



THE BLUE BOOK

AIESEC'S COMPLETE BRAND GUIDE | 2021

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Intro Message

AIESEC is a truly global brand with over 73 years of history.

At the time of this version of the Blue Book being published, AIESEC is present in 111 countries and territories.

The challenge is to maintain a consistent brand image while adapting to the ever-changing audiences and the divergence in their expectations based on their age, location, and interests.

This is the reason why the Blue Book exists, and it is refreshed every few years - it is our complete guide for every aspect of the AIESEC brand, to ensure we all know precisely how to represent ourselves as one unified AIESEC worldwide.

***Notes on earlier versions of the Blue Book.**

The latest version of the Blue Book is our only official brand guide. Please only refer to older versions of the document for historical context.

AIESEC Blue Book 2020
AIESEC Blue Book 2018
AIESEC Blue Book 2016
AIESEC Brand Toolkit 2014



Section 1: About AIESEC



Our Why

Peace and fulfillment of humankind's potential.

Our aspiration is for every young person to work towards their understanding of **peace** while taking actions for a better world.

Additionally, we strive for a world where through "**fulfillment of humankind's potential**". people can be the best version of themselves and others along the way.

Our Who

We **engage and develop youth to create a better future** for themselves, their communities, and therefore, **the world.**

Young adults are responsible for building a better future and we trust they will drive and shape it with their passion, dynamism, and innovative spirit.

Our **How**

We believe leadership is the fundamental solution and it **can be developed in anyone, anywhere.**

We provide different types of experiences, with some helping engage people with AIESEC and some directly empowering young people to become value-driven leaders who positively impact the world around them.

Our **What**

We enable young people to develop their leadership through practical experiences in challenging environments.

We create direct and positive impact in the world by offering young people leadership opportunities.

We impact the world indirectly by designing each cross-cultural opportunity to strive to address society's challenges.

While providing young people with diverse opportunities such as work, volunteering, and other experiences we create the impact we desire.

Our Values

Our values guide our everyday actions and decisions, and they are present in every leadership experience we deliver.



Striving for excellence

We continuously improve through creativity and innovation. We strive to deliver the highest quality performance in everything we do. We live it by encouraging each other to be better and appreciating each others' feedback.



Demonstrating integrity

We are consistent and transparent in our decisions and actions. We fulfil our commitments and conduct ourselves in a way aligned with what we envision. We live it by fulfilling our promises and communicating in an open way, our actions back up our words.



Activating leadership

We lead by example and inspire leadership through actions and results. We take responsibility for developing the leadership of others. We live it by inspiring others to be role models.



Enjoying participation

We celebrate and enjoy the way we are and what we represent in the society considering the role of youth in the world. We live it by putting a youthful energy in everything we do.



Living diversity

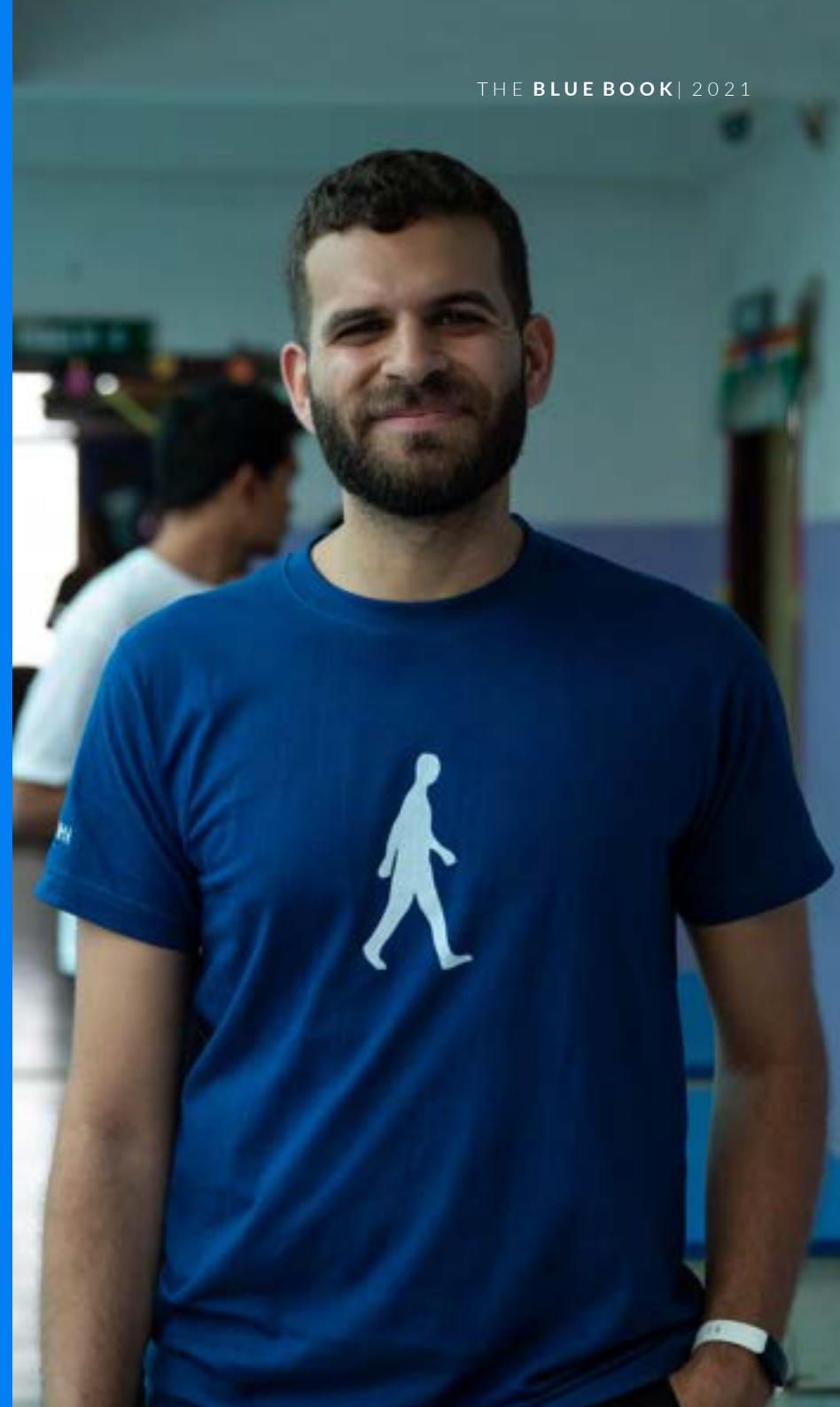
We seek to learn from different ways of life and opinions represented in our multicultural environment. We are inclusive by respecting and actively encourage the contribution of every individual.



Acting sustainably

We act in a sustainable way for our society. Our decisions take into account the needs of future generations. We live it by building on what has been done in the past.

Section 2: The AIESEC Brand Overview



Our Tagline

A tagline is defined as a reiterated phrase identified with an individual, group, or product.

In the case of AIESEC, our tagline is:

“Activating youth leadership since 1948.”

The tagline captures **our essence as an organization that develops youth leadership** while strengthening the brand trust through the reference to the year the organization has been founded.

Through our **opportunities for volunteering abroad**, we develop youth leadership while mobilizing youth and like-minded organizations to achieve the SDGs.



Through our **professional opportunities for working abroad**, we develop youth leadership while working towards youth employability together with other organizations across the world.



Through **membership opportunities**, we develop youth leadership by enabling young people to live an experience that will help shape a better future for themselves and others.



Our Personality

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate.

"We are global independent non-partisan and not-for-profit

We do not discriminate on the basis of gender, sexual orientation, disabilities, creed, religion, nor on the basis of national, ethnic, or social origin.

Global

We are present in all parts of the world and our global network strives to make the world a better place through leadership development and peace, while standing up for fundamental human rights.

Independent

We are free to set our own goals and pursue them, being independent.

Non-partisan

We choose peace above all and therefore do not follow any political tendency or party.

Not-for-profit.

All of the money earned by or donated to AIESEC is used in pursuing the organization's objectives and keeping it running, hence we are a not-for-profit.

Since we are open to engaging in dialogue on issues in our world, and bring together various perspectives, we can talk about current world topics, but keeping in mind our communication principles:

In our engagements with the topics we care about, no matter whether content format, we strive to be simple in order to be understood and genuine in order to be trusted, while keeping leadership at the center.

We always focus on a positive contribution, ensure diversity and reject discrimination in any form.

For deciding if something should be talked about or not as AIESEC, please keep in mind the principles as well as the FAQ in this guide.

As for Fundamental Human Rights, it is understood by all the rights included in the UN's Universal Declaration of Human Rights with annotations, which you can find [here](#).

Our Brand Tone

A brand tone of voice both embodies and expresses the brand's personality and set of values. It's about the people that make up the brand and their collective behavior.

The brand voice we use in AIESEC is the collective voice of our membership across the world, and it is shown both through our tone and our behavior:

We are a network of young people, an organization made by youth, for youth.

We are always there to encourage finding new solutions and ideas for current world issues and prepared to support youth, no matter their background.

Our values guide us in our everyday behavior, and we align our brand tone to our six fundamental values.

Activating Leadership is the goal of our initiatives and programs.

Demonstrating Integrity is one of our fundamentals; this is why our communication is consistent and transparent regarding our decisions and actions.

Living diversity is crucial for us at AIESEC, rejecting any form of discrimination; we promote inclusion, respecting, and actively encouraging the contribution of every individual.

We create a dynamic and welcoming environment. we want everyone to **enjoy participation** in any of our initiatives and activities.

We **strive for excellence** and the highest quality performance in everything we do.

Our decisions take into account the needs of future generations - we take pride in **acting sustainably** and inspiring others to do the same.





Our Audiences



Our primary audience is Youth.

For us, youth is defined as anyone between the ages of 18-30. Any young person can participate in one of our programs or initiatives, regardless of educational status. Hence, we refer to "youth" or "young people" as our primary beneficiaries.

Please don't refer to students as AIESEC's only customers, our activities are targeted at all youth.

Like-minded organizations and people help us achieve our vision.

In our efforts to engage and develop youth, we partner with like-minded organizations that help us get closer to our goals and vision.

While helping us conduct our activities that create value for youth, we, in turn, create value for the organizations, companies, schools, and people with which we partner.

Please don't refer to only companies as our partners. As mentioned above, there is a lot of diversity in the types of partners we engage with.



Section 3: **The AIESEC Brand Assets**





Our Brand Name

AIESEC (pronounced eye-sek) was originally a French acronym for Association Internationale des Étudiants en Sciences Économiques et Commerciales (English: International Association of Students in Economic and Commercial Sciences).

The full name of the association is no longer officially used, as members can now be graduates and undergraduates or any young person from any background.

Members of AIESEC are known as "AIESECers".

The use of AIESEC in lower case

Over the past year, we have launched some campaigns where the name "aiesec" was used in lower case.

As the brand lost the element of communicating the acronym's meaning, and as we move towards a more modern way of communicating our brand, the use of "aiesec" in lowercase is allowed within campaigns. This means that "aiesec" can be used in lowercase as a brand identifier in your campaigns' content.

Never use "aiesec" written in lowercase when referring to the organization in written format. The official way of referring to the organization still is and will continue to be "AIESEC" in capitalized.

Vocabulary for Entities

AIESEC is a single organization running activities on a global scale. When referring to AIESEC in a specific country, territory, city, or university it is mandatory to use the preposition "in". This is why the only correct way to position your entity is as "AIESEC in XYZ"

PLEASE DON'T:

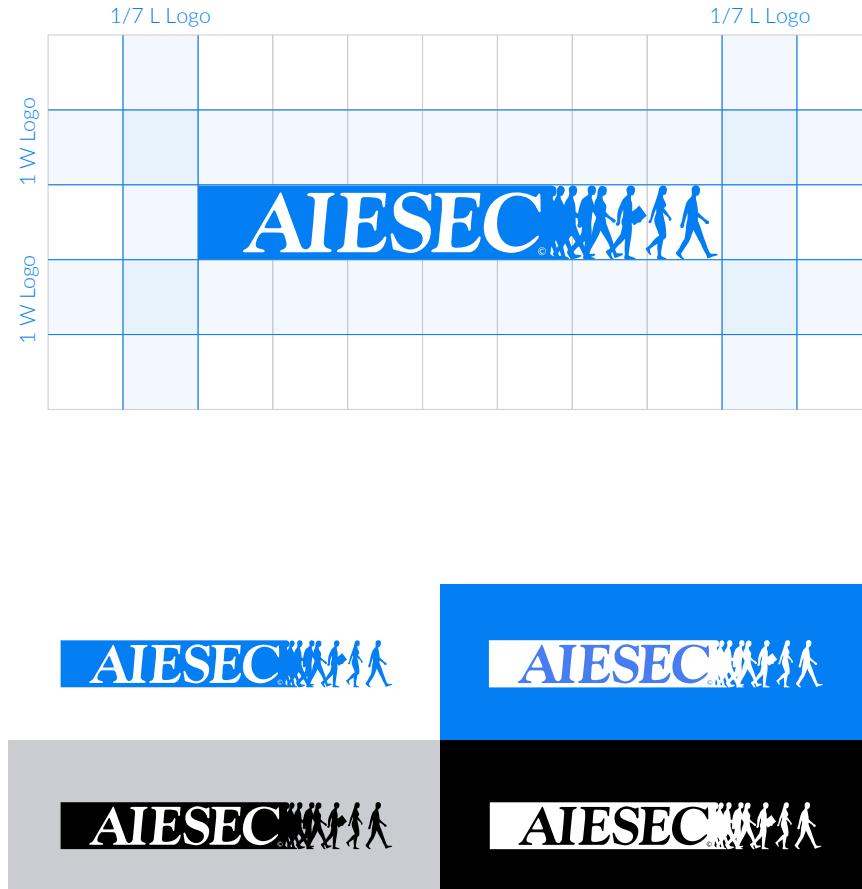
Call entities **AIESEC XYZ**

For more about AIESECs history please refer to the AIESEC History Book

The AIESEC Logo

Our logo represents how AIESEC enables young people to discover and develop their potential and head towards their future with a clearer and stronger vision for themselves.

It can be used only in **horizontal position** with any of its four color variants, depending on what looks more clear on your background or design.



PLEASE DON'T:

It should not be modified in any way and should always be used according to the guidelines in this section.



Do not change the **font**.



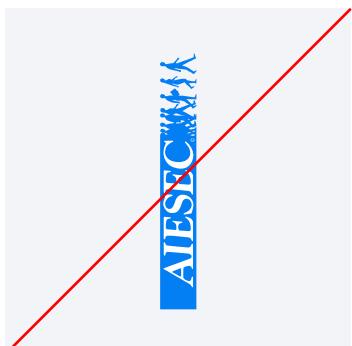
Do not change **the official colors**.



Do not **squish or skew** the logo.



Do not place our logo on a cluttered background.



Do not **rotate** the logo in anyway.



Do not change the **opacity** of the logo.



Do not add **any element** into the logo space.



Do not add **shadow**.

Powered by AIESEC Logo

The brand architecture refers to the structure of program brands within an organization and how these are related to or differentiated from one another within the portfolio.

AIESEC uses an **Endorsed Brand Architecture**, which is made up of individual and specific program brands **linked together** by an **endorsing parent brand - AIESEC**.

Endorsed brand architecture allows:

Connecting all our programs to the single brand identity of AIESEC

An easy plugging of new and upcoming programs. New programs can be introduced without association with the AIESEC brand if needed and can be introduced in the brand portfolio depending on their success.

The success of one AIESEC program can positively influence the other programs in the portfolio. Consequently, the reverse is also possible.

Returns on investment on one sub-brand reflect over to the other brands as well.

***Program Brands** are brands on their own, however they must always include the **“Powered by AIESEC”** logo as an endorsement.

PLEASE DON'T:



Don't use the Powered by AIESEC logo on local or national brands you might create, which are not officially part of the AIESEC Experience. You may use it with national EwA Brands that have been approved by the Global Structure.

DO:



Always use the Powered by AIESEC logo when using the individual program brands, or when referring to AIESEC initiatives.



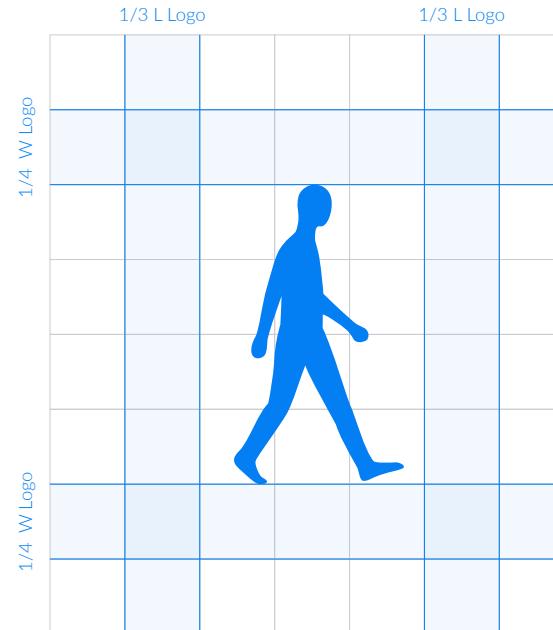
If adding a second logo to your publication makes it feel crowded, you can also use the AIESEC Human watermark (details in the following page) as a brand endorsement. This is especially fitting for cases where the endorsement is obvious - such as posts on an AIESEC channel.

The AIESEC Human

Since 1948 we have developed over 1,000,000 people through our programs and membership experiences.

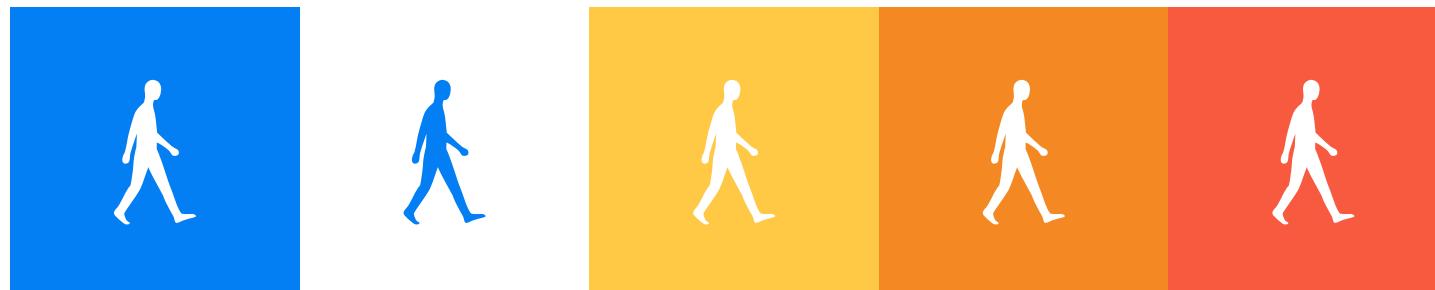
For us, the AIESEC Human is a reminder of our purpose: looking into the future and moving forward.

It allows us to simplify our brand and be more responsive in the digital world and to what's happening around us. That's why the background can change to represent specific dates or events that are aligned to our purpose.



*Blue Line: minimum length and width of surrounding space

We **only** use the AIESEC Human in **white or blue**, maintaining a flat colored background.



The Usage:

Icon

The icon is a representative symbol of a brand. Always use the AIESEC Human as the icon for profile picture, favicon, or any medium that requires small space.



Watermark

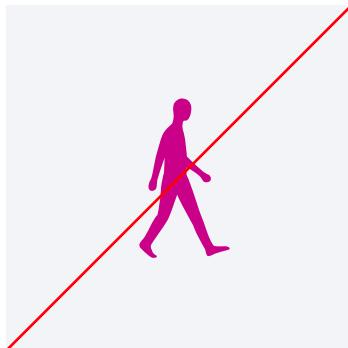
Our watermark allows us to be easily recognized while maintaining a clean and simple design. We created templates for you to make it easier.

Go to Section 7: Brand Resources for details.

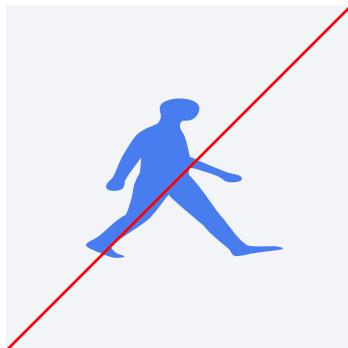


PLEASE DON'T:

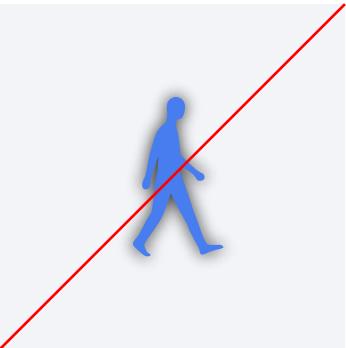
It should not be modified in any way and should always be used according to the guidelines in this section.



Do not change **the official colors**.



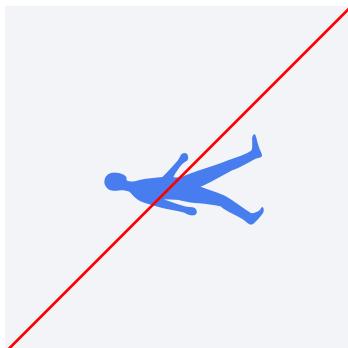
Do not **squish or skew** the logo.



Do not add **shadow**.



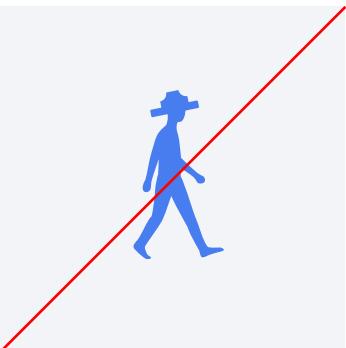
Do not place our logo on a cluttered background.



Do not **rotate** the logo in anyway.



Do not change the **opacity** of the logo.



Do not add **any element** into the logo space.

The AIESEC Colours

Our favorite color is **AIESEC Blue**. It's bright and energetic, representing our youthful nature.

Besides that, we use nine other colors to complement our AIESEC Blue, both digitally and in print. If you don't know what color to use, please use AIESEC Blue.



HEX RGB CMYK	#F3F4F7 243,244,247 3, 2 , 1, 0	HEX RGB CMYK	#FFC845 255, 200, 69 0, 24, 84, 0	HEX RGB CMYK	#00C16E 0/193/110 100, 0, 86, 0
HEX RGB CMYK	#CACCD1 202,204,209 20, 14, 12, 0	HEX RGB CMYK	#F48924 244,137, 36 0, 44, 85, 4	HEX RGB CMYK	#OCB9C1 12, 185, 193 94, 4, 0, 24
HEX RGB CMYK	#52565E 82,86,94 69, 58, 49, 27	HEX RGB CMYK	#F85A40 248, 90, 64 0, 64, 74, 3	HEX RGB CMYK	#7552CC 117, 82, 204 43, 60, 0, 20

*HEX is a six-digit combination of numbers and letters by its mix of red, green and Blue (RGB), color that shown on your screen. CMYK (Cyan Magenta Yellow Black) are the colours used for printing.

The AIESEC Typeface

Primary

Our brand font is Lato.

Our programs font is Raleway.

We use it in print and on the web. Feel free to use it in any of its styles and weights.

Lato Thin	Raleway Thin
<i>Lato Thin Italic</i>	<i>Raleway Thin Italic</i>
Lato Hairline	Raleway ExtraLight
<i>Lato Hairline Italic</i>	<i>Raleway Extra Light Italic</i>
Lato Light	Raleway Light
<i>Lato Light Italic</i>	<i>Raleway Light Italic</i>
Lato Regular	Raleway Regular
<i>Lato Italic</i>	<i>Raleway Italic</i>
Lato Medium	Raleway Medium
<i>Lato Medium Italic</i>	<i>Raleway Medium Italic</i>
Lato Semibold	Raleway Semibold
<i>Lato Semibold Italic</i>	<i>Raleway Semibold Italic</i>
Lato Bold	Raleway Bold
<i>Lato Bold Italic</i>	<i>Raleway Bold Italic</i>
Lato Heavy	Raleway ExtraBold
<i>Lato Heavy Italic</i>	<i>Raleway ExtraBold Italic</i>
Lato Black	Raleway Black
<i>Lato Black Italic</i>	<i>Raleway Black Italic</i>

Secondary

Extra fonts can be added secondarily to **emphasize words**, but **the main one should remain Lato**.

Use the font that works best with your design, and always be consistent throughout whatever you're working on.

PLEASE DON'T

Do **not** do this. It's too similar and it doesn't emphasize the words. **Do Not wRiT3 tH1s EiTHER.**

DO:

Use extra fonts to **Emphasize** words.

Use extra fonts to **Emphasize** words.

*fair prosper; Raleway; Helvetica Neue.

Section 4: The AIESEC Portfolio Brands



The AIESEC Portfolio

The AIESEC portfolio is defined as the system of programs delivered by the organization.

It includes how we engage people with the organization, the set of programs we, together with our partners, offer to young people, and the relations with the alumni of the organization.

The purpose of the system is for young people to explore and develop their leadership potential, preparing them to make a positive impact in any sphere they choose.

3 phases compose the system:

- 1 Engagement with AIESEC
- 2 Experiential Leadership Development
- 3 Life-Long Connection

This Blue Book explains the Engagement with AIESEC and Life-Long Connection phases, for more detailed information, please consult the 2020 version of the AIESEC Experience Booklet.

This document provides the official value propositions for each of the ELD programs. These are not optional - using anything else other than these global value propositions is misrepresenting the brand.



1 | EwA

Engagement with AIESEC

The Engage with AIESEC (EwA) phase exists to engage young people with the concept of leadership development and with our organization.

Part of Engage with the AIESEC phase are all the activities and programs that aim to engage young people with the organization and with the concept of leadership development. These activities can be global or entity-level initiatives. They are recognized as part of EwA based on the fulfillment of the principles mentioned by the 2021 version of the AIESEC Experience Booklet.

The three EwA Brand Principles:

All EwA activities, initiatives, programs or products:

are **Powered by AIESEC**, therefore **AIESEC International holds control and audit over the sub brands created** in order to ensure the alignment and consistency of our messaging.
must be aligned to the brand elements present in this Blue Book.
must be strongly and evidently tied to our core as organization.

EwA Programs
 Heading for the Future
Page 27
 YOUTH SPEAK
Page 27

Note: For information on creating your own EwA Initiatives as per the EwA Innovation Framework of 2021, please check the link: aies.ec/innoewa





Heading for the Future

Keyword

Simulated Working Experience

Duration

4 Weeks.

Organizations

Companies, Universities, Events, NGOs
Career Fairs, Governments/Ministries.

Philosophy

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



The map
represents the map of the individual's life.



The path and destinations
represent the path to their future, and the different choices they have to choose from.

Primary Brand Color**Jade Green**

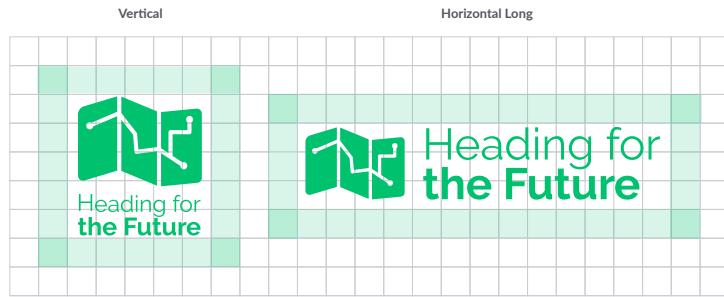
HEX
RGB
CMYK

#00C16E
0, 193, 110
100, 0, 86, 0

Version

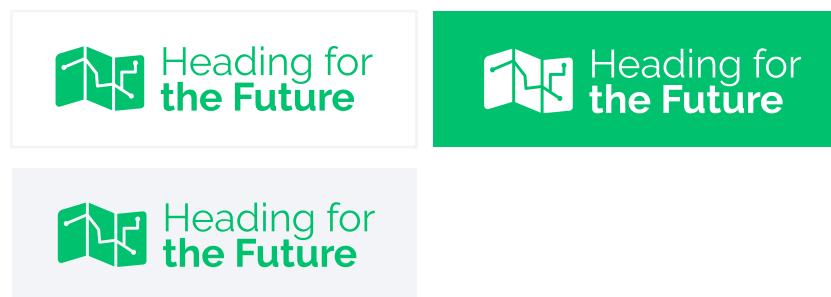
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the Heading For The Future watermark, but don't use them together in the same publication.

Logo with Title



Logo with Background

Make sure the logo is readable. Therefore, the background should be contrast with the logo. Here are our recommendations:



PLEASE DON'T:



Do not use and rotate the horizontal Logo for vertical layout. Used the version wisely.

Do not add shadow.

Do not used background color beside our recomendation



Do not squish or skew the logo.

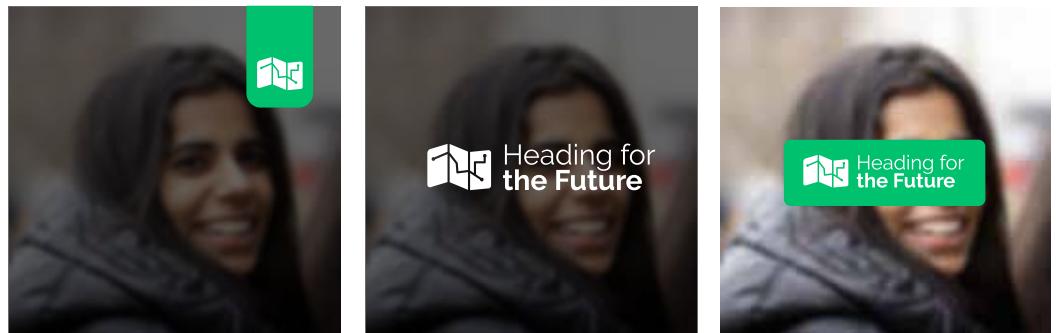


Do not add any element into the logo space.



Do not place our logo on a cluttered background.

DO:



Use it as watermark

Blur darker background

Add shape behind the logo

Value Proposition & Benefits

Heading for the Future for Youth

A simulated working experience for young people who seek to discover their career path, and build their local and international network.

Value Proposition



Choose & test your chosen field

Choose among the range of fields available to get a simulated work experience in your chosen field to help you understand its nature.



Enhance your soft and hard skills

Get a chance to build and enhance the soft and hard skills required by your chosen field, in a simulated work environment.



Local and Global Networking

Find and network with like-minded young people in local and global environments to enhance your network.

Benefits

- + Participate in a case study & get a practical glimpse of the chosen field.
- + The chance to get employed at one of our partners following participation in the project.
- + Permanent access to the project content and the network created during participation.

Heading for the Future for Partners

Heading for the Future is a platform for organizations who seek to train & hire potential talent in their community, while building their brand among youth.

Value Proposition



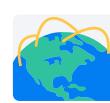
A chance for Employer Branding

Build and enhance your organization's brand in the minds of young people in your community.



Potential for Talent Acquisition

Find pipeline for your organisation from the local talent you train through your participation in the project, to infuse your workplace with the fresh perspective of young people



Access local and international youth network

Through our networking activities, get access to the youth network, both local and international, for future initiatives or even talent acquisition.

Benefits

- + Flexible partnership packages for you to choose from.
- + A path to understand Generation Z that is entering the workforce.
- + Innovative and fresh Business solutions brought by youth.
- + Get return on your investment by potentially hiring the youth talents you train.

**Keywords**

Survey, Forum & Projects

Duration

1 year (cyclic)

Organizations

NGOs, governments, universities, current partners, amplifiers and influencers connected to causes.

Philosophy

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

**The chat bubble**

represents the opinions of young people around the world.

**The loudspeaker**

represents how AIESEC amplifies the opinions we collect as the global voice of youth.

Primary Brand Color**Astro Purple**

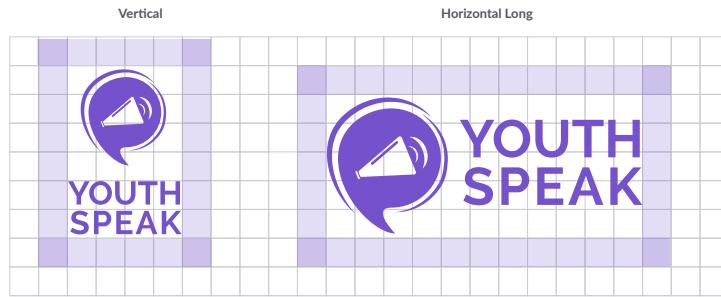
HEX
RGB
CMYK

#7552CC
117, 82, 204
43, 60, 0, 20

Versions

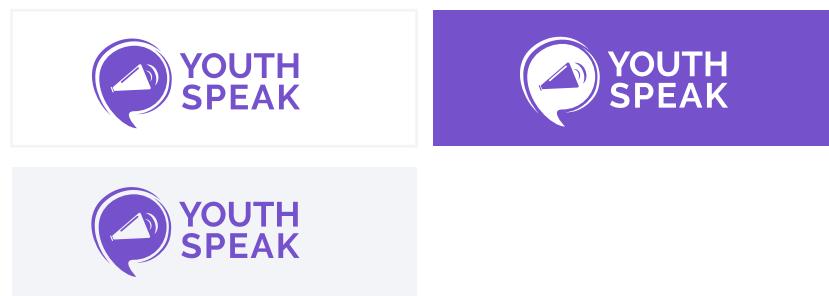
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the Youth Speak watermark, but don't use them together in the same publication.

Logo with Title



Logo with Background

Make sure the logo is readable. Therefore, the background should be contrast with the logo. Here are our recommendations:



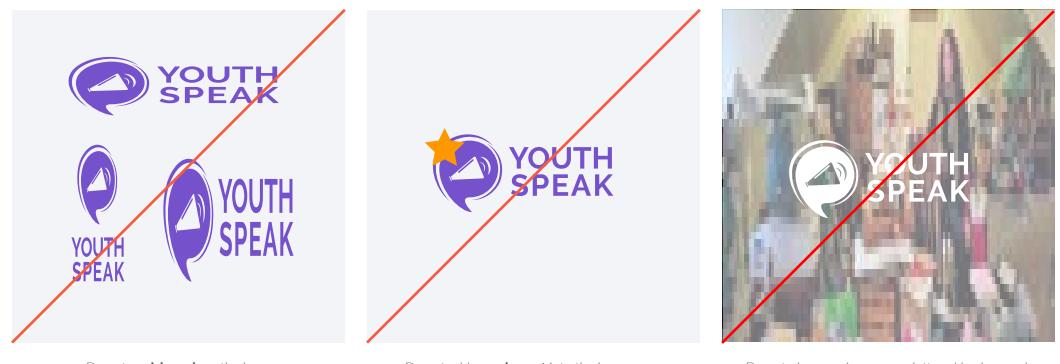
PLEASE DON'T:



Do not use and rotate the horizontal Logo for vertical layout. Used the version wisely.

Do not add **shadow**.

Do not use background color beside our recommendations.

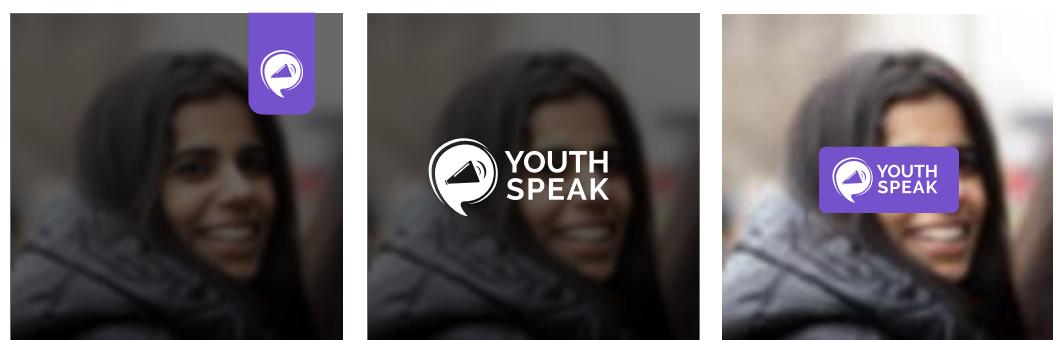


Do not **squish or skew** the logo.

Do not add **any element** into the logo space.

Do not place our logo on a cluttered background.

DO:



Use it as watermark

Blur darker background

Add shape behind the logo

Value Proposition & Benefits

Youth Speak for Youth



Youth Speak Survey is a medium for young people to learn and speak up about different issues.



Youth Speak Forum seeks to help young people choose a cause they will champion and engage in dialogue with other like-minded individuals and organisations.



Youth Speak Projects are spaces created for young people where they commit to finding solutions and find ways to take action.

Youth Speak for Partners

For partners, **Youth Speak Survey** is an opportunity to stand by the youth of their community and understand their voice.

For partners, **Youth Speak Forum** is the chance to connect with the young Youth Speak Survey respondents, and understand the issues they care about, and start conversations about those issues.

For partners, **Youth Speak Projects** are projects designed for them to collaborate with young participants from Youth Speak Forum to find solutions and have positive outcomes.

Value Proposition



Learn & speak up about different issues

Youth Speak Survey offers young people around the world a medium to learn about and speak up about different world issues relevant presently.



Choose a cause to champion

Youth Speak Forum gives the young people who filled the survey a chance to choose a cause to champion, and engage with different like-minded organizations that work to solve these issues.



Find solutions & ways to take action

Youth Speak Projects give young people and organizations a place to come together and commit to finding solutions and ways to take action.

Value Proposition



Understand issues youth cares about

Youth Speak Survey offers partners around the world a medium to learn about the issues young people speak up about.



Start conversations about these issues

Youth Speak Forum gives partners to engage with youth who filled the survey a chance to start conversations and work towards solving these issues they care about.



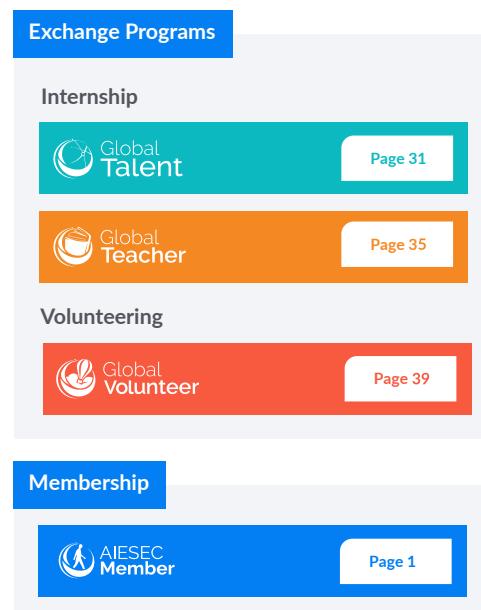
Engage youth to find solutions & take action

Youth Speak Projects give partners and young people a place to come together and commit to finding solutions and ways to take action.

2 | ELD

Experiential Leadership Development

The Experiential Leadership Development (ELD) phase contains the authorized programs of the organization that fulfill the definition of a program, meaning that they allow an **inner and outer journey** and develop one or more leadership qualities of our **Leadership development model**. These programs are the primary impact of AIESEC and **aim to develop leadership qualities and capabilities in young people**.



**Keyword**

Professional Program for Business and Engineering abroad.

Duration

6-8 Weeks: Opportunities can be with either salary or accommodation covered.
9-78 Weeks: Opportunities should provide at least salary.

Organizations

MNCs, SMEs, Start-Ups, NGOs, Incubators, Accelerators and other umbrella organizations.

Philosophy

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



The globe
represents
the earth we live in,
represents the
cross-cultural aspect.



Connection
represents the buying persona's
characteristics: flexibility, curiosity,
adaptability, diversity, movement.

Primary Brand Color**Strong Cyan**

HEX
RGB
CMYK

#OCB9C1
12, 185, 193
94, 4, 0, 24

Version

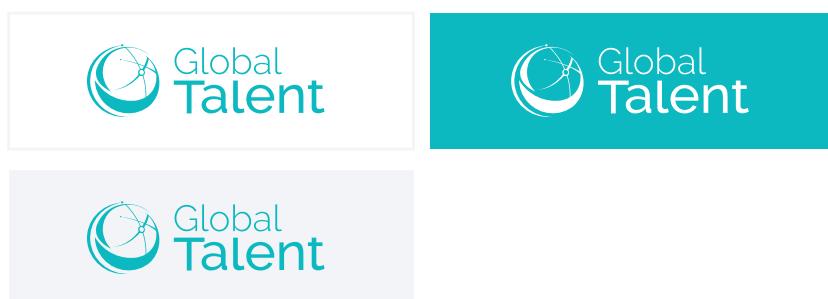
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the Global Volunteer watermark, but don't use them together in the same publication.

Logo with Title



Logo with Background

Make sure the logo is readable. Therefore, the background should be in contrast with the logo. Here are our recommendations:



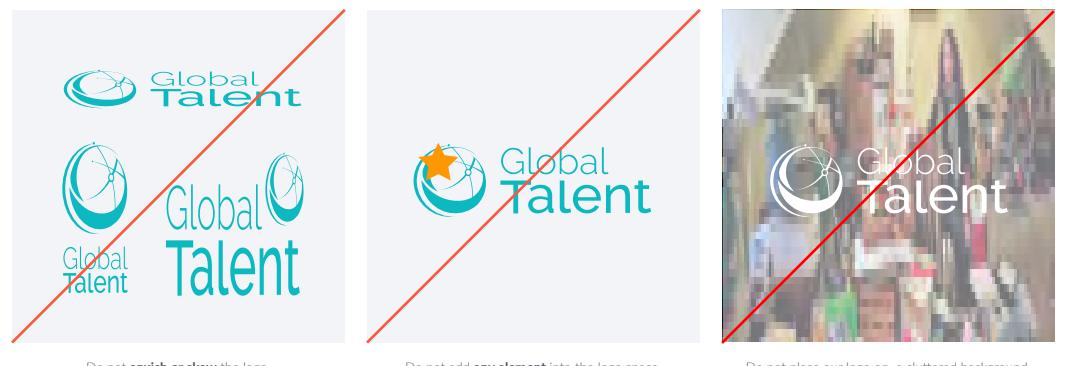
PLEASE DON'T:



Do not use and rotate the horizontal Logo for vertical layout. Use the version wisely.

Do not add **shadow**.

Do not use background color beside our recommendation

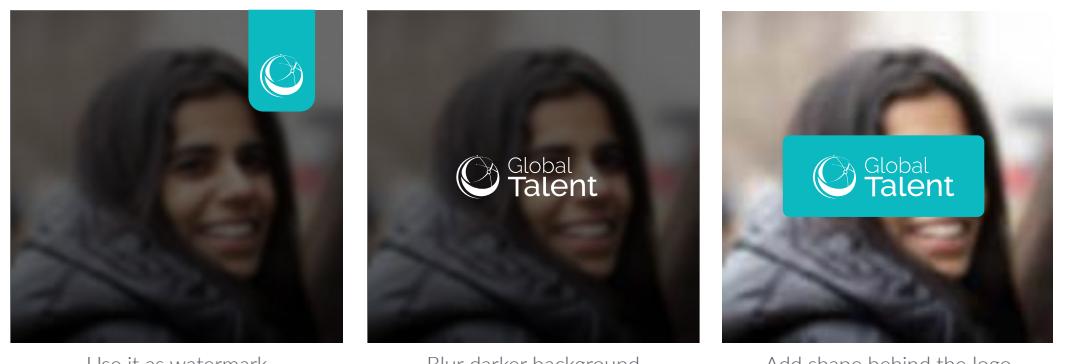


Do not **squish or skew** the logo.

Do not add **any element** into the logo space.

Do not place our logo on a cluttered background.

DO:



Use it as watermark

Blur darker background

Add shape behind the logo

Value Proposition & Benefits

Global Talent for Youth

Develop your leadership while boosting your career prospects through an international internship

Value Proposition



Global Opportunity

Expand your horizon by developing your career in a global setting. Work in a whole new environment and culture, while adapting to a local life in another country.



Develop Yourself

Grow and develop your leadership competencies and personal skills by going through practical experiences and learning-by-doing.



Boost your career

Launch yourself into a challenging role that allows you to gain a professional edge with our partners who are dedicated to provide an enriching experience.

Benefits



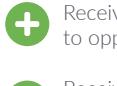
Apply your skills and knowledge in a practical environment.



International Exposure - Experience working in new cultures and industries.



Develop your **Leadership** (our programs can help you improve the following leadership qualities: Self-Aware, World Citizen, Empowering Others, Solution Oriented).



Receive **AIESEC Support for Selection** (Assistance with your application to opportunities and selection process).



Receive **AIESEC Support after Selection** (Visa support, help in finding and providing accommodation, assisting during first day of work).



Depending on the opportunity, you will receive either a **salary** to cover your costs or be provided with **accommodation** for the duration of your experience abroad.

Global Talent for Partners

Our Global Talent program connects companies with young bright minds and help them fulfill their business needs with international students and recent graduates.

Value Proposition



Talent Acquisition

Behind every successful organization that innovates is a diverse global workforce. With us, sourcing international talent becomes easy as recruiting in your local Market. Infuse your business with the fresh perspective of young people from all over the world.



Stay Competitive

Add a multicultural perspective to your organization by realizing the project with international volunteers.



Boost Your Work Culture

Adapt your business to new trends and become youth friendly. Our partners have always loved the energy that our interns bring to their workplace.

Benefits



Gain a competitive advantage over your competitors.



Gain global perspective for your company.



Access to a young and diverse **international talent pool**.



Simple, easy and fast **talent attraction** and **acquisition**.



Let AIESEC attract the right talent for your opportunity.



Receive **logistics support** (Visa support, help in finding and providing accommodation for your new recruits, and assisting with welcoming them to their first day at work).



Get **return on investment** by potentially retaining your Global Talent as an employee

Impact: Direct & Indirect

Direct Impact



Leadership Development

Global Talent offers a set of services that allow young people to **experience an inner and outer journey**, developing one or more qualities present in our **leadership development model**.

This program can help you improve the following leadership qualities which are part of our Leadership Development Model: Self-Aware, World Citizen, Empowering Others, Solution Oriented.

For more about information, please refer to the Leadership Development Model Booklet.

Indirect Impact



Employability

Global Talent is a direct work opportunity which allows young people to boost their career. Although our professional opportunities have a set time frame we believe that after their Global Talent experience youth becomes more experienced and employable.

Note: The indirect impact of our professional internships programs is still to be proven and is for now only an assumption. The proper research and validation will be conducted in the next 5 years under our 2025 mid-term direction.

**Keyword**

Professional Teaching Experience Abroad.

Duration

9-78 Weeks: Opportunities should provide at least salary.

Organizations

Educational Institutions.

Philosophy

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



The globe
represents
the earth we live in,
represents the
cross-cultural aspect.



The Book
Is probably the most widely
associated visual symbol with the
area of teaching and the field of
education - the central pillar of
Global Teacher.

Primary Brand Color

Carrot Orange

HEX	#F48924
RGB	244, 137, 36
CMYK	0, 44, 85, 4

Version

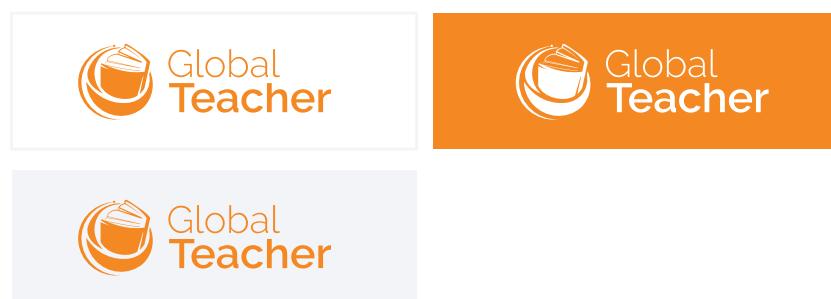
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the Global Volunteer watermark, but don't use them together in the same publication.

Logo with Title



Logo with Background

Make sure the logo is readable. Therefore, the background should be in contrast with the logo. Here are our recommendations:



PLEASE DON'T:



Do not use and rotate the horizontal Logo for vertical layout. Use the version wisely.

Do not add **shadow**.

Do not used background color beside our recomendation

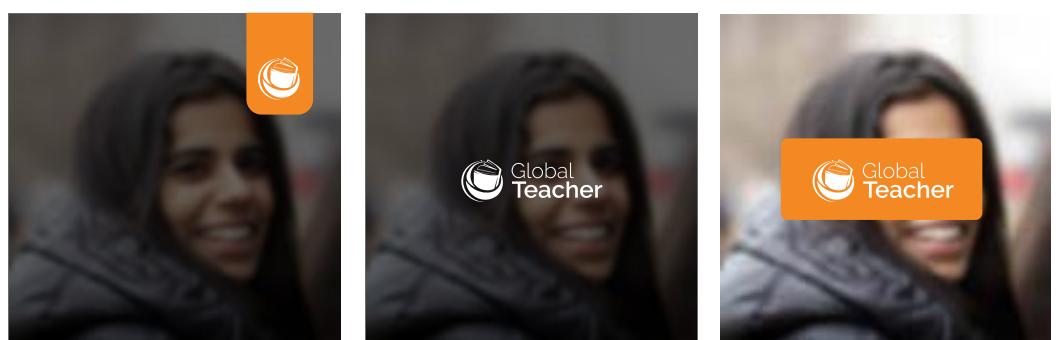


Do not **squish** or **skew** the logo.

Do not add **any element** into the logo space.

Do not place our logo on a cluttered background.

DO:



Use it as watermark

Blur darker background

Add shape behind the logo

Value Proposition & Benefits

Global Teacher for Youth

Develop your leadership while boosting your career opportunities through an international teaching internship

Value Proposition



Global Opportunity

Expand your horizon by developing your career in a global setting. Work in a whole new environment and culture, while adapting to a local life in another country.



Develop Yourself

Grow and develop your leadership competencies and personal skills by going through practical experiences and learning-by-doing.



Boost your career

Launch yourself into a challenging role that allows you to gain a professional edge with our partners who are dedicated to provide an enriching experience.

Benefits



Apply your skills and knowledge in a practical environment.



International Exposure - Experience working in new cultures and industries.



Develop your **Leadership** (our programs can help you improve the following leadership qualities: Self-Aware, World Citizen, Empowering Others, Solution Oriented).



Receive **AIESEC Support for Selection** (Assistance with your application to opportunities and selection process).



Receive **AIESEC Support after Selection** (Visa support, help in finding and providing accommodation, assisting during first day of work).



All opportunities are provided **with a salary**.

Global Teacher for Partners

Our Global Teacher program helps educational institutions fulfill their Human Resources needs with skilled young people

Value Proposition



Talent Acquisition

Behind every successful organization that innovates is a diverse global workforce. With us, sourcing international talent becomes as easy as recruiting in your local Market. Infuse your business with the fresh perspective of young people from all over the world.



Stay Competitive

Stay dynamic by bringing in profiles aligned to what your students need to succeed. All around the world we reach people with different backgrounds and perspectives to enrich your curriculum.



Multicultural learning environment

Adapt your institution to the globalized world we live in today. By hiring international teachers you allow your learning environment to become more inclusive and multicultural.

Benefits



Gain a **competitive advantage** over your competitors.



Gain **global perspective** for your institution.



Increase your **student's language skills** and enhance their **cultural understanding**.



Help your institution be **recognized** for the **global/ international environment** it provides to students.



Access to **pool of young international teachers** or **young people** qualified for teaching.



Simple, easy and fast **talent attraction** and **acquisition**.



Let AIESEC attract the **right talent** for your opportunity.



Receive **logistics support** (Visa support, help in finding and providing accommodation for your new recruits, and assisting with welcoming them to their first day at work).



Get **return on investment** by potentially retaining your Global Teacher as an employee.

Impact: Direct & Indirect

Direct Impact



Leadership Development

Global Teacher offers a set of services that allow young people to **experience an inner and outer journey**, developing one or more qualities present in our **leadership development model**.

This program can help you improve the following leadership qualities which are part of our Leadership Development Model: Self-Aware, World Citizen, Empowering Others, Solution Oriented.

For more about information, please refer to the Leadership Development Model Booklet.

Indirect Impact



Employability

Global Teacher is a direct work opportunity which allows young people to boost their career. Although our professional opportunities have a set time frame we believe that after their Global Teacher experience youth becomes more experienced and employable.

Global Teacher also contributes to SDG 4: Quality Education

Note: The indirect impact of our professional internships programs is still to be proven and is for now only an assumption. The proper research and validation will be conducted in the next 5 years under our 2025 mid-term direction.

**Keyword**

Volunteer Social Projects Abroad.

Duration

6-8 Weeks.

Organizations

NGOs and Educational Institutions

Philosophy

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



The globe
represents
the earth we live in,
represents the
cross-cultural aspect.



The balloon and the cloud
represents the buying persona's
characteristics: desire for
adventure, youthfulness, purpose,
movement.

Primary Brand Color

Bright Red

HEX	#F85A40
RGB	248, 90, 64
CMYK	0, 64, 74, 3

Version

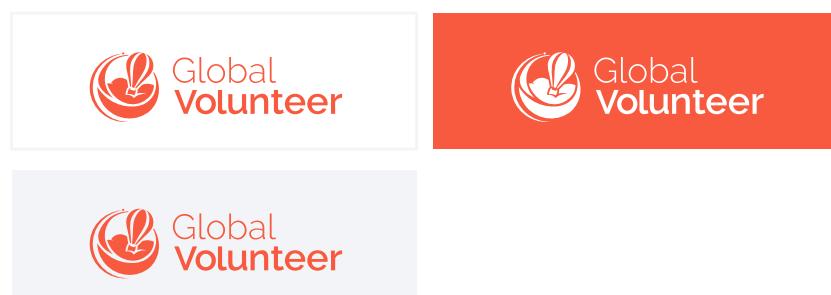
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Logo with Title



Logo with Background

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PLEASE DON'T:



Do not use and rotate the horizontal Logo for a vertical layout. Use the version wisely.

Do not add shadow.

Do not use background color beside our recommendation



Do not squish or skew the logo.



Do not add any element into the logo space.



Do not place our logo on a cluttered background.

DO:



Use it as watermark

Blur darker background

Add shape behind the logo

Value Proposition & Benefits

Global Volunteer for Youth

Develop your leadership through a volunteering project contributing to the Sustainable Development Goals.

Value Proposition



Cross-Cultural Experience

Experience a new culture, meet like-minded people, and expand your network across the world while volunteering.



Develop Yourself

Step out of your comfort zone and live in a challenging environment which will develop your leadership competencies, personal skills and improve your language capabilities.



Contribute to the Sustainable Development Goals

Find the project around the world that contributes to a cause you care about. All Global Volunteer projects are designed to contribute to the Sustainable Development Goals.

Benefits

- + Learn about the **Sustainable Development Goals** and participate in a social project designed for impact.
- + **International Exposure** - Experience new cultures and industries.
- + **Develop your Leadership** (our programs can help you improve the following leadership qualities: Self-Aware, World Citizen, Empowering Others, Solution Oriented).
- + Receive **AIESEC Support for Selection** (Assistance with your application to opportunities and decision making process).
- + Receive **AIESEC Support after Selection** (Visa support, help in finding and providing accommodation, assisting during first day of work).

Global Volunteer for Partners

Global Volunteer supports NGOs causes by bringing youth volunteers to social impact projects that contribute to the Sustainable Development Goals

Value Proposition



Project designed for impact

Run a project with AIESEC focused on directly contributing to the 2030 Sustainable Development Goals.



Global Perspective

Add a multicultural perspective to your organization by realizing the project with international volunteers.



Receive impact reports

With the help of AIESEC volunteers, the international participants will be able to analyze and collect the results generated from the project and create impact reports. Utilize these reports to showcase and prove your contribution towards the Sustainable Development Goals.

Benefits

- + Social Project designed for **impact**.
- + Gain **global perspective** for your institution.
- + Help your institution/NGO be recognized for the **global/ international environment** it provides.
- + Access to **pool** of young international volunteers.
- + Let AIESEC attract the right volunteers for your project
- + Receive logistics support (Visa support, help in finding and providing accommodation for your volunteers, and assisting with welcoming them to their first day at the project)

Impact: Direct & Indirect

Direct Impact



Leadership Development

Global Volunteer offers a set of services that allow young people to **experience an inner and outer journey**, developing one or more qualities present in our **leadership development model**.

This program can help you improve the following leadership qualities which are part of our Leadership Development Model: Self-Aware, World Citizen, Empowering Others, Solution Oriented.

For more about information, please refer to the Leadership Development Model Booklet.

Indirect Impact



Contribution to the Sustainable Development Goals.

Our projects are designed for impact which allow all participants and all our partners to clearly measure how their AIESEC Project is contributing to the sustainable development goals.

**Keyword**

Membership Experience

Duration

Short-Term: 3 months

Medium-Term: 6 months

Long-Term: 12+ months

Philosophy

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

**The globe**

represents the earth we live in, and the cross-cultural aspect.

**The AIESEC Human**

represents the AIESECer and reminds us to look into the future and move forward.

Primary Brand Color**AIESEC Blue**

HEX
RGB
CMYK

#037EF3
3, 126, 243
99, 48, 0, 5

Version

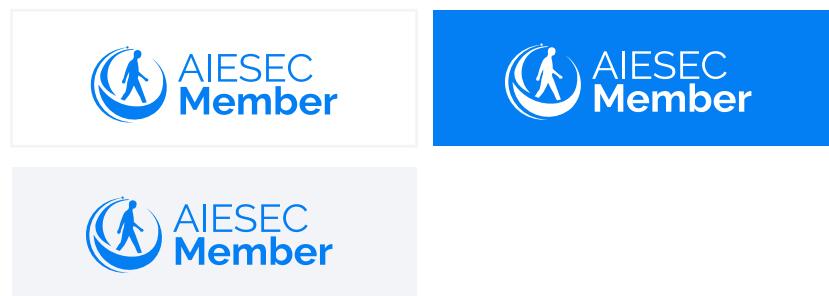
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the AIESEC Member watermark, but don't use them together in the same publication.

Logo with Title



Logo with Background

Make sure the logo is readable. Therefore, the background should be contrast with the logo. Here are our recommendations:



PLEASE DON'T:



Do not rotate the horizontal logo for vertical layout. Used the vertical version.

Do not add **shadow**.

Do not use background colors beside our recommendations



Do not **squish** or **skew** the logo.

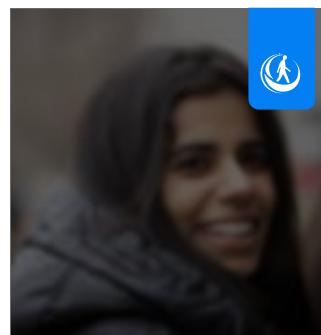


Do not add **any elements** in the logo's space.

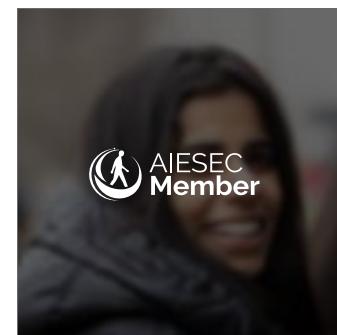


Do not place the logo on a cluttered background.

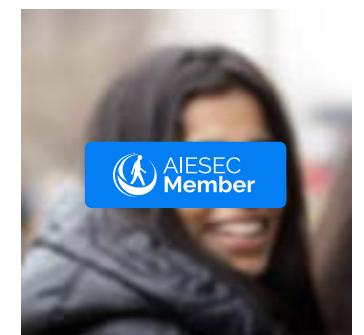
DO:



Use it as a watermark



Blur and darken background



Add shape behind the logo

Value Proposition & Benefits

AIESEC Member for Youth

The AIESEC Member program is an informal education for young people, that focuses on leadership development at the core. Unlike other training courses, university clubs or youth organizations, our product develops young people by delivering a personalized, relevant and measurable leadership development experience, connecting them to a global network of youth and partner organizations.

Value Proposition

Develop yourself



In AIESEC, members can develop self-management and interpersonal skills through having practical learning experiences that complement their university environment to emerge as well-rounded individuals.

Get leadership experience



An empowered & challenging environment where you can develop your competencies and values of leadership. Our Leadership Development Model offers a clear support system for the learning goals of each of our members.



Build your network

In AIESEC, members have the chance to connect with people from all over the world during and after their experience, which allows them to build their own local and international network of like-minded youth.



Connect with AIESEC Impact

Our mission, values and inclusivity stand out as a great environment for people to learn, connect with others and contribute for a better world through the programs we offer and further leadership opportunities.

Benefits

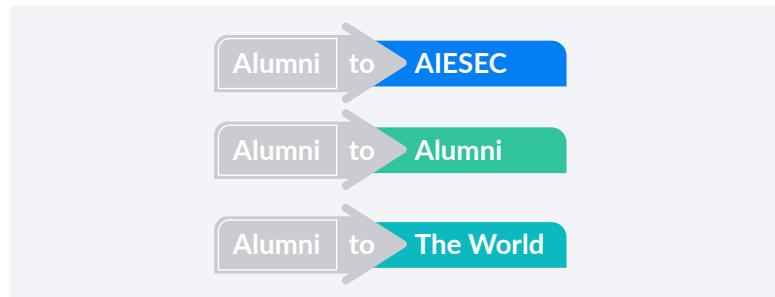
-  Design the job matching individual goals with organizational goals; see the influence of your work.
-  Get support for your role - access to relevant knowledge & skills before the work starts.
-  Create relationships in the community to enhance individual effectiveness, work culture and perspective about the organization.
-  Engage with the community through the existing channels
-  Moderation of environment and personal wellbeing
-  Develop team practices that shape the connection with teammates and leader to facilitate the member's leadership development.

3 | LLC

Life-Long Connection

An alumnus of AIESEC, in general terms, is any person that has been part of one of the development programs of the organization and voluntarily joins (formally or informally) the Entity or Global Alumni Community. (Their national recognition also depends on the regulations of the Entity Alumni Associations).

The programs and initiatives of this phase are defined by the Alumni Association itself. Generally, they are divided in the next 3 categories:



The 3 main norms in terms of Branding of the LLC phase are:

- 1** The alumni organizations are legally independent. Therefore we aim to align the messaging provided by both organizations on their programs, products, and initiatives. We expect a gradual integration of the Brand assets of alumni into our Blue Book.
- 2** In case the Alumni association or the AIESEC entity aims to use each others brand, it needs to be consulted and approved, on the AIESEC side, it needs to be aligned with the Blue Book.
- 3** The activities, programs, and products of the LCC phase must be strongly and evidently tied to the three focuses of the Alumni associations, Alumni to AIESEC, Alumni to Alumni, and Alumni to the world.



Translating the logo

The need to localize brand and communication channels is very relevant in many markets. To ensure the most effective brand localization process, entities should adopt instructions to help control their brand message as it moves across borders.



For entities opting to translate AIESEC Program Brands (Global Volunteer, Global Talent, and Global Teacher), it is **mandatory** to use a **literal translation** - which means translating text from one language to another conveying the sense of the original. These translations must also be approved by the brand responsible in the AIESEC International team.



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



The translated version of the logo need to keep the original placing and colors.

Section 5: Branded Campaigns





Our Approach to Branded Campaigns

We are cooperating with other brands to amplify our voice and impact.

“Alone, we can do so little; together, we can do so much”

- Helen Keller

It's true, we are a global brand, with an audience of millions in over 100 geographical locations - our brand voice is already powerful. However, imagine how many more people we can reach when we team up with other organizations and individuals willing to fight along with us for a similar purpose.

For this exact reason, we are so fond of brand partnerships. They allow us to amplify our reach and achieve our common purpose.

When discussing brand partnerships, the most important thing for us is to ensure that we clarify this common purpose and make sure our values are aligned with those of the brand with which we are about to partner and co-create.

We must always choose our partners so as their values align with ours, and our collaboration helps us get closer to the vision of our organization.

It is of paramount importance the brand partnerships do not affect either brand's standards, integrity, and voice and do not, in any way, go against The AIESEC Way. The channels we use should also always be the most relevant ones to our partnerships, to make sure our audience remains engaged.

Co-Branding Principles

When setting up a co-branding partnership, there are several things that need to be defined.

1. Clarity on the common goal

The most important thing to define is the goal of the partnership. The common goal should be something that aligns with the purpose of all the organizations involved in the brand partnership. In the case of AIESEC, we can partner for youth leadership development, cross-cultural exchanges, and the Sustainable Development Goals.

2. Clarity on the measurement of success

The second step after knowing the specific goal of the campaign is knowing what the measurement of success will be and what co-branding type should be used. This can be employer brand-ing, external product campaigns, or other activities. Still, the measure of success of the brand partnership should be clearly defined for all organizations involved. Still, the measure of success of the brand partnership should be clearly defined for all organizations involved.

3. Clarity on the channels

Knowing the measurement of success from all organizations involved in the partnership, there can be clarity on what chan-nels, content types and messaging can be used to reach the desired outcome. This includes discussing what social media and internal platforms are the most relevant in order to reach the common goal.

4. Clarity on the content plan

Since there is clarity for the goal, the call to action, and the channels used, the next step is to evaluate the campaign's content plan. This includes determining what kind of content will be created, how will it be created, and withing what timeline. Therefore, in the content plan, the following should be clearly defined:



The **messages** being sent



The **call to action**



The content that will be **created**, and by whom



The **hashtags**



The **timeline**

In general, both parties must be involved in making the campaign a success.

Co-Branding Examples



Employer Branding Campaigns

Campaigns focused on presenting our partners as employers of choice for youth.



Awareness Campaigns

Campaigns focused on raising awareness about a specific issues or topics that both AIESEC and our partner care for.



Brand Positioning Campaigns

Campaigns focused on raising awareness about a like-minded brand that might interest our audience and complement our brand.



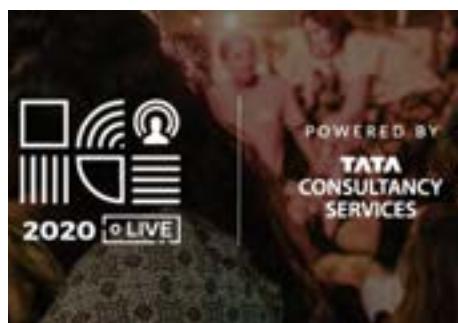
Sponsored Program Campaigns

Campaigns focused on promoting an AIESEC program or initiative sponsored by a partner.



External Product Campaigns

Campaigns focused on promoting a partner's product in AIESEC delivered sponsored campaigns.



Sponsored Campaigns

Campaigns focused on presenting an AIESEC-specific topic, event or activity, sponsored by a partner.



Activation Campaigns

Campaigns focused on presenting an on-ground activation space run with AIESEC and sponsored by a partner.



Physical Engagement Campaigns

Distribution or display of partner branded materials in a physical setting.

Section 6: **Brand Governance**



Legal Notes

Legally, AIESEC's generic brand is the one that needs to be protected first. It is a trademark registered in the EU27 and a lot of other entities in the network. The Global Plenary allocated a specific fund in order to ensure trademark registration and protection.

If you are not sure if the AIESEC Brand is properly protected in your entity, contact the President of AIESEC in your entity.

Other brands we use, such as 'YouthSpeak' or 'Global Volunteer' are not yet registered trademarks of AIESEC at the moment of this version of the BlueBook being published.

Vocabulary about Countries / Entities

Legal forms aside, AIESEC is a single organization running its activities on a global scale. This is why it is strictly forbidden to call entities "AIESEC XYZ", and the only correct way to position your entity is as "AIESEC in XYZ".

We never only refer to "Countries" or "Nations", as this will indirectly imply AIESEC taking a political stand. Use "countries and territories".

As this is a sensitive matter with potentially negative repercussions for the AIESEC brand, please ensure to follow the above-mentioned points in all communications - both internally and externally.

PLEASE DON'T:

AIESEC XYZ
(Countries/Nations)

DO:

AIESEC in XYZ
(Countries and territories)

Trademark number:

004400347

Type:

figurative

Nice Classification:

35, 36, 41

Trademark number:

004400339

Type:

word

Nice Classification:

35, 36, 41

Internal Policies Notes

The Blue Book is your one stop destination in means of understanding the AIESEC brand, and finding all the information and resources that can inform your brand communication.

More than just a guide, however, the Blue Book acts as the reference document for our AIESEC Portfolio Internal Policies, hence why it governs the AIESEC brands and their usage. Failing to comply with the Blue Book means failing to comply with the Internal Policies.

The following is an excerpt from the official AIESEC Portfolio Internal Policies (APIP) document:

4. AIESEC Brand Policies

4.1 Definition and Purpose

4.1.1 The AIESEC Brand Policies aim to safeguard the global AIESEC brand in order to ensure the organization's identity can be consistent across the entities and aligned to the purpose and mission of the organization.

4.1.2. The official brand document for AIESEC is the most recent version of the Blue Book.

4.1.3. The brand policies applicable to all AIESEC entities are the elements outlined in the latest official edition of the Blue Book published by AIESEC International.

4.1.4. The brand descriptions, definitions, principles and visual assets are non-negotiable and must be followed by all entities using the AIESEC brand. This applies to both the AIESEC brand and the products or initiatives brands belonging to the AIESEC brand house.

Section 7: Brand Resources



The Brand Assets

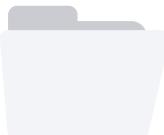
Primary Assets



AIESEC
Logo
Watermark
Templates

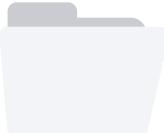


AIESEC Portfolio
ELD Logos
EwA Logos

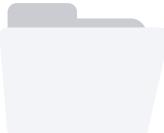


Fonts

For Internal Use



The AIESEC Way
One pager
In a nutshell
Toolkit



AIESEC 2025



Miscellaneous
Regional Brand
Others

Our Approach to Press and Media Communications

When we are making press statements, we make sure our tone is more professional and slightly more formal than in all other written pieces, because they are official communication pieces coming from AIESEC as an organization.

It would be best if you always tailored your tone of voice to the context and overall content of the media communication you are making.

Furthermore, you should always assess the relevance of the media outlet you are communicating to and make sure it is aligned with and appropriate for the purpose of your communication (a news outlet/ a blog/ a social media page, etc).

You can see some examples of press/media communications in the column on the right-hand side.



Please refer to the latest version of the PR guidelines on writing press statements/ releases and reach out to your MC or AI responsible for PR/External Communications when in doubt.

If you are looking for examples, please check the "press" section of the aiesec.org blog.

1. General News

This is the most common type of press release. The idea behind a general news release is to generate traditional coverage in online and / or offline media.

2. Launch Release

A launch press release relates to the announcement of a new initiative, product, program, website, landing page, etc.

3. Event Press Release

This type of press release needs to clearly explain the details of an event. The goal is to have the event specifics in the media so the general public can learn about them.

You might want to release communication before the event, with a call to action as well as after an event, with an impact report and news about future events or initiatives.

4. Product/Project Press Release

When launching a new product or project that is of interest for the media and your public, you will want to write a press release to get communicate it.

5. Executive, Staff and Employee Press Release

A press release of this genre often includes information about a new person taking up an important role, or a change of leadership team or mandate.

6. Expert Position Press Release

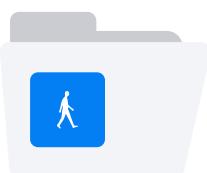
This is a type of press release used to establish a brand's credibility in a particular field. The idea is to position AIESEC as a source of information to be contacted by the media at some point in the future.



The PR Press / Media Kit

Press kits, also known as media kits, help explain the core facts about a brand to journalists/reporters/media in a neat, digestible package. The idea is that anyone visiting your website or press kit can figure out the key people, key facts, and key information about your business which can all be used in the media - without having to speak to you.

Until a press kit is added to aiesec.org, you can embed this one-pager into your website (if you are using any) and use it whenever you need to provide an external body (media / partners, etc.) with an overview of the AIESEC brand and a “one-stop destination” for the AIESEC brand assets.



PR Press / Media Kit
One-pager

PR Press/ Media Kit
One-pager



Section 8: Acknowledgements



Acknowledgements

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