



Fulbright Brand Guide

This is a guide to the Fulbright Program's visual identity and brand language, which you can use to craft powerful messages, content, and stories.

Version 10.22.19



Fulbright is a program of the U.S. Department of State's Bureau of Educational and Cultural Affairs

About the Brand Guide

To mark its 70th anniversary, the Fulbright Foreign Scholarship Board and the Fulbright Program's leadership at the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) undertook a brand-strengthening effort that included input from Fulbright alumni, current Fulbright Students and Scholars, private-sector and NGO partners, binational commissions around the globe, leaders in higher education, potential Fulbrighters, and many others. This Brand Guide is the result of that process.

This guide was crafted for use by Fulbright leadership and staff, including at ECA and the Department of Education, at binational commissions and embassies, as well as any people or organizations that administer the Program, partner with Fulbright, or otherwise use the Fulbright brand in their work. You can use it to create Fulbright-branded communications, digital and printed materials—everything from prepared remarks for Program leadership to social media posts and brochures for potential applicants.

Its contents include research-based language and guidance for communicating about the Program in a clear and consistent voice that inspires and motivates people. It also contains the visual elements of the Fulbright brand—such as the logo, color palette, and typeface—alongside guidance for using them.

To access a digital version of the guide, where you can download its contents for use in your work, please visit fulbrightsource.net. If you have any questions about the content, its use or other tools that might be useful in your work, please contact Fulbright@state.gov.

Table of Contents | Fulbright Brand Guide

1.0 Brand Language	4
1.1 Brand Formula	6
1.2 Brand Narrative	8
1.3 Brand Narrative Explained	10
1.4 Key Words & Phrases	12
1.5 Sample Messages	14
1.6 Audience-Specific Messaging	16
<i>Potential U.S. Applicants</i>	17
<i>Potential Foreign Applicants</i>	18
<i>Current Fulbrighters & Alumni</i>	19
1.7 How to Craft Your Own Copy	20
2.0 Brand Colors	24
2.1 Primary Colors	26
2.2 Neutral Colors	28
2.3 Secondary Colors	30
2.4 Color Tints	32
2.5 Color Ways	34
3.0 Brand Typography	36
3.1 Primary Typeface	38
3.2 Secondary Typeface	40
4.0 The Logo	42
4.1 About the Logo	44
4.2 Primary Logo	46
4.3 Primary Logo Variations	48
<i>Examples</i>	50
4.4 Fulbright Globe	52
4.5 Fulbright Seal	54
4.6 Using the Fulbright Logo	56
<i>Spacing & Size</i>	56
<i>Color Use</i>	58
<i>Co-Branding</i>	60
<i>Incorrect Logo Use</i>	62
5.0 Brand Photography	64
5.1 Photography	66
6.0 Fulbright Story Map	68
6.1 Story Map	70
<i>Opportunity</i>	71
<i>Obstacles</i>	72
<i>Solution</i>	73
<i>Impact</i>	74
<i>Lessons Learned</i>	75
6.2 Elements of Successful Storytelling	76
7.0 Appendices	78



Brand Language

This section contains the key ideas that define our brand and the research-driven language you need to communicate them.

Brand Formula | 1.1

This Brand Formula shows the unique attributes that contribute to the Fulbright Program's impact around the world, setting it apart from other prestigious programs in international education. Consistently highlight these three brand elements across messages and materials in order to communicate the Fulbright brand in a succinct and compelling way.

You can use these elements as talking points in speeches about the Program, or use them together or separately as inspiration for social media posts that highlight the Program and the impact Fulbright creates around the world.



1.

Educational and Cultural Exchange

International educational and cultural exchange programs for passionate and accomplished people of all backgrounds to study, teach, or pursue important research and professional projects in the United States and in more than 160 partner countries worldwide.

2.

Lasting Connections

Lasting connections among your global network of scholars, alumni, global partners, and educational communities that lead to lifelong collaborations.

3.

Mutual Understanding

Mutual understanding that counters misunderstandings and helps nations and people solve pressing problems and work together toward common goals.

Brand Narrative | 1.2

The Brand Narrative tells the story of what Fulbright is all about: the Program's mission, the problems you're working to address, the people who make up Fulbright, and the benefits Fulbright creates for individuals and society.

Think of the Narrative as a foundational text. It isn't necessarily meant to be repeated word-for-word, or to provide recommendations for language to use in every situation with every audience. Rather, it should serve as a touchstone for communications about the Fulbright brand. People across the Program and the Fulbright network should use the ideas it contains to communicate about the Program and its impact.

In the Audience-Specific Messages, we offer guidance for tailoring the narrative language to key Fulbright audiences.

Fulbright creates connections in a complex and changing world. Led by the United States government in partnership with more than 160 countries worldwide, Fulbright offers programs for passionate and accomplished students, scholars, artists, teachers, and professionals of all backgrounds. These Fulbrighters enrich their educations, advance their careers—and make meaningful contributions abroad and at home. Upon returning to their home countries, institutions, or classrooms, they share their stories and often continue the work they started abroad—and join thousands of alumni serving as leaders across the globe.

For more than 70 years, we've believed that by living and learning together with people of different cultures we can shape a more positive vision for our communities and our world. Our mission is vital: to forge lasting connections, counter misunderstandings, and help people and nations work together toward common goals.

Through our unique international educational and cultural exchange programs, Fulbright's diverse and dynamic network of scholars, alumni and global partners fosters mutual understanding between the United States and partner nations, shares knowledge across communities, and improves lives around the world.

One connection at a time, Fulbright brings people closer together and moves nations closer to a more peaceful world.

Brand Narrative Explained | 1.3

The annotations in this section explain the thinking and research behind the language in the Brand Narrative. You can use the guidance offered in each annotation to tailor the language for your own work.

Fulbright creates connections in a complex and changing world. Led by the United States government in partnership with more than 160 countries worldwide, Fulbright offers programs for passionate and accomplished students, scholars, artists, teachers, and professionals of all backgrounds. These Fulbrighters enrich their educations, advance their careers—and make meaningful contributions abroad and at home. Upon returning to their home countries, institutions, or classrooms, they share their stories and often continue the work they started abroad—and join thousands of alumni serving as leaders across the globe.

For more than 70 years, we've believed that by living and learning together with people of different cultures we can shape a more positive vision for our communities and our world. Our mission is vital: to forge lasting connections, counter misunderstandings, and help people and nations work together toward common goals.

Through our unique international educational and cultural exchange programs, Fulbright's diverse and dynamic network of scholars, alumni and global partners fosters mutual understanding between the United States and partner nations, shares knowledge across communities, and improves lives around the world.

One connection at a time, Fulbright brings people closer together and moves nations closer to a more peaceful world.

This one-line statement explains what Fulbright does, offering a succinct way to articulate the Program's value. Survey data shows this language rings true with both those familiar and unfamiliar with the Program.

Emphasizing Fulbright's unique binational structure tells people that it truly is a global network. Use the word "partner" to emphasize the importance of the range of stakeholders involved in the Program.

Potential applicants are a key audience for Fulbright. In a nationwide survey, more than 90 percent of U.S. college students surveyed said they were more likely to apply after seeing the Brand Narrative.

This language appeals to applicants who may not otherwise envision themselves as Fulbrighters. Specifically, survey data shows that first-generation college students, as well as African American and Hispanic/Latino students, respond to this language enthusiastically.

Fulbright alumni say that these benefits have created lasting value for their lives, and potential applicants cite them as motivation to apply.

Including Fulbright alumni in the narrative can help engage them as champions to reach other audiences, such as potential applicants. It also appeals to potential Fulbrighters who are more likely to apply when they view alumni as an accomplished and prestigious group.

Fulbright creates connections in a complex and changing world. Led by the United States government in partnership with more than 160 countries worldwide, Fulbright offers programs for passionate and accomplished students, scholars, artists, teachers, and professionals of all backgrounds. These Fulbrighters enrich their educations, advance their careers—and make meaningful contributions abroad and at home. Upon returning to their home countries, institutions, or classrooms, they share their stories and often continue the work they started abroad—and join thousands of alumni serving as leaders across the globe.

For more than 70 years, we've believed that by living and learning together with people of different cultures we can shape a more positive vision for our communities and our world. Our mission is vital: to forge lasting connections, counter misunderstandings, and help people and nations work together toward common goals.

Through our unique international educational and cultural exchange programs, Fulbright's diverse and dynamic network of scholars, alumni and global partners fosters mutual understanding between the United States and partner nations, shares knowledge across communities, and improves lives around the world.

One connection at a time, Fulbright brings people closer together and moves nations closer to a more peaceful world.

People are more motivated to apply for Fulbright or support our work when they can envision the impact Fulbright creates, both on the individual and societal level.

Many audiences support Fulbright because they want to make an impact. We can align our mission with this core motivation by describing how Fulbright forges connections on both the micro and macro levels in order to create impact.

Explains what Fulbright does to those who may not be very familiar with the Program.

People are Fulbright's most important asset. People are more likely to apply to, partner with, or support Fulbright when they see it as a network of individuals rather than an abstract "Program."

This language reflects how people currently think about the impact Fulbright creates while honoring the original language of the Fulbright-Hays Act.

Closing your message with Fulbright's vision for success appeals to your people's deeply held aspiration of creating a better world.

Key Words and Phrases | 1.4

The Key Words and Phrases below are phrases you can use to communicate about the Program with maximum motivating power, as demonstrated by a nationally representative U.S. survey of potential Fulbright applicants. They evoke an emotional reaction and leave an inspiring image of Fulbright in people's minds. They are easy to understand and crafted in a way that encourages people to retain and repeat them.

You can use these Key Words and Phrases in your communications to talk about various aspects of the Program and its mission and impact. Using this language will keep our communications consistent across the Fulbright network.

**International
educational and
cultural exchange**

A straightforward description of what Fulbright does that people can easily understand.

This active phrasing helps people envision the impact that Fulbrighters' work has around the world.

**Share knowledge
across communities**

**The United States
government's flagship
international
exchange program**

This simple description lifts up Fulbright's legacy and importance in the field and highlights the U.S. government's leadership.

Global network

This language succinctly captures a critical part of how Fulbright creates impact: through its global network of people.

The human connections made through Fulbright—personal, professional, and educational—are the aspect of the Program that resonates with Fulbrighters the most.

Lasting connections

Complex and changing world

This phrase sets up the need for the connections that Fulbright creates.

Survey data and interviews indicate that these individual benefits play a large role in motivating potential Fulbrighters to apply, when paired with language that describes the broader impact of the program.

Enrich educations, advance careers, and make meaningful contributions

Build mutual understanding

This phrase from the original legislation that created Fulbright captures our historic and lasting mission.

Ultimately, our audiences are eager to support an organization that shares their vision of a more peaceful world.

More peaceful world

Sample Messages | 1.5

The following sample messages show how you can adapt the language in the Brand Narrative, Audience-Specific Messages and Key Words and Phrases to your communications needs. You can use the suggested copy that follows in your Fulbright-branded collateral pieces, including program brochures, web copy, presentation talking points or slide decks, and other contexts as they arise.

Adaptable Banner Text Options

Connecting People. Connecting Nations.

Building lasting connections for a more peaceful world.

Creating connections in a complex and changing world.

Fulbright fosters mutual understanding, advances knowledge, and improves lives around the globe.

Adaptable Tagline Options

Connecting people. Connecting nations.

Lasting connections in a complex and changing world.

Shaping a more positive vision for our communities and our world for over 70 years.

Bringing people and nations closer together.

Short Program Description

The Fulbright Program creates connections in a complex and changing world. Led by the United States government in partnership with 160 countries worldwide, Fulbright offers unparalleled international educational and cultural exchange experiences. Our global network of Fulbrighters fosters mutual understanding between the United States and partner nations, advances knowledge across communities, and improves lives around the globe.

Medium Program Description

The Fulbright Program is the U.S. government's flagship international educational and cultural exchange program, creating connections in a complex and changing world.

Led by the U.S. government in partnership with 160 countries worldwide, Fulbright offers programs for passionate and accomplished students, scholars, teachers, artists, and professionals of all backgrounds to study, teach, and conduct research, helping to build mutual understanding and find solutions to critical international concerns. Fulbrighters enrich their educations, advance their careers, and make meaningful contributions to communities abroad and at home. As Fulbrighters, they join a network of thousands of alumni serving as leaders across the globe.

Long Program Description

The Fulbright Program is the U.S. government's flagship international educational and cultural exchange program, creating connections in a complex and changing world. Led by the U.S. government in partnership with 160 countries worldwide, Fulbright builds lasting connections between the people of the United States and the people of other countries—building mutual understanding between nations, advancing knowledge across communities, and improving lives around the world.

Since its inception in 1946, the Fulbright Program has given hundreds of thousands of passionate and accomplished students, scholars, teachers, artists, and professionals of all backgrounds and fields the opportunity to study, teach and conduct research, exchange ideas, and contribute to finding solutions to important international problems.

Fulbrighters live and learn together with people of different cultures and become part of a global network that fosters mutual understanding between nations, advances knowledge across communities, and improves lives around the world. After they return home, they join thousands of alumni serving as leaders across the globe and in every field imaginable. Fulbright alumni have achieved distinction in many fields, and include 59 Nobel Prize recipients*, 82 Pulitzer Prize winners, and 37 who have served as a head of state or government.

** These numbers are accurate as of November 2018, and will need to be updated as they change.*

Audience-Specific Messaging | 1.6

To achieve your specific goals when communicating about the Fulbright Program, you need to tailor communications to the motivations of each audience you're addressing.

This section offers language for communicating with several of the audiences most important to achieving Fulbright's goals of attracting diverse applicants of the highest quality and building strong partnerships around the globe.

Like the Brand Narrative, this language doesn't need to be used verbatim. Rather, you should use the guidance and research insights in the annotations to craft your own communications by selecting the parts of the narrative that will resonate most with your intended audiences.

Potential U.S. Applicants

Do you want to enrich your knowledge and advance your career—all while making meaningful contributions to communities abroad and at home?

Through our unique international educational and cultural exchanges, the Fulbright Program gives passionate and accomplished students, scholars, artists, teachers, and professionals like you an opportunity to do exactly that, in over 160 countries around the world. For over 70 years, our model of living and learning together with people of different cultures has helped forge lasting connections, counter misunderstandings, and bring people and nations together to work toward common goals.

When you become a Fulbrighter, you'll join a dynamic network that fosters mutual understanding between nations, shares knowledge across communities, and improves lives around the world. As a Fulbrighter, you'll join thousands of alumni serving as leaders across the globe in every field of study.

To learn more about Fulbright and start your application, visit us at _____ or reach out to an advisor or liaison on campus.

Overwhelmingly, current Fulbrighters and alumni cite person-to-person interaction as key to both sparking interest and navigating the application process. Whenever possible, connect applicants with Program Advisors or other people associated with the program.

Because more than 80 percent of potential applicants are either "not at all" or "not very" familiar with the Program, make sure to explain what Fulbright is and does, and provide resources (through a link, if digital) that allow people to explore further.

Many potential applicants aren't aware of Fulbright's breadth or think the Program is only for professional academics. Include descriptions of Fulbrighters in which applicants can see themselves.

The aspiration to travel and explore while advancing a career appeals strongly to potential applicants, more than 70 percent of whom are interested in studying, working, or living abroad.

This aspirational language helps audiences visualize Fulbright's impact and makes potential applicants more likely to apply or look for more information about the Program.

Use language that taps into potential applicants' identity ("becoming a Fulbrighter") to position Fulbright as part of how they view themselves, rather than something they simply "do."

Applicants are interested in expanding options for their future. Link becoming a Fulbrighter to success in whatever career they ultimately choose.

Tailor as necessary for the audience—young professionals, for instance, won't be on campus. To facilitate easy follow-through, add specific contact information as you're able.

Insert the page you want them to visit.

Potential Foreign Applicants

Do you want to enrich your knowledge and advance your career—all while making meaningful contributions to communities at home and in the United States?

Through our unique international educational and cultural exchange grants, the Fulbright Program gives passionate and accomplished students, scholars, artists, teachers, and professionals like you an opportunity to come to the United States to do exactly that. For over 70 years, our model of bringing people from over 160 countries to live and learn together with Americans has helped forge lasting connections, counter misunderstandings, and ensure people and nations work toward common goals.

When you become a Fulbrighter, you'll join a dynamic network that fosters mutual understanding between nations, shares knowledge across communities, and improves lives around the world. As a Fulbrighter, you'll join thousands of alumni serving as leaders across the globe in every field of study.

To learn more about Fulbright opportunities and start your application, visit us at _____.

Because potential applicants are either "not at all" or "not very" familiar with the Program, make sure to explain what Fulbright is and does, and provide resources (through a link, if digital) that allow people to explore further.

Many potential applicants aren't aware of Fulbright's breadth or think the Program is only for professional academics. Include descriptions of Fulbrighters that applicants can see themselves in.

The opportunity to travel and explore while advancing a career appeals strongly to potential applicants.

This aspirational language helps audiences visualize Fulbright's impact and makes potential applicants more likely to apply or look for more information about the Program.

Use language that taps into potential applicants' identity ("becoming a Fulbrighter") to position Fulbright as part of how they view themselves, rather than something they simply "do."

Applicants are interested in expanding options for their future. Link becoming a Fulbrighter to success in whatever career they ultimately choose.

Tailor as necessary for the audience—young professionals, for instance, won't be on campus. To facilitate easy follow-through, add specific contact information as you're able.

Insert the page you want them to visit.

Current Fulbrighters & Alumni

From the personal to the professional, Fulbright creates lasting, meaningful connections in a complex and changing world. You know firsthand that the relationships you build as a Fulbrighter offer more than personal opportunity. They help foster mutual understanding between the United States and partner nations, advance knowledge across communities, and improve lives around the world.

Our mission of shaping a more positive vision for our community and our world remains important, and Fulbrighters are critical in helping us carry it into the future—one connection at a time.

Spread the word by sharing your experience with your colleagues and peers in your personal and professional networks, serving as a Fulbright Alumni Ambassador, and by sharing your Fulbright story on [redacted]. You can also join the International Exchange Alumni network and the Fulbright Association to leverage even more of the connections that make Fulbright so unique.

Lasting connections—whether personal or professional—resonate most with Fulbright alumni, who consistently cite them as the most impactful element of their experience. Use language that prompts alumni to recall the connections they made, evoking an emotional reaction and sense of attachment.

To help the Fulbrighter see the Program's impact in their own life, link their unique experience to Fulbright's overall mission.

Alumni are generally motivated to give others the same opportunity they had and to be part of moving the Program forward. Often, however, they don't know how to help. Giving concrete options makes them more likely to act.

Because potential applicants say they are much more likely to apply when they speak with alumni or advocates for the Program, encourage current Fulbrighters and alumni to help spread the word.

Tailor this call to action to prompt alumni to share their experience on social media, with a Fulbright representative, or in whatever context fits your needs.

Remind alumni that they can continue to make valuable connections through Fulbright's global network and by joining the Fulbright Association.

How to Craft Your Own Copy | 1.7

The Fulbright network is made up of thousands of stakeholders across the world, and the many programs in which they participate. With such an enormous network of people and programs, it is important to communicate our unique value in a way that unifies everything Fulbright has to offer. The key to doing that consistently is using the brand language and sample messages in the previous pages, and considering the following do's and don'ts—along with the examples in this section—when creating your own Fulbright-branded copy.

DO consider the audience and objectives for each piece of copy you produce. The audience-specific messages in this guide are a good starting point and contain guidance to keep in mind for key audiences. However, while the brand language can double as copy, don't simply duplicate language from the guide without considering how you can tailor it to your needs based on the questions below. You should go further by answering three questions to make your communications match the motivations of the people who will read the copy you produce:

1. Who will see this copy?
2. What can they do to support Fulbright?
3. What can we say to motivate them to take that action?

To learn more about the motivations of key audiences, reference the audience-specific messages on pages 16-19.

[EXAMPLE]

ECA Instagram post asking alumni to share their stories:

Our world is complex and ever-changing—Fulbright's mission is more important than ever. Help us carry it into the future—one connection at a time. Share stories about the meaningful connections you made as a Fulbrighter using #Fulbright.

DO use the Key Words and Phrases in this Brand Guide. These are research-based words and phrases proven to resonate across Fulbright's audiences. They are flexible enough to be used across Fulbright's network, while still maintaining consistency across countries and platforms.

[EXAMPLE]

Fulbright country-branded t-shirt with an anniversary seal:

Lasting connections for a more peaceful world.

DO put people in the picture. The power of Fulbright's brand comes not just from its prestige or history, but from the people that make up the Fulbright network, and the inspiring work that they do in many fields. In addition, psychology tells us that people are more likely to understand abstract ideas when they are communicated in terms of people doing things. We should show, not tell. Wherever possible, describe Fulbright in terms of the inspiring people who make up its global network.

[EXAMPLE]
IIE Twitter post:

After graduating from Notre Dame with a degree in economics and anthropology, Adam Lattinhorst won a #Fulbright award to study traditional systems of trade and exchange in Gansu Province, China. This week, his work was published in the *Journal of Economic Anthropology*. [Read more here!](#)

DO put the impact Fulbright creates front and center in your copy. Aspirational language—words and phrases that show the impact that Fulbright's network has on the world—are much more motivating than simple descriptions of what Fulbright does (i.e., make grants). Put another way: When writing copy, focus on the "so what?" rather than the "how?"

[EXAMPLE]
Printed flier for potential applicants at a U.S. University:

[In enlarged text with the Fulbright logo at top] Do you want to enrich your education and advance your career, all while contributing to a more peaceful world?

DON'T shy away from acknowledging the Fulbright Program's unique, binational structure or the U.S. government's role, which sets us apart as a brand in international education. Referencing the Program's legislative origins can also emphasize the idea that while times may have changed, our mission has not.

[EXAMPLE]
Talking point for an audience of potential applicants:

Since World War II, Fulbright's unique collaboration between the United States and partner countries has enabled dedicated and accomplished students like you to make a difference in countries around the world.

DON'T use an overly casual tone in Fulbright-related copy or when discussing the Program. Prestige is an important brand asset for Fulbright, one that motivates institutions of higher learning and other organizations to partner with us and highly qualified students, scholars, and professionals to apply. Using slang terms or informal language can undermine that.

[EXAMPLE]
Call to action for potential applicants on a brochure at a University:

Appropriate:
Join Fulbright's global network to help foster mutual understanding, share knowledge, and improve lives in a changing and complex world.

Inappropriate:
Today's world has big problems. Apply to Fulbright to do what you can to solve them.

DO refer to grant recipients as “Fulbrighters” in your copy. The term is a helpful catch-all for the various recipients of Fulbright grants: students, scholars, teachers, professionals, artists, etc. Furthermore, these audiences and Fulbright alumni all view themselves as “Fulbrighters” (use the term without quotation marks in your own copy).

[EXAMPLE]

Fulbright Association Facebook post publicizing its 2019 conference:

Speakers at the 42nd annual #FulbrightConference will feature remarkable stories from Fulbrighters from all over the world. Join us in Paris from November 1–4 to hear about the enduring connections and lasting impact they’ve made.

DO use active voice whenever possible. Active voice adds agency to your writing by telling people who or what is causing something to happen. When it comes to Fulbright, active voice helps to communicate what the Program does rather than what it is, which is more motivating to our audiences.

[EXAMPLE]

Talking point describing what the Program does:

Active voice:

Fulbright’s global network enables scholars and professionals from different countries to create lasting connections in a complex and changing world.

Passive voice:

Fulbright is a global network where scholars and professionals are able to create lasting connections in a complex and changing world.

DON’T use convoluted or overly complex sentence structures. Too many dependent clauses or lists within a sentence, for instance, can muddle your copy and confuse your audiences. Paradoxically, laundry lists that attempt to pack everything the Program does into lengthy sentences can ultimately leave people unsure about what Fulbright does. Rely on descriptions of Fulbright from the Key Words and Phrases and Brand Narrative when possible, and strive to emulate their clarity in other contexts.

[EXAMPLE]

Web copy describing the Fulbright U.S. Student Program:

Overly complex sentence:

The program facilitates cultural exchange through direct interaction on an individual basis in the classroom, field, home, and in routine tasks, allowing the grantee to gain an appreciation of others’ viewpoints and beliefs, the way they do things, and the way they think.

Improved sentence:

By living and learning together with people from different cultures, Fulbrighters build mutual understanding and a true appreciation for other perspectives.

DO refine your copy to eliminate any unnecessary words. The people who interact with the Fulbright brand are, generally speaking, accomplished and busy. To gain their attention, copy should be concise and focused—getting to the call to action, if there is one, as quickly as possible. When writing copy, go over each sentence and ask yourself if you can say the same thing in a simpler way. A good rule of thumb is to continue cutting verbiage until doing so would cut value.

[EXAMPLE]

Web FAQ explaining what makes the Fulbright Program unique:

Pre-edited copy:

Fulbright is the most widely recognized and prestigious international exchange program in the world, supported for more than half a century by the American people through an annual appropriation from the U.S. Congress and by the people of partner nations. The program—working with universities, schools, binational Fulbright commissions and foundations, government agencies, nongovernmental organizations and the private sector—actively seeks out accomplished individuals of achievement and potential who represent the full diversity of their respective societies and selects nominees through open, merit-based competitions. From its inception, the Fulbright Program has fostered bilateral relationships in which other countries and governments work with the U.S. to set joint priorities and shape the program to meet shared needs.

Refined copy:

Led by the United States government in partnership with 49 binational commissions worldwide, Fulbright offers unique international and cultural exchange programs for passionate and accomplished students, scholars, artists, teachers, and professionals of all backgrounds. Fulbright works with universities, foundations, nongovernmental organizations and the private sector to award grants to the most promising applicants through open, merit-based competitions. As Fulbrighters, these individuals foster U.S. ties with other countries and make progress toward shared goals.



Brand Colors

This section contains our brand colors and guidance for using them to create on-brand collateral.

Primary Colors | 2.1

The primary color palette is composed of three distinct shades of blue. These three colors serve as a foundational palette that will work universally across the Fulbright brand, ensuring consistency and reflecting our brand.

The color blue represents aspiration, energy, and ideas. It is also steadfast, representing strength and prestige.

Legacy Blue is our core color and should be used distinctly in applications that require more of a corporate or academic tone. Use Legacy Blue when only one color is available to represent the Fulbright brand.

Reproduce Brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Azure Blue
Pantone® 3005
C100 M30 Y0 K0
R0 G119 B200
Hex 0077C8

Sky Blue
Pantone® 2995
C83 M0 Y0 K0
R0 G169 B224
Hex 00A9E0

Legacy Blue
Pantone® 293
C100 M70 Y0 K5
R0 G61 B165
Hex 003DA5

Neutral Colors | 2.2

Neutrals work well for more subtle or elegant uses. They can also help bring balance by toning down contrast levels in both the dark and light colors. For example, Light Gray works well with all of the colors in the primary palette, and can create a helpful transition between white and the blue of the primary palette.

When you reproduce the color black in CMYK, there may be a need for either a basic black or a rich black. When you need rich black, please refer to the build to the right. If you need a one-color black, then use only 100 percent black shown in the comparison below.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

RICH BLACK VS. BASIC BLACK



Rich Black C30 M25 Y15 K100



Basic Black C0 M0 Y0 K100



Light Gray

Pantone® 420

C6 M4 Y7 K13
R199 G201 B199
Hex C7C9C7

White

Opaque White

C0 M0 Y0 K0
R255 G255 B255
Hex FFFFFFFF

Mid Gray

Pantone® 422

C19 M12 Y13 K34
R158 G162 B162
Hex 9EA2A2

Black

Pantone® Black 7

C30 M25 Y15 K100
R0 G0 B0
Hex 000000

Slate

Pantone® 424

C30 M20 Y19 K58
R112 G115 B114
Hex 707372

Secondary Colors | 2.3

The secondary color palette adds flexibility and variety to the primary brand colors. You can use this palette throughout branded communications to highlight, complement, and accent the primary colors. The secondary colors can also add intensity or create subtlety, depending on the application.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.



Tiger
 Pantone® 1665
 C0 M79 Y100 K0
 R220 G68 B5
 Hex DC4405



Orange
 Pantone® 151
 C0 M60 Y100 K0
 R255 G130 B0
 Hex FF8200



Yellow
 Pantone® 123
 C0 M19 Y89 K0
 R255 G199 B44
 Hex FFC72C



Brick
 Pantone® 7421
 C18 M100 Y45 K67
 R101 G29 B50
 Hex 651D32



Cardinal
 Pantone® 193
 C2 M99 Y62 K11
 R191 G13 B62
 Hex BF0D3E



Pink
 Pantone® 1905
 C0 M47 Y9 K0
 R245 G155 B187
 Hex F59BBB



Purple
 Pantone® 2685
 C90 M99 Y0 K8
 R51 G0 B114
 Hex 330072



Ultra Violet
 Pantone® 7670
 C80 M74 Y0 K0
 R86 G82 B148
 Hex 565294



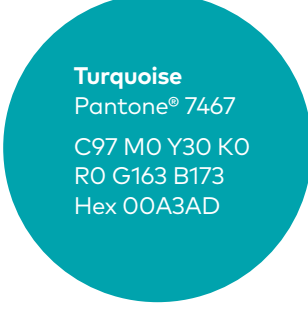
Lavender
 Pantone® 7444
 C27 M21 Y0 K0
 R182 G184 B220
 Hex B6B8DC



Navy
 Pantone® 7463
 C100 M63 Y12 K67
 R0 G43 B73
 Hex 002B49



Ocean
 Pantone® 7468
 C90 M18 Y7 K29
 R0 G115 B152
 Hex 007398



Turquoise
 Pantone® 7467
 C97 M0 Y30 K0
 R0 G163 B173
 Hex 00A3AD



Pine
 Pantone® 5473
 C86 M20 Y32 K51
 R17 G94 B103
 Hex 115E67



Olive
 PANTONE® 576
 C54 M5 Y94 K24
 R120 G157 B74
 HEX #789D4A



Mint
 Pantone® 359
 C40 M0 Y50 K0
 R161 G216 B132
 Hex A1D884

Color Tints | 2.4

You can use tints of each brand color to differentiate information on charts and graphics, as well as on backgrounds and in subtle graphic applications. Always maintain legibility when using tints for typographic use, especially at small sizes.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Legacy	Slate
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20%	30% 20%

Azure	Mid Gray
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20%	30% 20%

Sky	Light Gray
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20%	30% 20%

Navy	Black
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20%	30% 20%

Ocean	Brick
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20%	30% 20%

Turquoise	Pink
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20% 10%	30% 20% 10%

Mint	Cardinal
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20%	30% 20%

Olive	Tiger
90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%
30% 20%	30% 20%

Lavender
90% 80% 70%
60% 50% 40%
30% 20%

Pine
90% 80% 70%
60% 50% 40%
30% 20%

Orange
90% 80% 70%
60% 50% 40%
30% 20%

Ultra Violet
90% 80% 70%
60% 50% 40%
30% 20%

Purple
90% 80% 70%
60% 50% 40%
30% 20%

Yellow
90% 80% 70%
60% 50% 40%
30% 20%

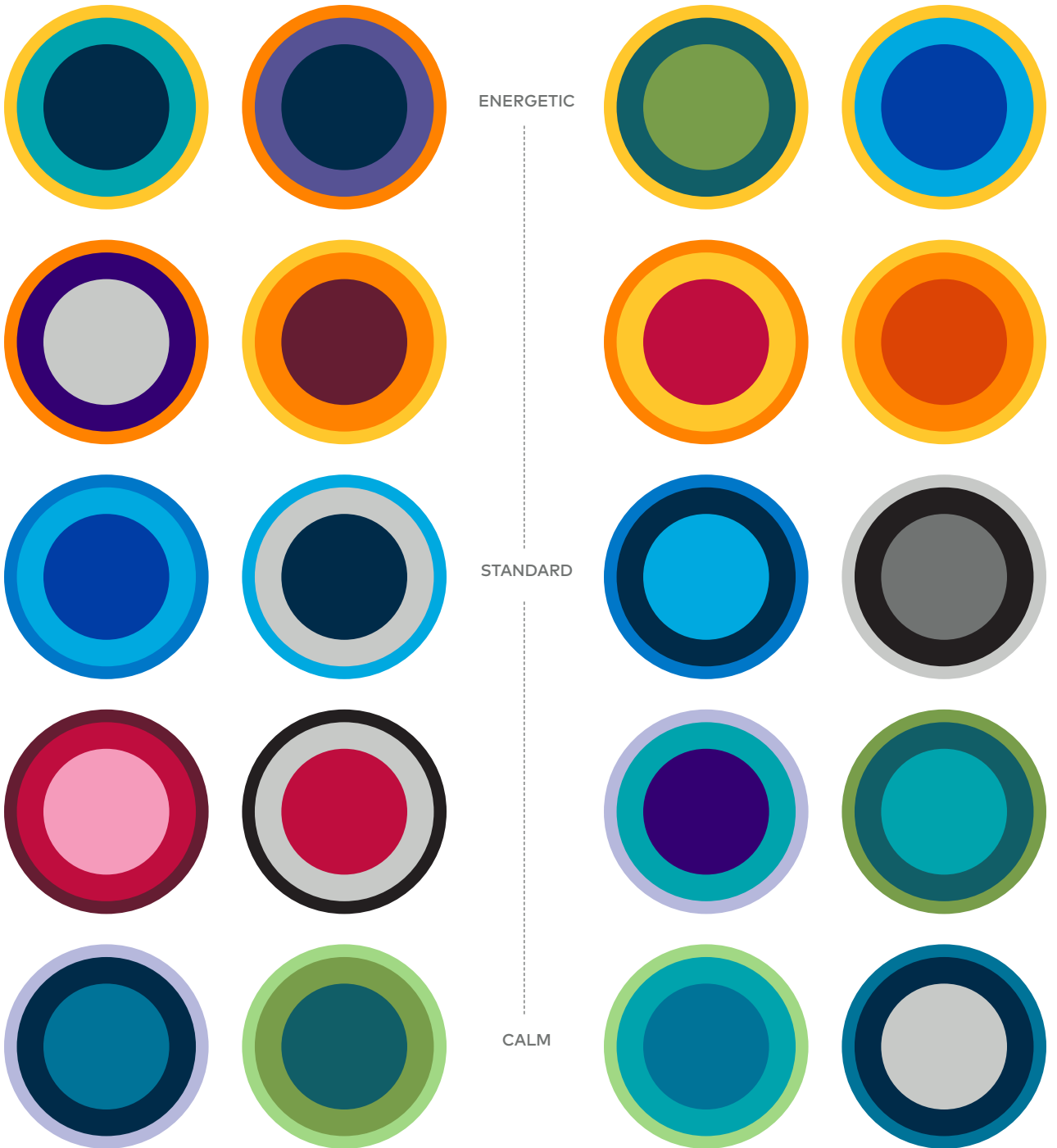
Colorways | 2.5

Colorways are cohesive groups of brand colors used together to increase the impact and resonance of specific communications. This spread contains examples of color ways that evoke different moods and energy. You can create colorways using multiple colors from either the primary, secondary or neutral color palettes. We recommend choosing one dominant color to pair with multiple accent colors.

Please note that this guide is just to be used as a starting point to help choose a color and palette. There are a multitude of colors and combinations that can capture the right mood and feel for each brand-related project.

Reproduce brand colors in Pantone® spot colors or CMYK when available. CMYK values should be used for digital printing, and RGB and HEX values should be used for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.





Brand Typography

This section defines our primary brand typeface and instructions for using it.

Primary Typeface | 3.1

FF Mark is the primary typeface for the Fulbright brand. It is available in multiple weights and allows for maximum flexibility on all communications. The four core typeface weights are FF Mark Std Light, Regular, Medium and Bold—though you can use any weight or italic of the FF Mark typeface family on brand material. FF Mark is a modern, sans-serif typeface with precisely drawn characters and strong geometric lines. The legibility of FF Mark makes it extremely flexible; its uses range from small captions to large signage.

For functionality, we suggest using the OpenType format. This will allow for greater flexibility and easier integration in Adobe® and Microsoft® layout programs.

FF Mark can be purchased as individual typefaces or in multiple typeface volumes at www.fontshop.com.

For digital applications, web sites, or when FF Mark is not available, we suggest the use of the free typeface Google font Montserrat. Montserrat is available at fonts.google.com.

FF Mark Std Regular	Google Montserrat Regular
AaBb123	AaBb123



FF Mark Std Bold
Size: 34
Leading: 36
Tracking: -20

**FF Mark Bold & Medium
are headline weights.**

FF Mark Std Regular
Size: 30 pt
Leading: 32
Tracking: -30

FF Mark Regular is the basic
body copy weight.

FF Mark Std Regular
Size: 21 pt
Leading: 23
Tracking: -30

Regular and Light can be used for
captions and small bodies of text.

FF Mark Std Light
Size: 16 pt
Leading: 20
Tracking: -30

Light can also be used when a large or small piece
of type needs a delicate treatment

Mark

Secondary Typeface | 3.2

Hoefler Mercury is the secondary typeface for the Fulbright brand. It is available in multiple weights and allows for maximum flexibility on all communications. The four core typeface weights are Hoefler Mercury Roman, Italic, Bold, and Bold Italic—though you can use any weight or italic of the Hoefler Mercury typeface family on brand material. Hoefler Mercury is a flexible serif typeface with precisely drawn characters and modern angles making it incredibly well-suited for both body copy and headline treatments.

For functionality, we suggest using the OpenType format. This will allow for greater flexibility and easier integration in Adobe® and Microsoft® layout programs.

Hoefler Mercury can be purchased as individual typefaces or in multiple typeface volumes at www.typography.com.

For digital applications, web sites, or when Hoefler Mercury is not available, we suggest the use of the free typeface Google font Source Serif. Source Serif is available at fonts.google.com.

Hoefler Mercury Roman	Google Source Serif
AaBb123	AaBb123



Hoefler Mercury Bold
Size: 29
Leading: 36
Tracking: -20

Hoefler Mercury Bold & Semi Bold are headline weights.

Hoefler Mercury Roman
Size: 25 pt
Leading: 32
Tracking: -30

Hoefler Mercury Roman is the basic body copy weight.

Hoefler Mercury Italic
Size: 21 pt
Leading: 23
Tracking: -20

Hoefler Mercury Roman Italic can be used to provide emphasis or highlight copy.

Hoefler Mercury Roman
Size: 16 pt
Leading: 20
Tracking: -30

Hoefler Mercury Roman can also be used when a large or small piece of type needs a unique call-out style.

cury



The Logo

This sections contains our primary logo, along with its variations and guidance for proper use.

About the Logo | 4.1

The Fulbright logo is the primary symbol of the Fulbright brand, representing the impact that Fulbright's global network creates through lasting connections.

The logo itself is a perfect circle, representing the globe. The F-shaped latitude and longitude lines stretch across the globe to create multiple facets, a reminder that Fulbright is connecting people and nations throughout the world.

The logo colors are shades of blue that get brighter as they ascend, visualizing how Fulbright works toward a more peaceful world: one connection at a time.





FULBRIGHT

Primary Logo | 4.2

The Fulbright logo is the most fundamental visual component of our brand. To maintain a strong and consistent visual identity, it must be used correctly at all times.

The primary logo is made up of two specific parts: the globe and the logotype. The standard color use on the primary logo includes all three primary colors: Legacy Blue, Azure Blue and Sky Blue. If you're only able to use one color in branded materials, use the Legacy Blue. Please see the color use section (page 58) for proper color use on the Fulbright logo.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

LOGO ANATOMY

The Logo



The Globe

The Logotype



The Primary Logo

Primary Logo Variation | 4.3

All Fulbright stakeholders have the ability to personalize the primary Fulbright logo to fit their individual needs. You can customize the logo by adding a descriptor or an optional line of information based on your specific needs.

For all customized variations of the Fulbright logo, use the primary typeface FF Mark. FF Mark Light should be used on the descriptor, and FF Mark Bold (all caps) should be used on the optional information line. The guide to the right details how to properly create a customized logo through the use of the measurement 'X', which is the height of the 'F' in the logotype. Follow all of the spacing and size requirements (page 56) to optimize legibility. A template for creating a variation of the Fulbright logo is available for all programs, commissions and embassies.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

Primary Logo Variations | Examples

Here are a few examples of the many variations that can be achieved by personalizing the Fulbright logo. Always begin with an approved version of the primary logo and the primary typeface before creating a unique logo extension.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.



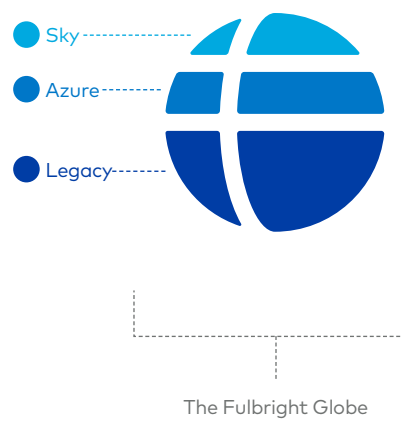
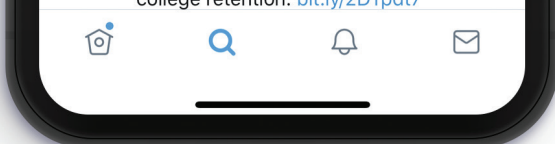


Fulbright Globe | 4.4

You can also use the Fulbright globe separately from the primary logo. The globe is well suited for social media and wherever a more iconic representation of the Fulbright brand is warranted. To maintain a strong and consistent visual identity, you must use it correctly at all times.

The use of color on the Fulbright Globe should follow all of the logo color use guidelines (page 58).

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.



Examples of social media icon use



Fulbright Seal | 4.5

The Fulbright seal is a special use logo designed for occasions or special events. The seal is a representation of the Fulbright brand and should be treated like all other Fulbright logos. The Fulbright seal should follow all of the logo color use guidelines (page 58); however, gold and silver treatments (screen colors, inks or specialty foils) are permitted based on the application. If the use of color foil is considered, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible to the Fulbright brand colors.

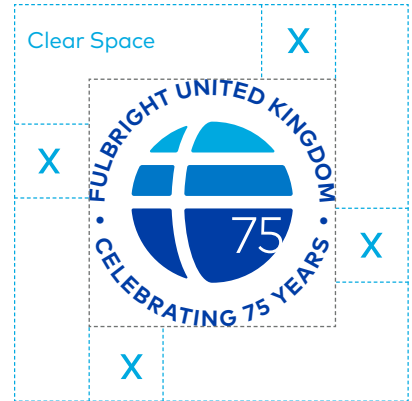
A template for the Fulbright seal is available for all programs, commissions and embassies. Note that you will need to take care when deciding on what text can be included, based on character count. The seal variations shown on the following page are proper examples of how the content can be arranged.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

THE FULBRIGHT SEAL



CLEAR SPACE



SEAL CONTENT

The space around the seal can hold an average of 50–58 characters, and the text should always be set in FF Mark Bold (all caps). Please use the template available online from the fulbrightsource.net.

Full-color logo



One-color logo (legacy blue)



One-color logo (black)



One-color logo (gold)



One-color logo (silver)



Special use inks



Using the Fulbright Logo | 4.6

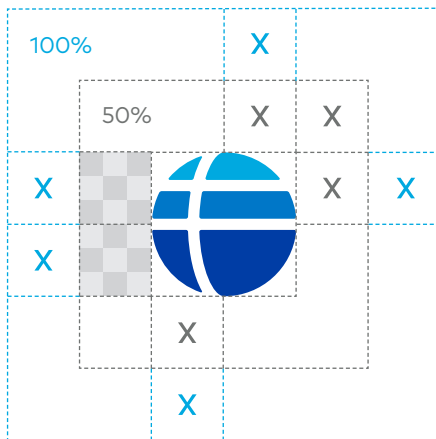
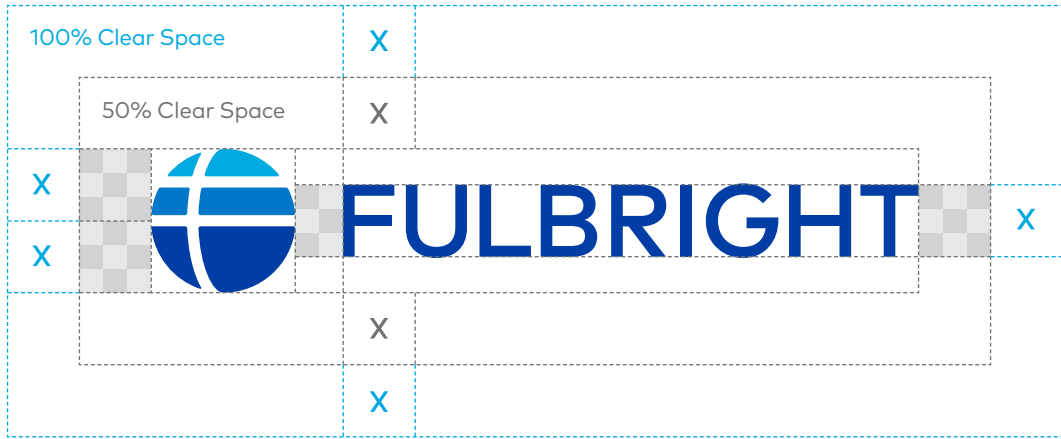
SPACING & SIZE

To preserve the integrity of the Fulbright logo, always maintain a minimum amount of clear space around it. This isolates the logo from other graphic elements that may divert attention. The clear space (on all logo versions) is defined as 'X', which is the height of the 'F' in the logotype. Make sure to maintain this space as the logo is proportionally enlarged or reduced in size. In special circumstances when 100 percent of clear space (2X) is not available or possible, use the second option of 50 percent (X) clear space.

There are no predetermined sizes for the Fulbright logo. Position and size should be determined based on the aesthetics, function and available space. However, please observe the minimum size guide shown here whenever you use smaller sizes. The ideal small size for the Fulbright logo is set at 1.5 inches wide (38.1 mm) but should never be smaller than 1.0 inch wide (25.4 mm).

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

CLEAR SPACE



MINIMUM SIZE



1.5 inches wide (38.1 mm)
Ideal Small Size



1 inch wide (25.4 mm)
Minimum Size

Using the Fulbright Logo | Color Use

The Fulbright logo and all Fulbright logo extensions should always use the full-color logo. If the logo needs to be used in one color, then the logo should appear in Legacy Blue or Black. You can also use the logo in white whenever color or contrast makes it necessary. This also applies to the globe usage alone.

The logo examples shown on the following page represent examples of proper color use with the Fulbright logo.

Reproduce the Fulbright logo in Pantone® spot colors or CMYK when available. CMYK values should be used for digital printing, and RGB and HEX values should be used for all screen-based applications. For specific brand color values to use when reproducing the logo (using PANTONE®, four-color process, or RGB), refer to the brand color section (page 24).

If color reproduction is not available or is not a viable option, you can reproduce the logo in solid black, or reversed in white on a color background.

When the Fulbright logo is placed on a photograph, the image behind the logo must provide enough contrast to make the logo clearly visible.

You can also use specialty printing techniques such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Full-color logo



White logo (on legacy blue)



One-color logo (legacy blue)



Secondary Color Use



One-color logo (black)



Using the Fulbright Logo | Co-Branding

In some cases, it may be appropriate to display the Fulbright logo next to other brands, marks or logos, such as the U.S. flag, the U.S. Department of State seal, or the logos of the Fulbright Program administering agencies and partners.

In these instances, use the guides on the following page to ensure correct placement relative to other marks and logos. The space between each logo should be at least the width of the globe in the Fulbright logo to ensure comfortable spacing and maintain a distinct brand. Be sure to follow the brand standards for all partners and co-branded entities.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.

PROPER HORIZONTAL SPACING

Full-color logo example



One-color logo example



PROPER VERTICAL SPACING

Horizontal spacing is preferred, however vertical spacing can be used if necessary.



Using the Fulbright Logo | [Incorrect Logo Use](#)

Incorrect use of the Fulbright logo compromises its integrity and effectiveness. The examples of logo misuse shown here are not comprehensive; they represent only a small sample of possible misuses. Always follow the logo use rules outlined in this brand guide.

All Fulbright artwork and logos are unique, and the proportion and arrangement of these marks have been specifically determined. To ensure consistent reproduction, always use approved digital artwork, which is available online from the fulbrightsource.net. Never alter or try to recreate the logo or any element within it.





Brand Photography

This section discusses brand photography, describing the kind of images needed to best represent our brand.

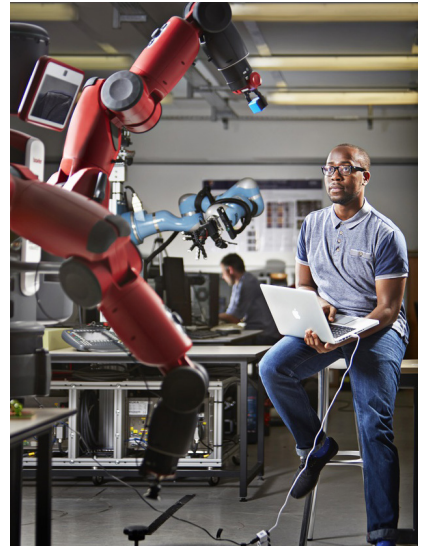
Photography | 5.1

The use of quality photography can help bring the elements of the Fulbright Program and the ideas in the brand narrative to life. It provides a unique opportunity to tell stories about the people who make up the Fulbright network. The images shown on this spread are examples of the standard level of quality photography that should be used to represent the Fulbright brand.

Images should focus on the people and places at the heart of our brand, and should always be presented in a positive and exciting way. Fulbright-branded communications should always use photography that is properly lit, well shot, and carefully cropped for maximum impact.

Suitable photography is available online from the fulbrightsource.net.







Fulbright Story Map

The Story Map details best practices in storytelling and describes how to modify communications to fit the Fulbright brand experience.

Story Map | 6.1

By tapping into the way our brains process information, stories motivate and mobilize people in a way that other forms of communication simply cannot. Stories are a critical part of communicating the Fulbright brand and highlighting the impact Fulbrighters are creating around the world. The following template—based on best practices in storytelling and modified to fit the experiences of Fulbrighters—offers a simple yet powerful framework for crafting strategic stories about the Program and its participants. You can use and adapt it to craft blogs, articles, social media posts, or even interview questions that embody or capture the Fulbright mission.

This section describes each element of the Fulbright Story Map, and provides guiding questions to help you craft stories. The Program has many stakeholders and even more audiences, and each story will be unique. We do not intend for you to follow the guiding questions exactly. Rather, they provide guidance that you can adapt to connect the most compelling elements of each unique story to the motivations of each particular audience.

Throughout the section, we use a sample story, adapted and lightly edited from a real Fulbrighter's experience, to show an example of the Story Map in action.

1

Opportunity

2

Obstacles

3

Solution

4

Impact

5

Lessons Learned

Introduce the main character, and set the stage for their Fulbright experience. Describe the main character's personal attributes, placing before the audience their aspirations and the opportunity that lies ahead.

Get specific: Help your audience see the student, teacher, researcher, artist, or professional at the center of your story.

GUIDING QUESTIONS FOR FULBRIGHT STAFF:

- What led the main character to apply to the Fulbright Program?
- What did they hope to get out of their Fulbright experience personally?
- What change did they hope to create through the Fulbright Program?

GUIDING QUESTIONS FOR FULBRIGHTERS OR FULBRIGHT ALUMNI:

- Why did you apply to the Fulbright Program?
- What did you hope to accomplish personally through your Fulbright experience?
- What change did you hope to create through your Fulbright experience?

SAMPLE STORY

I graduated from the University of Florida optimistic and excited to see the world. I wanted to continue my education, and I was passionate about other cultures and languages; but I wasn't quite sure how to combine those interests in a way that would enhance my career trajectory.

The faculty from my honors program at the University of Florida encouraged me to apply for a Fulbright award that would allow me to continue my studies abroad. Through the application process, I connected with the Center for Infectious Disease Research in Cuernavaca, Mexico. This opportunity for collaboration offered a unique opportunity to work at a laboratory where I could be of immediate assistance to my colleagues but also have greater independence in my research and further my academic ambitions.

When I was offered and accepted the Fulbright award, I was thrilled. But I didn't know how pivotal being a Fulbrighter would prove for my professional future, or how personally fulfilling my time in Mexico would be.



Story Map | Obstacles

Show how the main character encountered challenges or obstacles before, during, or after their grant that stood in the way of their goals or altered their expectations. Tell the audience how these obstacles led the Fulbrighter toward new ideas or perspectives.

GUIDING QUESTIONS FOR FULBRIGHT STAFF:

- What challenges did the Fulbrighter face before their grant?
For example: challenges designing their work, or challenges preparing for their time abroad.
- What broader problems did the community face, and what was the context that made those problems particularly challenging to solve?
- Did the Fulbrighter face cultural challenges living and working in another country?

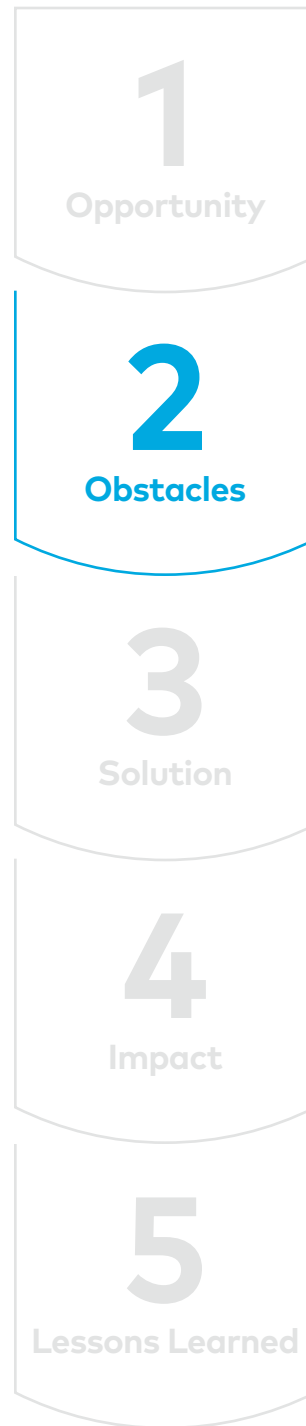
GUIDING QUESTIONS FOR FULBRIGHTERS OR FULBRIGHT ALUMNI:

- What personal or cultural challenges did you face while serving in your host community and country?
- Did you change your expectations or project in response to what you learned and encountered in your host country?

SAMPLE STORY

When I arrived in Mexico, I remember feeling a tremendous sense of vulnerability. The unease of simply being in unfamiliar surroundings, of being in the midst of a new host culture, and worries that I might transgress the professional etiquette of the laboratory where I would be working, all contributed to this initial feeling. Although I had worked in labs and conducted research during my undergraduate studies, now I was engaging with new research topics in a cultural context in which I was not yet fluent. When the lab invited me to join a research team investigating Dengue fever, using a mouse model—running my own experiments, no less—I initially felt a stab of self-doubt, and I was particularly aware of being outside my established academic and social support network.

Beyond the challenges in the lab, I was also initially worried about my ability to communicate. I grew up around Spanish and understood it, but hadn't been in an immersive environment before, so I was self-conscious about my conversational ability. A friend reassured me, saying that as long as I sought out opportunities to speak Spanish, eventually I would meet more people in the neighborhood, develop stronger connections with my new colleagues, and get more comfortable in my ability to communicate.



Show how the Fulbrighter found or designed solutions to help them overcome the obstacles they encountered.

GUIDING QUESTIONS FOR FULBRIGHT STAFF:

- How did the Fulbrighter change their approach in response to the challenges they faced?
- How did people in the host community, colleagues, or other allies help the Fulbrighter overcome challenges?
- Was there a specific moment or experience that led the Fulbrighter to a breakthrough or new understanding, either in the context of their particular project or within the host community?

GUIDING QUESTIONS FOR FULBRIGHTERS OR FULBRIGHT ALUMNI:

- What did you change about your work or approach in response to the challenges you faced?
- Who helped you along the way, and how?
- Does any particular moment stand out as a breakthrough moment in your understanding or progress?

SAMPLE STORY

The more comfortable I became, the more connected I felt to people in the lab and the community. As my Dengue research progressed, I brought a new approach to our work in the lab that allowed the independent research teams to collaborate more closely.

I also built my Spanish and collaboration skills by helping other teams translate their findings into English from Spanish and vice versa, building valuable professional relationships along the way. I even ended up writing a thesis about my work entirely in Spanish—a huge step for my language fluency.

I made deep friendships with other accomplished researchers, and made friends outside of work as well—friends who joined me on an adventurous climb up Popocatepetl, Mexico’s third-tallest mountain.



Show the impact the Fulbrighter has created or will create through their work. Demonstrate how their experience benefited them personally and had a positive impact on society at large.

GUIDING QUESTIONS FOR FULBRIGHT STAFF:

- How did the Fulbrighter's work affect people in the community where they lived, colleagues they worked with, students they taught, or the area of knowledge they studied?
- How did the Fulbright experience help them in their personal or professional lives?
- What lasting relationships did they form, and what have those relationships led to or helped them accomplish?

GUIDING QUESTIONS FOR FULBRIGHTERS OR FULBRIGHT ALUMNI:

- How did your time as a Fulbrighter affect people in the area where you served?
- How has your Fulbright experience helped you in your personal or professional life?
- Did you form any lasting relationships through Fulbright?

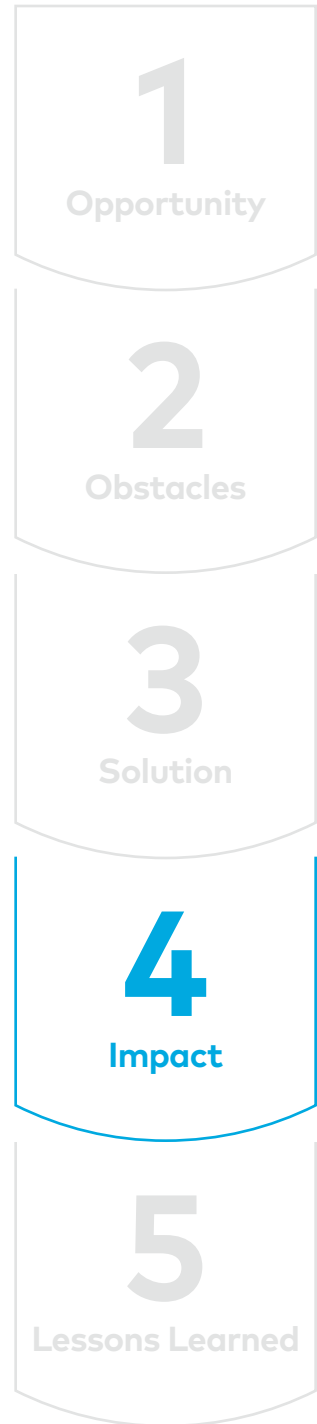
SAMPLE STORY

My Fulbright experience profoundly affected my career. I gained invaluable experience and helped advance research on an important disease that affects millions of people every year.

I was also inspired by the professional connections I witnessed among my lab partners—connections that came from drawing on the strengths of different disciplines and the camaraderie that results from people working together to solve complex problems. Those cross-disciplinary connections inspired my current career path—pursuing an M.D. and a Ph.D. in population genetics at Case Western Reserve University.

Finally, my Fulbright experience clarified the crucial role that academic laboratories play in developing important medicines and public health technologies, but also how patenting and licensing decisions profoundly affect these medicines' accessibility, especially in developing nations like Mexico. I want to look at innovative ways to improve accessibility to life-saving medications, because I believe that no one should be sick because they are poor—or poor because they are sick.

Upon returning to the United States, I became a founding member of Universities Allied for Essential Medicines, a global network of university students who believe that universities have a responsibility to make sure the cures they discover are available at prices that people can afford.



Show your audience what they can learn from the story and what action you want them to take. Tailor your call to action to your audience, their motivations, and your objectives for communicating with them.

GUIDING QUESTIONS FOR FULBRIGHT STAFF:

- What are your audience’s values and aspirations? Why are they interested in the Fulbright Program?
- What are you trying to achieve by capturing your audience’s attention? Does your audience comprise potential applicants, funders or policymakers?

GUIDING QUESTIONS FOR FULBRIGHTERS OR FULBRIGHT ALUMNI:

- What should future Fulbrighters know about the Fulbright experience?
- How would you articulate the value Fulbright provides to nations and communities around the world?
- What do you wish Fulbright Program leadership would understand about the Program?

SAMPLE STORY

My current career path wouldn’t be possible without the experience and deep personal and professional connections I made through Fulbright—connections that I will continue to leverage throughout my career. My experience in the lab in Mexico reinforced for me the power of scientific breakthroughs to change lives—and the urgency of ensuring that those benefits are shared equally.

The Fulbright Program brings leaders from various countries, fields, and backgrounds together to solve problems. The values of Fulbright—exchanging knowledge, building mutual understanding, working together—are as relevant today as when the Program was founded.

Fulbright shaped me into who I am and showed me where I could best make a difference in the world.



Elements of Successful Storytelling | 6.2

The framework below identifies the five parts of the recommended cycle for collecting Fulbright stories and maintaining them in a curated catalog.

1. Identify: Use each Fulbright event to speak with Fulbrighters and identify compelling stories and individuals.

- Use the Story Map and guiding questions included in this brand guide to help you identify individuals with compelling stories.
- On visits to the field, be receptive to potential stories.
- When participating in Fulbright events or pre-departure orientations, identify participants who you think will be effective storytellers. Keep in touch with them and work with them to gather highlights of their experience, to include photos and video footage, if possible.

2. Collect: Develop clear guidelines to submit and collect stories about Fulbrighters and their work and impact.

- Ensure staff are able to collect stories as part of their work, and curate a central story bank to use for different opportunities in presentations, blog posts, social media, or face-to-face communication.
- Provide a way for Fulbrighters to submit stories themselves—whether on social media, during Fulbright-related events, via email or online at fulbrightsource.net.
- Develop an editorial calendar to plan your storytelling schedule, and align your storytelling with your overall goals and the ideas you want to highlight about Fulbright.

3. Produce: Use various mediums and lengths to produce stories and content.

- Use the Story Map included in this brand guide, and the example story provided, to help craft stories that capture people's attention and imagination.
- When writing, cut through the jargon—use language that non-experts can easily understand, and vivid details they will remember, but without straying into informality.
- The most effective stories are told from the perspective of an individual. Put the Fulbrighter at the center of the story, and describe the people in the community they work with.
- Tailor the story to a variety of mediums—including a blog post, a social media post, part of a presentation, a few talking points to open a meeting with—to get the most out of your best stories.
- Great stories can be fewer than 150 words, or 1,000 words—but be careful not to overwhelm people with too much copy.

4. Engage: Share stories with audiences across a variety of platforms and social networks.

- Start and end presentations, speeches, or blog posts with a story, to grab your audience's attention, pique their interest in Fulbright, and demonstrate the impact of Fulbright's mission and research around the world.
- When sharing stories on social media, use photos of people from your story in your posts to attract the reader's eye, and accompany the picture with short, compelling text to increase engagement.
- Once your story has inspired and informed people, tell them what they can do to get involved. Provide links to Fulbright application materials, for example, or guide them to learn more about various programs or Fulbright-related events.

5. Evaluate: Evaluate your storytelling practices to determine how Fulbright can more effectively amplify these stories of action and impact.

- Regularly monitor and respond to comments and questions via social media or email about published stories or other content.
- Ensure that staff and Fulbrighters can give feedback on the process and tools for collecting and crafting stories, to continuously improve.
- Recognize and reward storytellers within the Fulbright network. Healthy competition can incentivize storytelling. For example, periodic story competitions encourage people to search for good stories and provide an occasion to gather them in one place.
- Use analytics in social media platforms to gauge which stories attract more engagement. Follow the model of popular stories to increase engagement and gain followers.



Appendices

Section 146 of the J. William Fulbright Foreign Scholarship Board Policies

(Adopted March 17, 2016)

Section 146: Provisions for Use of the Fulbright Logo

146.1 Use by authorized organizations and individuals

The Board encourages authorized organizations and individuals to use the official Fulbright logo on all appropriate print and digital material related to the Fulbright Program. The Fulbright logo should always be used in ways commensurate with the prestige of the Fulbright Program. Grantees may not use the Fulbright logo for personal fundraising or solicitation of gifts, as outlined in Sections 444.4, 544.4, 645.4, 745.4, 844.4, 944.4.

- A.** Authorized organizations include, but are not limited to: the U.S. Department of State and U.S. embassies and consulates worldwide; Fulbright implementing partners; Fulbright Commissions; Fulbright partner governments; home and host institutions for Fulbright grantees; and Fulbright private sector partners (e.g., National Geographic).
- B.** Fulbright grantees and alumni may use the Fulbright logo in publications and other work directly related to their Fulbright projects.
- C.** Grantees and alumni may also use the logo to promote their Fulbright affiliation for professional purposes (e.g., business cards, CVs/resumes) and on social media sites (e.g., blogs, LinkedIn profiles, etc.).

146.2 Use by other organizations or individuals (not listed)

Requests from external organizations and individuals not directly affiliated with the Fulbright Program to use the logo must be approved in writing from the Board and will be considered on a case-by-case basis. The Board will consider such requests keeping in mind that the Fulbright logo should always be used in ways commensurate with the prestige of the Fulbright Program.

146.3 Sale of items with the Fulbright logo

Under special circumstances, and only with express prior written consent from the Board, organizations (including authorized organizations, as listed above) may sell items bearing the Fulbright logo.

Selected Fulbright Program Official Names and Abbreviations

Fulbright Scholar Program

- Fulbright Scholar Program
- Fulbright U.S. Scholar Program (*Never use "US" without periods.*)
- Fulbright Visiting Scholar Program (*Use this terminology when writing for a U.S. audience. Fulbright Commissions and U.S. Embassies may change the word "Visiting" when writing for their local audience, such as "Fulbright Egyptian Scholar Program."*)
- Fulbright Arctic Initiative
- Fulbright Scholar-in-Residence (S-I-R) Program (*Never capitalize "in." Always retain dashes in abbreviation.*)
- Fulbright Outreach Lecturing Fund (OLF) (*Do not refer to participants as "Fulbright OLFs" or "OLF Fulbrighters" – they are Fulbright Visiting Scholars visiting campuses through the Fulbright Outreach Lecturing Fund.*)
- Fulbright Specialist Program (*Note that Specialist is singular.*)
- Fulbright International Education Administrators (IEA) Seminars
- Fulbright Global Scholar Award (*Do not refer to this as a program.*)
- Fulbright Public Policy Fellowship (FPPF)

Fulbright Student Program

- Fulbright Student Program
- Fulbright U.S. Student Program (*Never "US" without periods*)
- Fulbright English Teaching Assistant (ETA) Program (*ETA acronym should always be preceded by Fulbright, e.g., Fulbright ETA, when referring to a grantee.*)
- Fulbright-National Geographic Digital Storytelling Fellowship (*When referring to grantees, can be shortened to Fulbright-National Geographic Storytellers*)
- Fulbright Foreign Student Program (*Use this terminology when writing for a U.S. audience. Fulbright Commissions and U.S. Embassies may change the word "Foreign" when writing for their local audience, such as "Fulbright Egyptian Student Program."*)
- Fulbright Foreign Language Teaching Assistant (FLTA) Program

Fulbright Programs for Teachers and Professionals

- Fulbright Teacher Exchange Program
- Fulbright Distinguished Awards in Teaching Program
- Fulbright Teaching Excellence and Achievement Program
- Fulbright Teachers for Global Classrooms Program
- Hubert H. Humphrey Fellowship Program

Fulbright-Hays Program*

- Fulbright-Hays Doctoral Dissertation Research Abroad Program
- Fulbright-Hays Group Projects Abroad Program
- Fulbright-Hays Seminars Abroad Program

*The Fulbright-Hays Program is funded by a Congressional appropriation to the U.S. Department of Education, which manages the awards in the Office of International and Foreign Language Education.

Accessibility and 508 Compliance

The Fulbright Program is committed to accessibility.

Designs created for the Fulbright Program must comply with Section 508 of the Rehabilitation Act, effective June 21, 2001, which requires U.S. federal departments and agencies that develop, procure, maintain, or use electronic and information technology to assure that these technologies provide access to information and data to people with disabilities.

Fulbright Program videos, web pages, websites and mobile applications created and/or maintained by the U.S. Department of State or cooperative agreement recipient organizations must be compliant with Section 508 of the Rehabilitation Act, which addresses accessibility of content to persons with disabilities. It states that they must be 508 compliant " ... unless an undue burden would be imposed on the department or agency." Even if there is an "undue burden," the U.S. Department of State and recipient organizations must provide accessible alternatives for all non-accessible content that they publish.

Specific requirements for videos and websites are detailed in the Communications Guidance for ECA Recipient Organizations document. Additional resources and guidance for accessibility in design can be found in the ECA/PASC Design Guide. This includes guidance on minimum font sizes and color contrast requirements.

The Fulbright Brand Guide is a resource for all staff members at the U.S. Department of State and implementing partner organizations who are creating public promotional materials for official Fulbright Program communications platforms. Fulbright Commissions, other Program partners, and members of the media may also use this guide for instructions on the use of the Fulbright Program logo. The goal of this brand and identity guide is to ensure consistency and proper use of all Fulbright brand elements in the Program's recruitment and marketing products, expanding on existing guidance provided by the J. William Fulbright Foreign Scholarship Board policies.

We hope this guide helps you create engaging and consistent designs for the Fulbright Program. If you have any questions, please email the U.S. Department of State's Fulbright Outreach Team within the Office of Academic Exchange Programs at: Fulbright@state.gov. Media inquiries may be directed to: ECA-Press@state.gov. General information about the Fulbright Program may be found at eca.state.gov/fulbright.



Fulbright is a program of the U.S. Department of State Bureau of Educational and Cultural Affairs