

IEA Unveils Refreshed Visual Identity of IEA Studies

30 January 2025 - The International Association for the Evaluation of Educational Achievement (IEA) is proud to introduce the refreshed visual identity of its studies. The refreshed visual identity aims to preserve links to the strong legacies and reputations of the individual studies, while reflecting the strategic transformation of TIMSS, PIRLS, ICCS, ICILS, and LaNA over time, and the changing requirements for use of imagery in the digital age. The refresh also introduces harmony across the look of the studies, bringing them visually under one family while maintaining individual character.

With more than 60 years of history as a leading figure in the field of comparative studies of education, IEA has a reputation of quality and consistency that is reflected in its key studies: TIMSS, PIRLS, ICCS, ICILS and LaNA. The unique visual identity of each of these IEA studies encompasses various graphical elements, including logos, color palettes, typography, and imagery. The refreshed visual elements of the studies maintain a thread of connection with those of the past, ensuring easy continued recognition and safeguarding the heritage of the studies, while adding a fresh energy and modern twist.

As part of the refresh, new logos have been developed for the studies. Unique, but also visually cohesive, the icons are abstract, versatile, and clearly recognizable as visually part of the IEA family of studies.

'We worked closely together with the International Study Centers to thoughtfully develop the imagery that represent the purpose, character, and aspiration of each individual study. This has been a valuable opportunity to reflect on the journey and expansion of our studies, while also looking ahead to the numerous advances of our upcoming study cycles.'

Dirk Hastedt, Executive Director of IEA.

Following the successful releases of ICILS 2023 and TIMSS 2023, the old study branding is now officially being phased out across study cycles. The refreshed study visual identity will be updated across the IEA website and other communications channels. Read more about the visual identity refresh [here](#).

