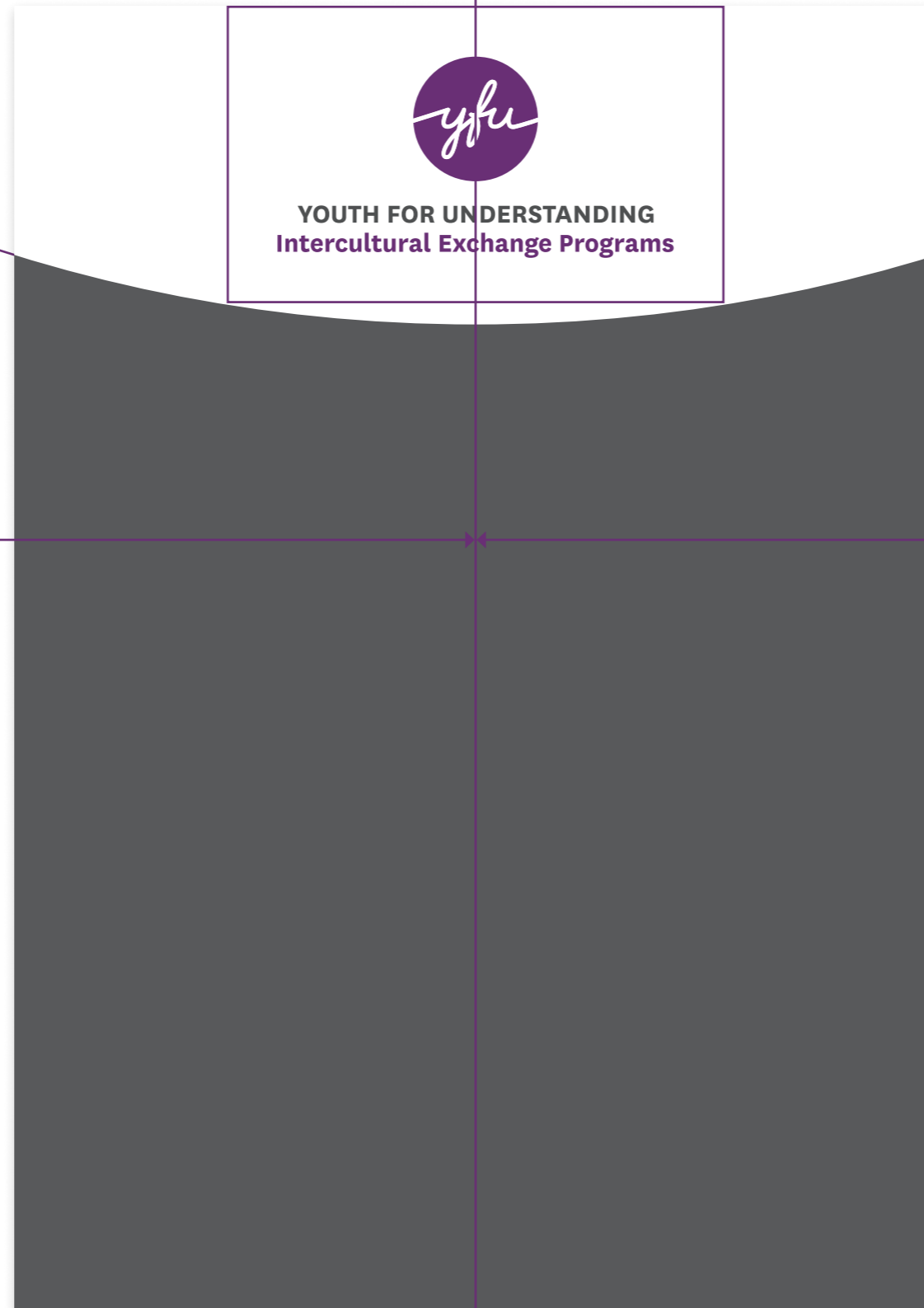
#### Successful Host Families

- Set realistic expectations of life with a teenager
- Offer an emotionally supportive environment
- Provide a bed, study area, and three meals per day
- Encourage community and school activity participation
- Take interest in sharing family and cultural traditions and learning about those from the student's homeland

#### YFU Volunteers

- Directly impact the lives of teenagers from the US and more than 70 countries
- Promote and partake in increased intercultural understanding and global citizenry
- Engage local communities and build life-long friendships with fellow YFU volunteers, families and students

## Brochure Template | Cover Header



To build the **Brochure Header** first place the logo horizontally centered and on the top of the medium where the free space around the logo finishes.

Then create a white circle in the exact same size as the circle of the Figurative Mark and increase it by 2500%. Then center it to the page and let it finish exactly where the free space around the logo finishes.

When using the Brochure Template everything is already prepared. If you create own media in different formats **please pay attention to the proportionality of logo and medium size** and please consider the minimum size of the logo in smaller sizes (see p. 22).

## 6. The YFU Media Library

The YFU Media Library is accessible through <https://medialibrary.yfu-is.org>

Each N.O. has access to the library through a password and username, given to their Brand Ambassador, as soon as the organization has signed the YFU License Agreement.

In the YFU Media Library you will find numerous resources, such as **graphics, photos, campaign material, trainings, guidelines**, etc.

## 7. Contact

### YOUTH FOR UNDERSTANDING

#### International Educational Services

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