

**AIESEC**  
**BLUE BOOK**  
  
*Brand Toolkit*





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WATERSECONOMIA

FREE HUGS



WATERSECONOMIA

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CONSUMER STAFF OF AUSTRALIA

AIESEC Australia

# 1 The Intro

## *Why it's time for the AIESEC Brand Refresh*

At the dawn of the exponential law of innovation, quick-paced progress became essential. In order to stay youthful, our brand is tasked to keep up! Not only does this mean we stay hip with the times, but we also take this opportunity to ensure that our messages are clear to our audiences of today.

With this in mind, the Brand Refresh Process Team met in Rotterdam in May 2016 to update our brand identity, inspired by design trends used in the network and by taking a critical look at AIESEC's current brand positioning. At the same time, we revisited our brand structure in light of the refreshed AIESEC Experience to bring clarity to the market about our programs, in order to support the network in localization.

This refresh is not a rebrand. This process was done in order to make tweaks and changes where they were needed, but not to give AIESEC a whole new identity.

As a part of the process, we worked on the following:

- Our Brand Architecture
- Updated visuals of the new AIESEC experience
- Updated brands for our programs
- Our Brand Voice
- AIESEC Shapes
- Visual Identity
- Brand Ambassadorship

## *People behind the process:*

The process involved a number of individuals representing different backgrounds and experiences.

The Core Team:

- Muhammad Ghifari Ismail
- Priyadarshini Sivakumar
- Isabella de Brito
- Hanne Ockert-Axelsson
- Karolina Kujawa
- Daniela Dandes
- Daniela Sîrbu
- Yildiz Alidzhikova
- Hussain Dewani
- Gurin Pal Singh
- Tamara Hombrebueno
- Katarzyna Kuchnowska
- Alonso Salazar
- Ofelia González

In addition, we also engaged diverse focus groups for continuous feedback, along with volunteer designers who supported the creation of visual designs based on concept outputs.



	STANGER	VISITOR	LEAD
<b>APPT</b>			
<b>EXPERIENCE</b>			
<b>INTENT</b>			

# 2 Read this **First**

This Toolkit is meant to be a guide, so in order to be on the same page, the following must be defined and acknowledged:

## The AIESEC Way

Representing the essence of the organization, The AIESEC Way was at the core of developing of this brand refresh.

## AIESEC Experience

This consists of 3 phases, Engagement with AIESEC [EwA], Experiential Leadership Development [ELD] and Life-Long Connection [LLC]. Within the AIESEC Experience, you will find all of AIESEC’s products defined by phase.

## Programs versus Products

AIESEC will no longer have programs. Moving forward, everything we offer in our AIESEC Experience is defined as a Product.

Example:

-Our EwA products include: *YouthSpeak Forum and Local Volunteer.*

-Our product, *Global Talent*, offers your company the opportunity to hire the best talent in the IT field.

### Dont’s

-Use GIP or GCDP as a name. Those do not exist anymore. We are striving to unify internal and external language of the organization and in order to do so we need to get rid off all of those names.

## Our Customers

We identify two groups of customers within AIESEC: Youth and Enablers.

**a) To Youth:** AIESEC made a strategic decision to not limit itself to students only. Now, anyone between the ages of 18-30 can take one of our products, regardless of educational status. Hence, within this document you will see “youth” or “young people” referring to our main customer.

### Dont’s

Refer to Student as AIESEC’s only customers

**b) To Enablers:** This term include all stakeholders, which are supporting us in creation of our products like: companies, NGO’s, governments, institutions etc.

Please note that at the end of this document, you can find a Glossary as well as additional materials like PR statement manual and many more to guide you.



“Great brands are **consistent.**  
***Everytime. Everywhere.***”

The beauty of being present in more than 120 countries and territories is the challenge of maintaining a single, unique identity, along with being simple enough to be understood by local audiences.



# 3 AIESEC Brand

## 3.1 BRAND Overview

The AIESEC description is a necessity in many materials - such as partnerships proposals, product promotion materials, websites etc. It becomes crucial to align our way of communicating this within and outside of the organization.

In order to have a common script on how to explain AIESEC, **the following paragraph should be used:**

### *Describing AIESEC*

AIESEC is a global youth-led organization striving to achieve peace and fulfillment of humankind's potential by activating leadership qualities in youth through learning from practical experiences in challenging environments. Together with partner organizations, AIESEC facilitates a network of cross-cultural exchanges in the form of volunteering experiences and professional internships.

### *Our Differentiator*

What makes us unique is *Activating leadership through exchange*.

Additionally to that we have other characteristics which differentiate us: collaborative network, international environment, democracy, turnover, ethical leadership, dynamic spirit, youth-driven, experiential and practical learning.

### *AIESEC Tagline*

Activating youth leadership since 1948.

### *The Origins of the AIESEC Name*

Where does the name come from? AIESEC (pronounced eye-sek) was originally an acronym for Association Internationale des Étudiants en Sciences Économiques et Commerciales. AIESEC is no longer used as an acronym but simply as the name of the organization and it only can be written in capitals.

# 3.2 BRAND

## *Attributes & Voice*

### *Brand Attributes*

Imagine if our brand came to life. What would that look like?

Brand attributes are the core of our brand voice and image. They are defined in order to create an emotional connection that resonates with potential customers and members alike. These attributes should be felt in every aspect of our communication.

The process of defining these specific attributes started in 2010 as a representation of the AIESEC way:

#### **Impactful**

We activate leadership to create change agents.  
We are driven by our organizational value and we are ethical in our behavior.  
We work towards contributing to resolving global and community issues.

#### **Inclusive**

We are independent and non-discriminating on any basis.  
We offer opportunities for leadership development through exchange that everybody can access.  
We are a collaborative network and interact actively with other people and organizations.  
We are humble in our offers and language.

#### **Dynamic**

We adapt and change constantly to the environment around us.  
We learn by doing and take action.  
We are taking necessary risks and challenges in order to deliver our promises.

#### **Diverse**

We are a network of people from different countries, cultures and backgrounds.  
We believe in respecting everyone's opinion and treating it as important.  
We offer a variety of opportunities to young people interacting with the organization.

#### **Daring**

We are energetic and passionate young individuals.  
We are not afraid to dream and do big.  
We take on challenging tasks because we are determined to create positive impact on society.  
In any form of communication we choose to use, it should transmit the attributes listed above.

## BRAND VOICE

*“At the end of the day people won't remember what you said or did, they will remember how you made them feel.”*

- Maya Angelou

Brand Voice expresses the spirit of the experience we offer; creating an emotional connection with our customers and building trust. It is based on our brand attributes. It is extremely important for all aspects of our brand to be consistent with the same tone; from printed materials, website descriptors, to AIESECers representing our brand in person to customers.

### How We Approach Our Customers

AIESEC's tone of voice is conversational and friendly.

#### Youth

AIESEC's tone of voice represents a youthful organization that is fun, fresh, and dynamic. We are a highly purposeful organization that takes responsibility for the positive impact we contribute to the development of local and international communities. Messages should be hip, humble, and simple.

#### Enablers

AIESEC's tone of voice represents our youthful energy while still maintaining business norms of communication, respectively. Showcasing our passion for leadership and purposeful contribution, messages should be informative, relevant, and simple.

#### Do's

- Sound like a real, young, aspiring professional person "speaking".
- Use easily understood and conversational language as if you are explaining something to a friend.
- Keep it short and sweet, brief, and to the point. It is better to be clear than clever.
- Occasional side comments/metaphors/euphemism may be appropriate at times.
- Correct spelling and grammar always with American English.

#### Don't:

- No informal, inappropriate street language.
- No slang - this is cultural and becomes quickly dated.
- No sloppy appreciation (eg: doin').
- No swear words.

# 3.3 BRAND

## Visuals Guidelines

### The Logo

First legislated during the 1990 Presidents' Meeting in Hong Kong, AIESEC's logo needs to be featured in all of our brand manifestations, in the version that better fits the purpose of the specific material.



### Vertical Logo

Vertical Logo should always look to the north.

### Logo Variables

Blue & white version should be used in all the materials (web and print) for external communication.



### Clear space around the logo

The Logo can be used wth any background and it always should respect the clear space rules below:



### Logo used on Backgrounds

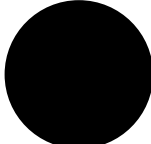
The Logo can be used with any background and it should always respect the clear space. The AIESEC letters in the logo can't be transparent



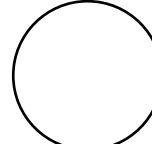
### Logo Colors



**AIESEC Blue**  
 Web (hex): #037ef3  
 RGB: 3/126/243  
 CMYK: 98.8%/48.1 %/0/4.71%



**Black**  
 Web (hex) #000000  
 RGB: 0/0/0  
 CMYK: 0/0/0/100



**White**  
 Web (hex): #ffffff  
 RGB: 255/255/255  
 CMYK: 0/0/0/0

## Brand Endorsement

“powered by” should always be in lowercase and Lato Light, align to the right of the logo and always in the same colors as the logo.



### Don't's

#### What happened to the Long Logo and the Old Blue

It is urged to let go of using the long logo variables in any of the materials - physical or digital. You may continue to use them on legal documents if and only if your entity has them registered with an institution and it is difficult to change.



#### Old blue & white

Old blue & white version is valid for official (legal) documents and materials which are printed before August '16.



#### Eddie

We are uniting internal and external language alongside with our designs. Therefore we are no longer using Eddie or Super Eddie as our mascot.



## AIIESEC Brand Shapes and Elements



### Do's

The brand shapes should always be used in the right proportion.  
Use different shades of the AIIESEC's color swatch.  
Keep it minimal, use 2-3 shapes maximum per design.  
You can overlap transparent shapes.  
You can use dashed lines



### Dont's

Distort the brand shapes in any way



## AIIESEC Official Font

Lato Hairline

*Lato Hairline Italic*

Lato Light

*Lato Light Italic*

**Lato Regular**

*Lato Italic*

**Lato Bold**

*Lato Bold Italic*

**Lato Heavy**

**Lato Black**

*Lato Black Italic*

Lato is the official AIIESEC font.

Feel free to use it in any of its styles and weights.

Use it on official documents: letters, memorandums, contracts, business cards, ...

On promotional and educational materials: ppts, emails, infographics, videos or images.

On official websites powered by AIIESEC.

### Do's

Extra fonts can be added as secondary font, but the main one should remain lato.

## AIIESEC trademark registration

AIIESEC's general brand is the one that needs to be protected first.

It is registered in the EU27 and a lot of other Entities in the network. The Global Plenary allocated a specific fund for trademark registration, as some copyright infringements already took place in the recent past. If you are not sure if the AIIESEC Brand is properly protected in your Entity, contact President of AIIESEC in the entity (MCP) or the Finance and Legal Board (FLB).

## AIIESEC Images

Images should transmit the 5 attributes. Each entity should create its own image bank and also use the AIIESEC International one



[www.flickr.com/aiesecinternational/](http://www.flickr.com/aiesecinternational/)







## 3.5 BRAND

### Localization

#### *Vocabulary about Countries / Entities*

Legal forms aside, AIESEC is a single organization running its activities on a global scale. This is why the only correct way to position your Entity is as “AIESEC in XYZ”.

#### **Dont's**

Calling Entities AIESEC XYZ

We never only refer to “Countries” or “Nations”, as this will indirectly imply AIESEC taking a political stand. Use “countries and territories”. This is a very sensitive topic, so please pay attention to it especially in your media relations.

#### *Localizing Language*

The first language of all AIESEC communication is American English. For audiences and markets where English is not the official language, the messages on channels meant for those specific markets can be in the local language.

Ensure the following:

- Refer to AIESEC in first person ('we') and audience in the second person ('you')
- Communication is aligned to the brand voice and attributes
- Grammar and spelling must be triple-checked before publication



*If there are doubts, contact the Member Committee or AIESEC International <http://www.aiesec.org/contacts/>*

## Localizing Products

The need to localize brand and communication channels for some markets is becoming greater each day, and global brands seek to preserve their established brand voice, despite translation and localization.

To ensure the most efficient and effective brand localization process, entities should adopt instructions that will help to control their brand message as it moves across borders.

For entities opting to translate AIESEC Product Brands (Global Volunteer, Global Talent and Global Entrepreneur), it is mandatory to use a literal translation - which means translating text from one language to another conveying the sense of the original.

Example:

*EN: Global Talent*

*PT: Talento Global*

*(The above is a literal translation)*

For all entities using a translated name for the AIESEC products and who share the same official national/territorial language, we advise to agree in using a standardized translation for Global Volunteer, Global Talent and Global Entrepreneur (Incoming and Outgoing Products).

Example:

*If two or more Spanish-speaking countries decides to use any AIESEC sub-product brand*

*in Spanish, these countries need to agree on a common name.*

For entities based on bilingual countries or territories, it is recommended to either keep the brand in English or translate into the most predominant language among your target (youth and enablers).

For exceptions such as:

- Entities that want to translate the product brands, but the literal translation doesn't sound natural or positive,

- Entities which wants to translate the product brands into a non-Latin alphabet language (Eg.: Arabic, Cyrillic, Chinese),

- The alternative name needs to be verified and validated by AIESEC International.

## Customizing Value Propositions to Local Market

The value propositions mentioned here for each exchange product define what is true to our products across the globe. Use these statements as a foundation of your own messages and content for your markets. Please note, that all these statements are true to our offerings, and additionally, depending on the specific market, our products offer more benefits than mentioned here. As an example, in the majority of non-English speaking markets, improving one's English-speaking skills is a major benefit for our

customers of the exchange products.

Each entity (MC, if needed LC) should define their local buying personas and define if there is another reason for audiences to get attracted by our products. In this case, the additional benefit can be added to the external communication. Do note that the products you deliver have to be consistent with the value proposition mentioned here. This is what defines our products.

## Localizing the Brand Message

Each entity (MC) should translate to their own language with the support of external expertise in regards to the AIESEC brand and Exchange value propositions.

## 3.6 DIGITAL *Language*

### *Search Engine Optimized (SEO) Language*

#### **Home page meta description**

AIESEC is a global youth-led organization striving to achieve peace and fulfillment of humankind's potential by activating leadership qualities in youth through learning from practical experiences in challenging environments.

#### **Home page meta keywords**

AIESEC - Leadership - Exchange - Internship - Organizations - Youth - Volunteer







# 4 The AIESEC *Way* *How to*

## The AIESEC Way

The AIESEC Way should be present in all channels from website to partner portfolio, presented with the simple text (a) or defined designs (b) for print and digital channels.

### (a) Simple text

#### WHY

We strive to achieve Peace and Fulfilment of Humankind's Potential.

#### HOW

We place our confidence in youth as the key to unlocking a better future. We believe that leadership is the fundamental solution and it can be developed in anyone.

We define leadership as a summary of the following characteristics: self-awareness, world citizenship, solution-orientation and the ability to empower others.

##### Self-Aware:

- Understands and lives personal values
- Focus on strengths over weaknesses
- Explores one's passions

##### World Citizen:

- Believes in their ability to make a difference in the world
- Interested in world issues
- Enjoys taking responsibility for improving the world

##### Solution Oriented:

- Adapts and shows resilience in the face of challenges
- Transmits positivity to move forward throughout uncertainty
- Takes risks when needed

##### Empowering Others:

- Communicates effectively in diverse environments
- Develop & empowers other people
- Engages with others to achieve a bigger purpose

#### WHAT

We enable young people to develop their leadership potential through learning from practical experiences in challenging environments. We do this through participation in and the creation of cross-cultural exchanges. Imagine what will happen to the world once we engage and develop every young person? This possibility drives us as we strive to achieve what we envision: Peace and Fulfilment of Humankind's potential.

**Striving for Excellence:** We continuously improve through creativity and innovation. We strive to deliver the highest quality performance in everything we do.

**Demonstrating Integrity:** We are consistent and transparent in our decisions and actions. We fulfill our commitments and conduct ourselves in a way aligned with what we envision.

**Environment Participation:** We create a dynamic and welcoming environment through the active and enthusiastic participation of individuals. We enjoy being involved in AIESEC.

**Acting Sustainably:** We act in a sustainable way for

our organization and society. Our decisions take into account the needs of future generations.

**Activating Leadership:** We lead by example and inspire leadership through action and results. We take responsibility for developing the leadership potential of others.

**Living Diversity:** We actively learn from different ways of life and opinions represented in our multicultural environment. We act inclusively, respecting and actively encouraging the contribution of every individual.

(b) Defined Designs

**THE AIESEC WAY**

It all started after the **SECOND WORLD WAR** WHEN A GROUP OF *Young People* determined that *cross-cultural understanding* was essential to prevent similar conflicts.

**WHY**  
 WE STRIVE TO ACHIEVE *Peace* & *Fulfillment of Humankind's Potential*

**HOW**  
 WE PLACE OUR **CONFIDENCE** IN *Youth* AS THE KEY TO UNLOCK A **BETTER FUTURE.**  
 WE BELIEVE THAT **LEADERSHIP** IS THE *Fundamental Solution* AND IT CAN BE DEVELOPED IN ANYONE.

**WHAT**  
 WE ENABLE YOUNG PEOPLE TO DEVELOP THEIR **LEADERSHIP** THROUGH LEARNING FROM **PRACTICAL EXPERIENCES** IN **CHALLENGING ENVIRONMENTS.**

WE DO THIS THROUGH **CROSS-CULTURAL EXCHANGES** & BY CREATING THESE OPPORTUNITIES.

CAN YOU IMAGINE WHAT HAPPENS TO THE WORLD WHEN WE *Engage & Develop EVERY YOUNG PERSON?*

THIS IS THE QUESTION THAT **DRIVES US** AS WE STRIVE TO ACHIEVE WHAT WE ENVISION: *Peace & Fulfillment of Humankind's Potential*

**OUR VALUES**

- STRIVING FOR EXCELLENCE
- DEMONSTRATING INTEGRITY
- ACTIVATING LEADERSHIP
- ENJOYING PARTICIPATION
- LIVING DIVERSITY
- ACTING SUSTAINABLY

**THE LEADERS WE DEVELOP**

- EMPOWERING OTHERS
- SOLUTION ORIENTED
- SELF AWARE
- WORLD CITIZEN

**WHO ARE WE?**

**AIESEC** IS A **GLOBAL, INDEPENDENT, NON-POLITICAL, NOT-FOR-PROFIT YOUTH-RUN ORGANIZATION.**

**AIESEC** DOES NOT DISCRIMINATE ON THE BASIS OF GENDER, SEXUAL ORIENTATION, DISABILITIES, CREED, OR RELIGION, NOR ON THE BASIS OF NATIONAL, ETHNIC, OR SOCIAL ORIGIN.



You can find the detailed AIESEC Way on [www.aiesec.org/aiesec-way](http://www.aiesec.org/aiesec-way)





# 5 AIIESEC 2020

*How to*

## Description

AIIESEC 2020 is our 5-year mid-term ambition. It is one big milestone towards the achievement of AIIESEC’s mission of Peace and Fulfillment of Humankind’s Potential.

### AIIESEC 2020 consists of:

- AIIESEC 2020 Ambition - The Statements
- AIIESEC 2020 Strategy - The Roadmap and AIIESEC Experience
- AIIESEC 2020 MoS Re-definition and Goal Setting Logic

## The Logo



## The Statements



All materials are accessible here <http://bit.ly/AIIESECbluebook>



# 6 The AIESEC Experience

## How to

### DESCRIPTION

The AIESEC Experience is the way in which AIESEC develops leadership in young people.

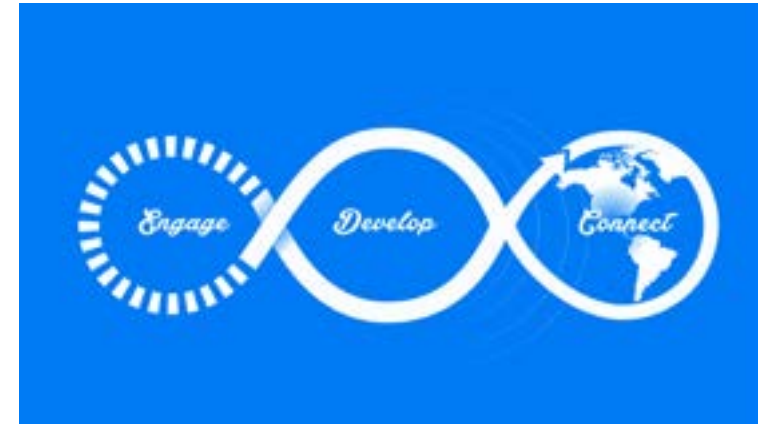
A young person can choose to participate in products which are mostly local and short-term in the Engage with AIESEC [EwA] phase. Apart from this option, they can go for an intense global exchange experience through the products offered in the Experiential Leadership Development [ELD] phase. Currently, these products are Global Volunteer, Global Talent and Global Entrepreneur. Anyone who has taken one of these exchange products can later be involved in the huge AIESEC alumni community alongside the AIESEC membership. This includes involvement with alumni products offered in the Life-Long Connection [LLC] phase.

The AIESEC membership comprises of people who work in various roles in local committees, member committees or the global team who facilitate this AIESEC experience for the young people in the communities.



<http://www.aiesec.org/aiesec-xp>

### Official graphic



### 16.17 Graphic



★ with first set of products

# 6.1 ENGAGEMENT

## with AIESEC [EwA]

### AIESEC's EwA Products

#### Purpose of EwA

Sparks an interest in people to develop themselves to contribute to a better world.

#### First Set of Products

Currently, we have two products ready to be plugged in the network:

- Local Volunteer
- YouthSpeak Forum



Read more about it here:  
<http://bit.ly/AIESECbluebook>

### 6.1.1 Local Volunteer

#### Definition

Local Volunteer\* is an EwA product which gives a “sneak peek” into what a Global Volunteer experience looks like. It allows local youth to volunteer on a project or inside an NGO to address one of the Sustainable Development Goals for 6-8 weeks, alongside Global Volunteer participants.

#### Local Volunteer gains for a young person:

- Gain leadership qualities and soft skills by volunteering on a project or in an NGO for 6-8 weeks.
- Awareness and knowledge about the Sustainable Development Goals\*\* (SDGs) and the importance of positive impact on society.
- Global and diverse team experience.
- Connect with like-minded young people.
- Opportunity to impact the local community and contribute to SDGs.

\*Currently, the name “Local Volunteer” is not officially branded or registered. The brand of Local Volunteer product as EwA will be defined by 2017.

\*\*Unfamiliar with the Sustainable Development Goals? Our aim is to align the entire Local Volunteer and Global Volunteer product globally to the SDGs, in order to contribute to a better world.



Read more about them here:  
<http://bit.ly/AIESECbluebook>

#### Don't

Do not create a separate brand for local volunteer until it is a brand owned by AIESEC.



### 6.1.2 YouthSpeak Forum

#### Definition:

YouthSpeak Forum powered by AIESEC is an event run by youth for youth. It is a forum where inspiration and collaboration convert into action. This event brings together both young and senior leaders to form a diverse cross-sector and multi-generational space for inspiring conversations around pressing global, national and local issues. It is an attractive and engaging approach to making AIESEC relevant for any young person and a way to get involved with no barriers and low commitment.

#### YouthSpeak Forum gains for a young person:

- Connect with like-minded people who care for the issues discussed within the forum
- Identification of how he/she can contribute via creation and participation in projects
- Understand the importance of converting inspiration and collaboration into action

#### Please note:

YouthSpeak Forum is part of YouthSpeak\* brand, however it has additional components, we currently have:

- YouthSpeak Survey
- YouthSpeak Insights
- YouthSpeak Forum
- YouthSpeak Projects

\*The name “YouthSpeak” is not a registered trademark of AIESEC because it is a generic brand.

## 6.2 AIESEC

### ELD Products

#### Purpose of ELD:




Enables young people to develop their leadership through learning from practical experiences in challenging environments.

On the following pages you will find the Brand Architecture of our ELD brands:

- Tagline and Value Proposition for Youth
- Tagline and Value Proposition for Youth
- Visual Guidelines
- Examples

ELD product brands are endorsed, which enables them to complement the AIESEC brand. The message we are passing is “AIESEC offers young people to activate their leadership potential through exchange opportunities abroad: volunteering with an NGO, or professional experience in company or startup.”

For this reason, all of our ELD products have commonalities in terms of value proposition for youth, activating leadership and cross-cultural exchange experience, while at the same time having four main differentiators:

	ENABLER	DURATION	STIPEND	PRIMARY PURPOSE
	NGO	6 weeks to 3 months	Not paid	Social Impact
	MNC, SME or startup	6 weeks to 78 weeks	Paid	Professional Experience
	Startup	6 weeks to 3 months	Not paid	Professional Experience

This table is meant to provide a general framework of the products, it is a way to understand the differences amongst them for marketing purposes. However, all products must follow regulations according to Compendium.

## 6.2.1. Global Volunteer

In order to align the Global Volunteer product globally, we have defined the common value propositions that can be used across entities, depending on the customer you are targeting.

Feel free to use the following:

### Global Volunteer for Youth

#### Develop Yourself and the World

A cross-cultural volunteer experience for young people who seek to develop themselves and the world.



#### Cross-Cultural Environment

Be a local in an unknown environment and experience new cultures by working in a diverse and cross-cultural team. Step out of your box and broaden your horizon, becoming a citizen of the World!



#### Volunteer Experience

Volunteer abroad in NGOs or on projects that contribute to the Sustainable Development Goals\* Tackle pressing global issues to create positive impact in local societies.

Don't just travel. Develop the world.



#### Develop Yourself

Grow and develop by going through practical experiences and learning-by-doing. An intense cross-cultural environment allows you to increase your self-awareness and solution orientation, improve communication skills and develop a global mindset. Become the best version of yourself!

Discover the art of experiential wanderlust by working with NGOs or on projects directly contributing to the Sustainable Development Goals. Open your eyes towards the possibility to build, create, teach, and travel. Grab your backpack, it's time to go!

### Global Volunteer for Enablers

#### Make Local Impact with Global Volunteers

A cross-cultural volunteer experience which allows organizations to bring young people from all over the world to their social impact projects.



#### Global Perspective

Add multi-cultural flavor to your team by bringing in our volunteers who care about world issues, and bring innovative solutions to work locally.



#### Positive Impact

Enable eager and passionate volunteers to participate in your project to create positive societal impact. Build cross-cultural understanding by facilitating the interaction of volunteers with local communities.



#### Source with Ease

Reduce your overhead and administration time as we help source great volunteers from our global network for you.

Our local AIESEC members assist in culturally inducting the volunteers as well as facilitating an enjoyable experience for them in the host city.

\*\*Unfamiliar with the Sustainable Development Goals? Our aim is to align the entire Local Volunteer and Global Volunteer product globally to the SDGs, in order to contribute to a better world. Read more about them here:



You can find the detailed AIESEC Way on [www.aiesec.org/aiesec-way](http://www.aiesec.org/aiesec-way)

## The Logo

The concept behind the logo aims to represent the program in a clear way:

- “Global” represents the cross-cultural aspect;
- “Volunteer” represents the differentiator between Exchange brands.
- The Balloon represents the buying persona’s characteristics: flexibility, curiosity, adaptability, diversity, movement

## Logo Variants



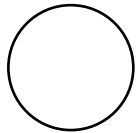
## Logo Colors Variations



**AIESEC Red**  
 Web (hex): #F85A40  
 RGB: 248/90/64  
 CMYK: 0/63.71%/74.19%/2.7



**Black**  
 Web (hex) #000000  
 RGB: 0/0/0  
 CMYK: 0/0/0/100



**White**  
 Web (hex): #ffffff  
 RGB: 255/255/255  
 CMYK: 0/0/0/0

## Powered by

“Powered by” should be always present in any of it's variants.



## Logo Font

The Global Volunteer font is:

- GLOBAL**
- NOVECEN TO SANS WIDE NORMAL**
- VOLUNTEER
- NOVECEN TO SANS WIDE BOOK

## Campaign Font

The main font is Lato.  
 The use of a secondary font is allowed.

## Don't's

Don't change the color of the logo



Don't change the font type of the logo



Don't use the balloon as logo



### Global Volunteer for SDG's

The following Global Volunteer logo variant is the only one for the Global Volunteer for SDG's



### Using one SDG with the logo

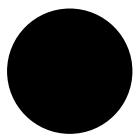
Use a horizontal rectangle with the initial color of SDG.

Use the icon symbol of the SDG.

Add "FOR" on the top of the group of SDG.



### Logo Color Variants

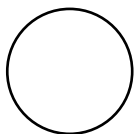


#### Black

Web (hex) #000000

RGB: 0/0/0

CMYK: 0/0/0/100



#### White

Web (hex): #ffffff

RGB: 255/255/255

CMYK: 0/0/0/0

### Global Volunteer for multiple of SDG

Use a horizontal rectangle with the initial color of SDG.

Use the icon symbol of the SDG.

Add "FOR" on the top of the group of SDG.



### Global Volunteer for SDGs

Use the logo of SDGs.

Use the fixed proportions of the logo of SDG.





## 6.2.2. Global Talent

In order to align the Global Talent product globally, we have defined the common value propositions that can be used across entities, depending on the customer you are targeting.

Feel free to use the following:

### Global Talent for Youth

#### Gain Work Experience by Interning Abroad

A global internship opportunity for young people who seek to develop themselves and their career.

#### Global Opportunity

Expand your horizon by allowing yourself to develop your professional career in a global setting. Work in a whole new environment and work culture, while adapting to the local life in another country.

#### Diverse Industries

Gain work experience in any of the following areas: HR, Marketing, Education, Engineering, and many others. Our pool of opportunities is always growing, with new industries and fields being added.

#### Work Experience

Launch yourself into a challenging role that allows you to gain a professional edge with our partners who are dedicated to providing an enriching experience aligned with touchpoints that help you evaluate yourself and grow.

#### Develop Yourself

Grow and develop by going through practical experiences and learning-by-doing. An intense cross-cultural environment allows you to increase your self-awareness and solution orientation, improve communication skills and develop a global mindset. Become the best version of yourself!

### Global Talent for Your Organization

Hire global interns and add competitive advantage to your business in today's global market.

#### Hire with Ease

With us, sourcing international talent becomes as easy as recruiting in your local market. We customize our recruitment process to make it easy for you to hire global talent.

#### Talent Acquisition

Behind every successful company that innovates is a diverse global workforce. Bring interns from all around the world to ensure global input in your business operations. Infuse your business with the fresh perspective of Millennials from around the world.

#### Stay Competitive

Stay dynamic by bringing in profiles aligned to what the market needs and demands; minimize the skill-gap. All around the world, our product attracts talent of diverse backgrounds: HR, marketing, engineering, software development, education, sales and many more.

#### Boost Your Work Culture

Millennials are bound to dominate our global workforce. Adapt your business to new trends and become millennial-friendly. Our partners have always loved the energy and flair that our interns bring to their workplace while also contributing to a dynamic environment.

### Global Talent for Youth | Diverse Opportunities and Audiences

The following are two examples in how we can present Global Talent internships:

-By category

-By specific opportunity

It is not necessary to present both, and you are also not limited to these examples.

In different cases, the tagline and value proposition may be customized, yet the visual guidelines should remain the same.

#### Global Talent: By Category

Example of customizing the tagline:

*-Gain Professional Experience through Marketing internships in Mexico*

#### Global Talent: By Specific Opportunity

Example of customizing the tagline:

*-Gain Professional Experience as a Digital Marketer at Company X*

### The Logo

The concept behind the logo aims to represent the program in a clear way:

- “Global” represents the cross-cultural aspect; -“Talent” represents the differentiator between Exchange brands.
- Dynamic Globe of Global Talent represents dynamics, movement, connection with different points of the world, activating.

### Logo Variants

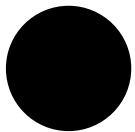


### Logo Colors Variations



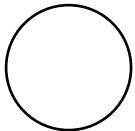
#### AIESEC Dark Teal

Web (hex): #0A8EA0  
 RGB: 10, 142, 160  
 CMYK: 93.75%/11.25%/0/37.25



#### Black

Web (hex) #000000  
 RGB: 0/0/0  
 CMYK: 0/0/0/100



#### White

Web (hex): #ffffff  
 RGB: 255/255/255  
 CMYK: 0/0/0/0

### Powered by

“Powered by” should be always present in any of it's variants.



### Logo Font

The Global Volunteer font is:

**GLOBAL**

**NOVECEN TO SANS WIDE NORMAL**

TALENT

NOVECEN TO SANS WIDE BOOK

#### Campaign Font

The main font is Lato.

The use of a secondary font is allowed.

### Don't's

Don't change the color of the logo



Don't change the font type of the logo



Don't use the globe as logo



### 6.2.3. Global Entrepreneur

In order to align the Global Entrepreneur product globally, we have defined the common value propositions that can be used across entities, depending on the customer you are targeting.

Feel free to use the following:

#### Global Entrepreneur for Youth

##### **Intern with a StartUp to Develop Your Entrepreneurial Leadership**

Global Entrepreneur is a global internship opportunity at a startup for young people who seek to develop themselves and their career.

##### **Entrepreneurial Stint**

Put your entrepreneurial aspirations to the test by working with a startup and embracing the challenges that come with it. Understand the behind-the-scenes of running an entrepreneurial venture through experience.

##### **Global Opportunity**

Take your professional and life experiences to the next level by exposing yourself to a whole new culture and environment as you live your internship in a completely foreign society. Learn how to adapt in a multicultural environment and stand out.

##### **Expand your Network**

Leverage from the many opportunities to grow your professional network that will support in your own future entrepreneurial endeavors. Connect with professionals and experts from diverse walks of life who will support you in the future.

##### **Develop Yourself**

Grow and develop by going through practical experiences and learning-by-doing. An intense cross-cultural environment allows you to increase your self-awareness and solution orientation, improve communication skills and develop a global mindset.

Become the best version of yourself!

#### Global Entrepreneurship for Enablers

##### **Global Interns for your Startup**

A cross-cultural product where our young talent brings added value to your venture with their entrepreneurial spirit.

##### **Simple and Affordable**

AIESEC makes acquiring bright and fresh minds from around the world much easier than recruiting locally. Meet your short-term skill requirement by bringing in young talent from diverse backgrounds in an affordable way.

##### **Enable Youth**

Hire interns who are passionate to learn and contribute to your venture's purpose as much as you are. Enable a fulfilling experience for them as they keenly take on challenges that a startup workplace brings with it.

##### **Boost Your Workplace**

Tailored to the fast-paced and dynamic culture of today's world, Global Entrepreneur gives you the opportunity to engage the next generation in your startup scene. By connecting you with high potential young people who are eager to explore, your workplace can evolve with an international edge.

### The Logo

The concept behind the logo aims to represent the program in a clear way:

-“Global” represents the cross-cultural aspect; -“Entrepreneur” represents the differentiator between Exchange brands. The lamp bulb of Global Entrepreneur represents ideas, innovation, design thinking, creativity, importance of a small idea to start something

### Logo Variants

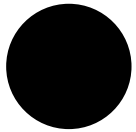


### Logo Colors Variations



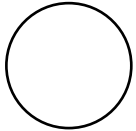
#### AIESEC Teal

Web (hex): #30C39E  
 RGB: 48/195/158  
 CMYK: 75.38%/0/18.97%/ 23.53%



#### Black

Web (hex) #000000  
 RGB: 0/0/0  
 CMYK: 0/0/0/100



#### White

Web (hex): #ffffff  
 RGB: 255/255/255  
 CMYK: 0/0/0/0

### Powered by

“Powered by” should be always present in any of it's variants.



### Logo Font

The Global Volunteer font is:

**GLOBAL**

**NOVECEN TO SANS WIDE NORMAL**

ENTREPRENEUR

NOVECEN TO SANS WIDE BOOK

### Campaign Font

The main font is Lato.

The use of a secondary font is allowed.

### Don't's

Don't change the color of the logo



Don't change the font type of the logo



Don't use the bulb as logo





## 6.3 LIFE-LONG **Connection**

### *Purpose of LLC*

Every person who has gone through AIESEC's Experiential Leadership Development phase has been a member of AIESEC embodies what we envision while being a leader in everyday life.

All brands of Life-Long Connection are managed by AIESEC Alumni International. Please refer to them for further guidelines to or to your AIESEC Alumni Organization in your entity.



[info@aiesec-alumni.org](mailto:info@aiesec-alumni.org)

# 6.4 MEMBERSHIP

## RECRUITMENT

### Description

The campaigns for recruiting members into an AIESEC local committee are to be run under the AIESEC brand. Working as an AIESEC member is most relatable to the brand of AIESEC itself, and hence, does not need to be promoted under another sub-brand which might lead to confusion in the market.

The campaigns can depend on the market context and objectives of the particular recruitment drive. However, we have defined the common value propositions that can be used across entities as follows:

### Join AIESEC

Become an AIESEC member, learn-by-doing, and explore and develop your leadership potential.

#### Personal and Professional Growth

Through volunteering and working in teams, you will gain both hard and soft skills while developing practical leadership qualities. These qualities are provided by our unique leadership development model, that has been guiding experiences since our inception in 1948.

#### Global Network

By joining AIESEC you become part of 40,000+ members across 120+ countries and territories. Depending on your ambition and advancing in the organization, you will have a chance to build connections and life-long friends via conferences, development opportunities and more.

#### Contribute to the Society

By being an AIESEC member, all your actions have a direct impact on the people around you. From impacting your own teammates, to driving change initiatives in your communities, the opportunities to shape the world are endless and are entirely up to you.

#### Leadership Development

We believe that leadership is not limited to a formal position, but rather it is a set of qualities and values that any individual can develop. AIESEC allows you to craft an intense learning experience that enables you to increase your self-awareness and solution orientation, develop communication skills in diverse environments and gain a global mindset.

### Who can be an AIESECer?

Anyone who believes in the AIESEC vision, supports the mission of AIESEC, and lives by the AIESEC values is a part of the youth leadership movement, and hence is an AIESECer. They can be our partners who relate to our organizational values and vision, or it can be our parents who constantly support us to give our best to our leadership development journeys

# 7 AIESEC'S

## Global Campaigns

### *What is an AIESEC Campaign?*

More than one product of AIESEC united under an umbrella brand.

### *Youth for Global Goals [Y4GG]*

Youth for Global Goals is a brand owned by AIESEC. Currently, this campaign unites the elements of YouthSpeak (YouthSpeak Survey, YouthSpeak Insights, YouthSpeak Forum, YouthSpeak Projects) and Global Volunteer. However, there is possibility for the campaign to expand to other products over the course of campaign development.

### **Visuals of the campaign:**

logo, colors, fonts



*For more informations click here:*

<http://bit.ly/AIESECbluebook>









# 8 Additional Resources

## 8.1 Digital Guidelines

For further information regarding digital guidelines, including SEO and website, please read the Digital Guidelines in the link below.

## 8.2 Public Relations (PR) Statements

For further information regarding Public Relations Statements, including please read the PR Statements in the link below



[www.aies.ec/brand-assets](http://www.aies.ec/brand-assets)



# 9 THE **Contacts**

For any doubts about the brand, contact the AIESEC International Office, VP Marketing Responsible.



<http://www.aiesec/contacts/>



# 10 THE Glossary

**Brand :** The collective perceptions and impressions people have formed about an organization, its products and/or its services, whether through direct (ads/purchase) or indirect (word-of-mouth) interactions.

**Branding:** An organization's deliberate and intentional attempt to shape and influence people's perceptions of their brand(s) in specific directions.

**Brand Architecture:** Brand architecture is the relative structure of an organization's brands - the way in which the brands within an organisation's portfolio are related to, and differentiated from, one another — see AIESEC's brand architecture here.

**Brand Attributes:** A specific set of characteristics that identify the visual, verbal and behavioral traits of the brand, much in the same manner that personality attributes define the people we know - see AIESEC Brand Attributes here.

**Brand Identity:** The outward expression of a brand — i.e., look-and-feel — as created by a system of standards including colors, fonts, images, photos, graphics and design.

**Logotype:** The stylized lettering often employed in a logo — i.e., font. The part of the logo with the brand's name — separate from the symbol or icon.

**Tagline:** A frequently repeated word, phrase or statement that captures the essence of a brand's promise. An expression that conveys the most important attribute or benefit that the advertiser wishes to convey.

**Value Proposition:** Is a promise of value to be delivered. It's the primary reason a prospect should buy from you. A value proposition is a clear statement that explains how your product solves customers' problems or improves their situation (relevancy), delivers specific benefits (quantified value) and tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

**Brand Essence:** A phrase that communicates the fundamental nature of one or more products provided by the organisation. It's basically the heart and soul of a brand – a brand's fundamental nature or quality. Usually stated in two to three words, a brand's essence is the one constant across product categories and throughout the world.

