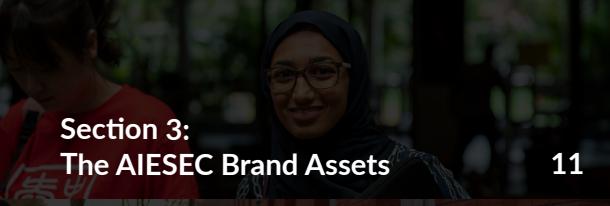
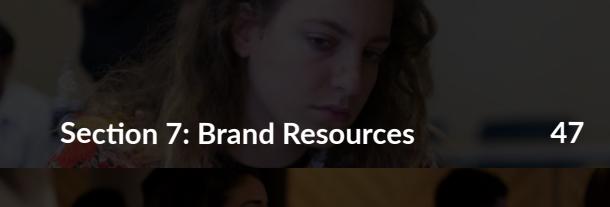




THE BLUE BOOK

AIESEC'S COMPLETE BRAND GUIDE | 2020

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Intro Message

AIESEC is a truly global brand with over 72 years of history.

At the time of this version of the Blue Book being published, AIESEC is present in 114 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 2018
AIESEC Blue Book 2016
AIESEC Brand Toolkit 2014



Section 1: About AIESEC



Our Why

Peace and **fulfillment** of
humankind's potential.

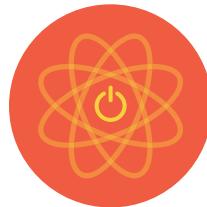
We strive to build a world where people can work towards their own understanding of 'peace' while acknowledging and respecting the views of others.

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

Our How

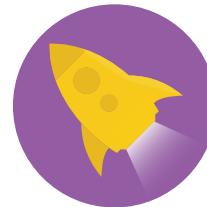
We place our confidence in **youth as a key to unlock a better future.**

We believe that youth are the key to shaping a better future. Through each and every experience we provide, we strive to develop youth leaders with the following four qualities:



Empowering Others

Communicates clearly, engages in meaningful conversations, and creates spaces that empower others to take action.



Solution Oriented

Flexible, ready to take risks, and actively finds solutions to challenges.



World Citizen

Aware of global events and enjoys taking an active role in contributing towards making the world a better place for everyone.



Self Aware

Understands one's personal strengths, lives by one's values and constantly explores one's passions.

Our What

We **develop** youth leadership through learning from **practical experiences** in **challenging environments**.

We ensure that practical experiences in challenging environments are present by facilitating cross-cultural exchange and creating these opportunities in membership roles.



Cross-cultural exchanges

AIESEC provides an opportunity for young people to work or volunteer abroad in unfamiliar environments. This allows them to step outside their comfort zone and expand their worldview, while contributing to the community in which they are working.

Membership roles

Our members work in teams to create and manage these cross-cultural exchange experiences. This provides an opportunity for our members to live powerful team experiences and develop their own leadership potential.

Our Values

We live and act according to the following **6 values**:



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.



Activating leadership

We lead by example and inspire leadership through actions and results. We take responsibility for developing the leadership potential of others.



Enjoying participation

We create a dynamic and welcoming environment through the active and enthusiastic participation of individuals. We enjoy being involved in our organization.



Living diversity

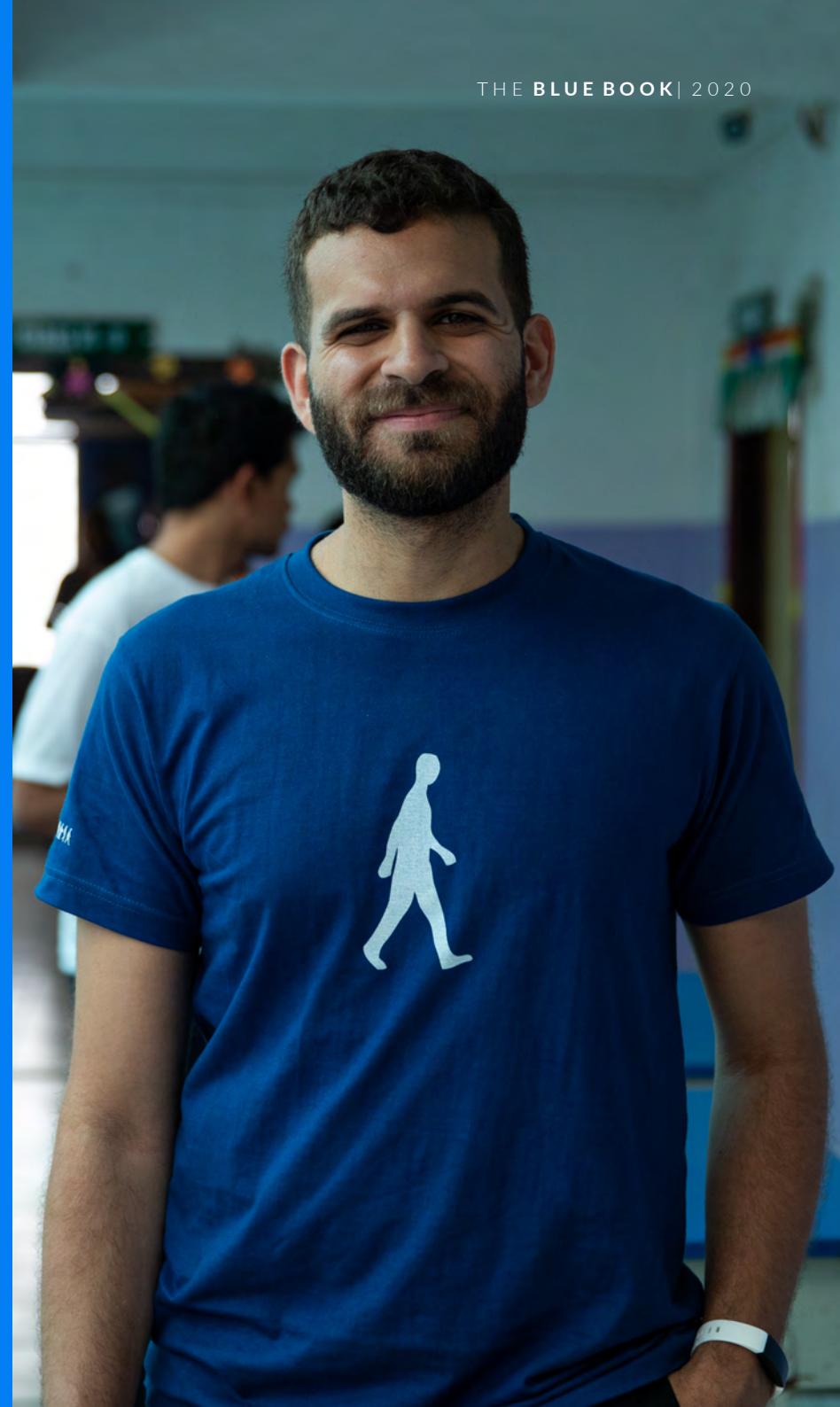
We actively learn from different ways of life and opinions represented in our multicultural environment. We act inclusively, respecting, and actively encouraging the contribution of every individual.



Acting sustainably

We act in a sustainable way for our organization and society. Our decisions take into account the needs of future generations.

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-political** 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

Our presence in over 100 countries and territories across the world makes us **global**.

Independent

As a collection of people who organize to pursue a charitable goal at local, national, and global levels we are **independent**.

Non-political.

AIESEC's mission and activities are not directly relating to or motivated by politics; this is why we are **non-political**.

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, therefore we are a **not-for-profit**.

We stay away from religious and political topics; however, we want to engage in dialogue on issues in our world, and bring together various perspectives. We always focus on a positive contribution, ensure diversity, and reject discrimination.

In our engagements with the topics we care about, no matter the content format, we strive to be **simple to be easily and widely understood and genuine in order to be trusted**.

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.

*Go to page 5 to know more about our 6 fundamental values





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**

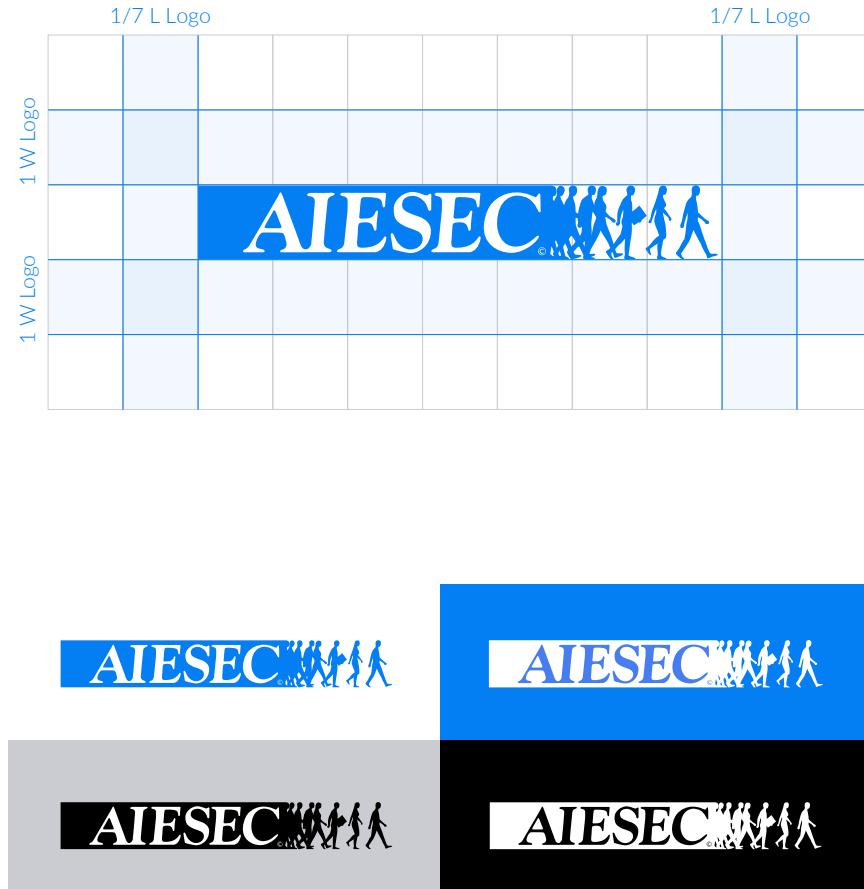
For more about AIESECs history please refer to the AIESEC History Book

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.

(The monochrome version is only used for printed materials)



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**.



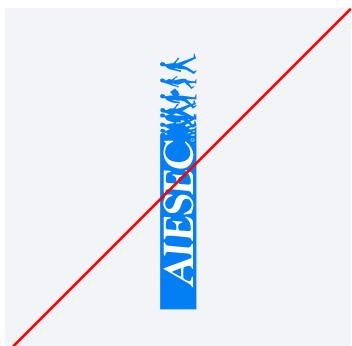
Do not change **the official colors**.



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.

DO:



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



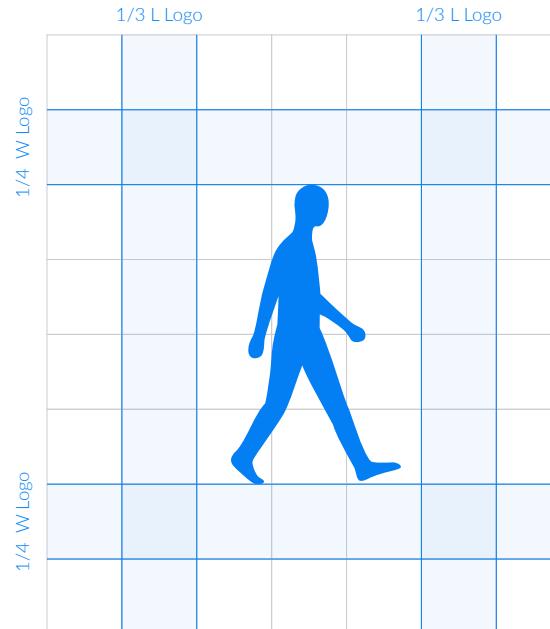
If adding a second logo to your publication makes it feel crowded, you can also use the AIESEC Human watermark (details in the following page) as a brand endorsement. This is especially fitting for cases where the endorsement is obvious - such as posts on an AIESEC channel.

The AIESEC Human

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

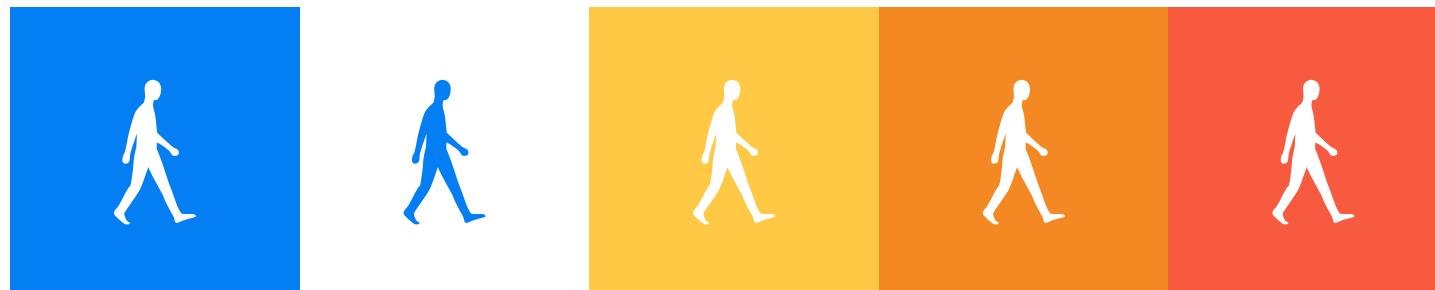
For us, the AIESEC Human is a reminder of our purpose: looking into the future and moving forward.

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

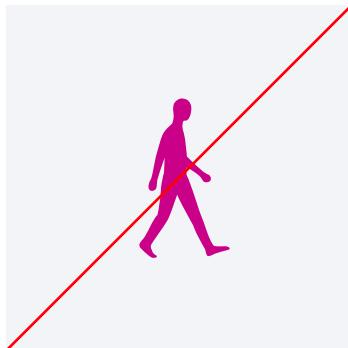
Our watermark allows us to be easily recognized while maintaining a clean and simple design. We created templates for you to make it easier.

Go to Section 7: Brand Resources for details.

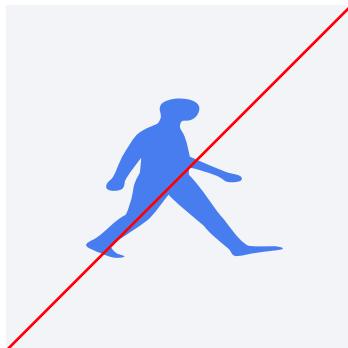


PLEASE DON'T:

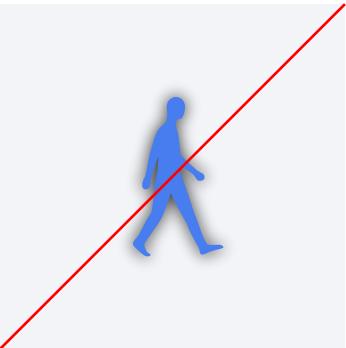
It should not be modified in any way and should always be used according to the guidelines in this section.



Do not change **the official colors**.



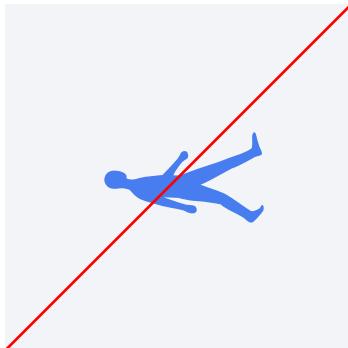
Do not **squish or skew** the logo.



Do not add **shadow**.



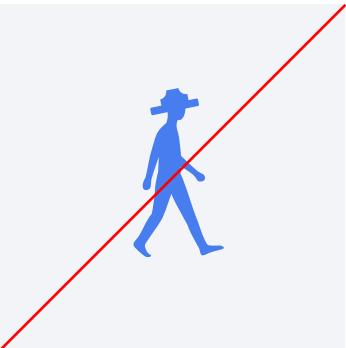
Do not place our logo on a cluttered background.



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



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



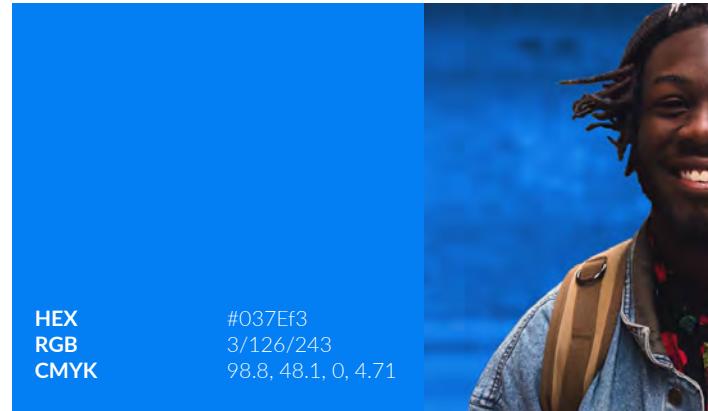
Do not add **any element** into the logo space.

The AIESEC Colours

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

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

Note that changes have been made to the color palette compared the previous version of the Blue Book.



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 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 2020 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.

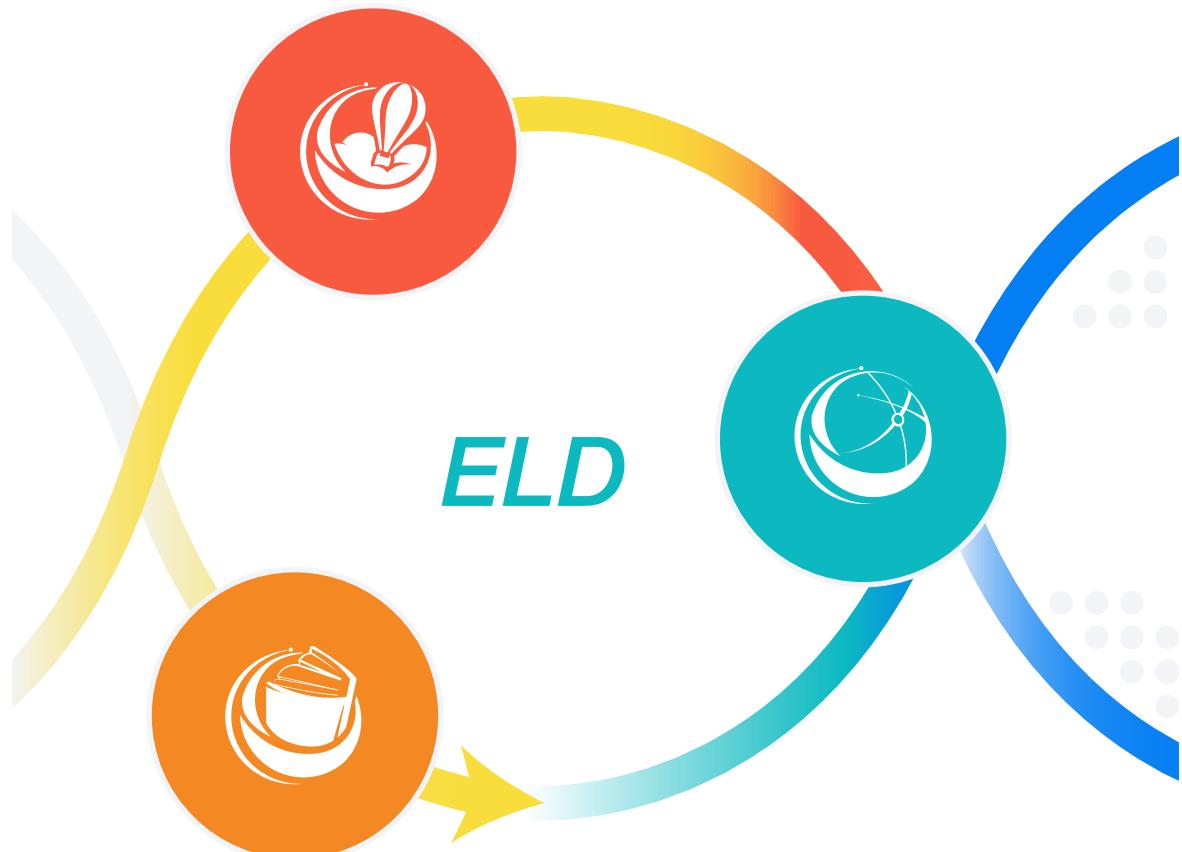
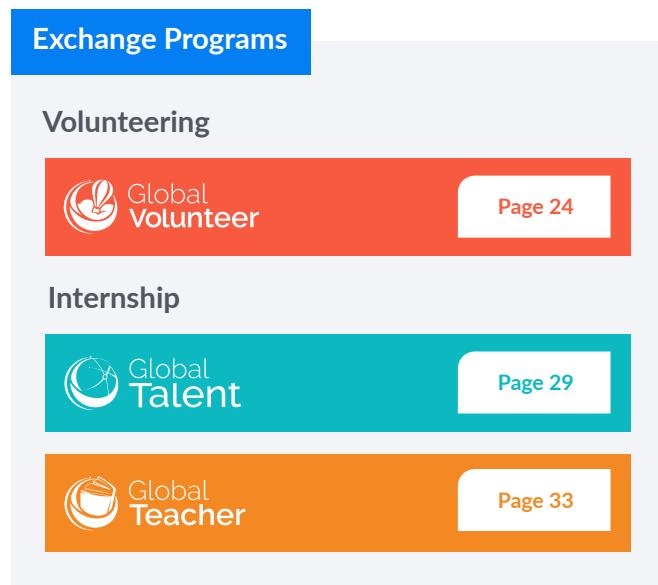
Note: Until further notice there are no Global EwA Brands. All past initiatives are being reviewed and if continued will be included in a future version of the Blue Book.



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**

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

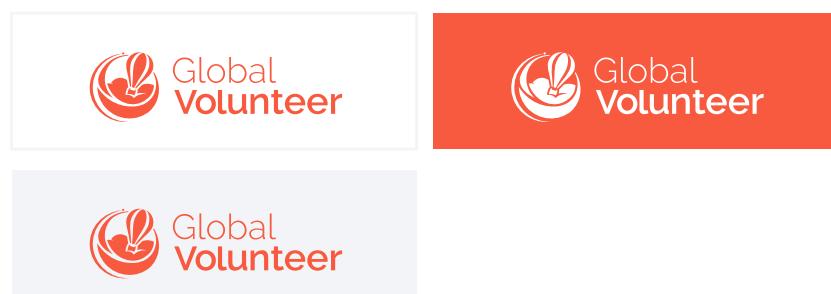
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the Global Volunteer watermark, but don't use them together in the same publication.

Logo with Title

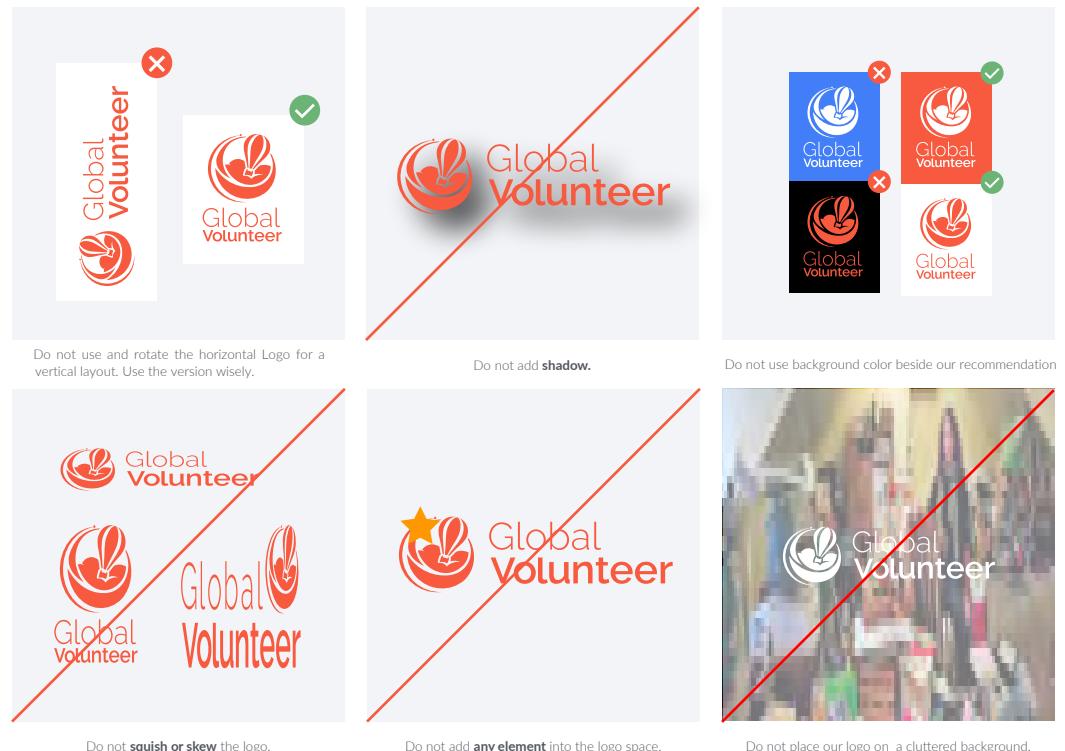


Logo with Background

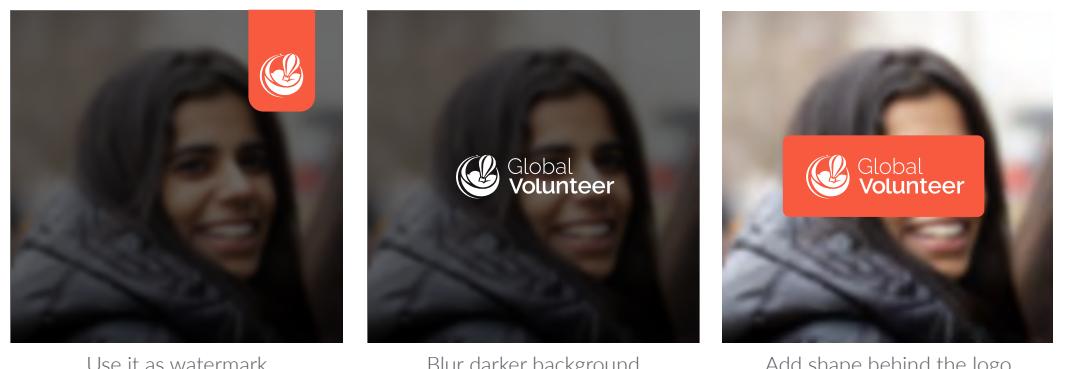
Make sure the logo is readable. Therefore, the background should be in contrast with the logo. Here are our recommendations:



PLEASE DON'T:



DO:



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**

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

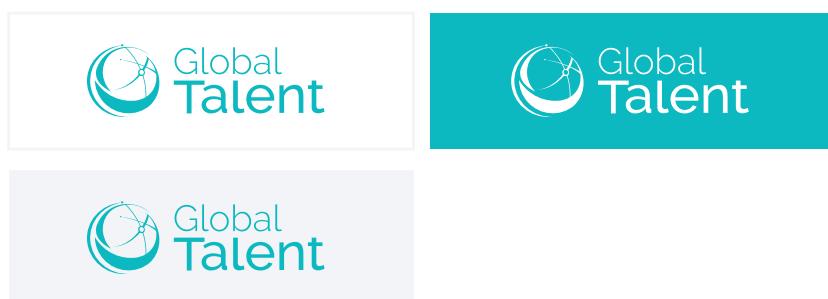
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the Global Volunteer watermark, but don't use them together in the same publication.

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:



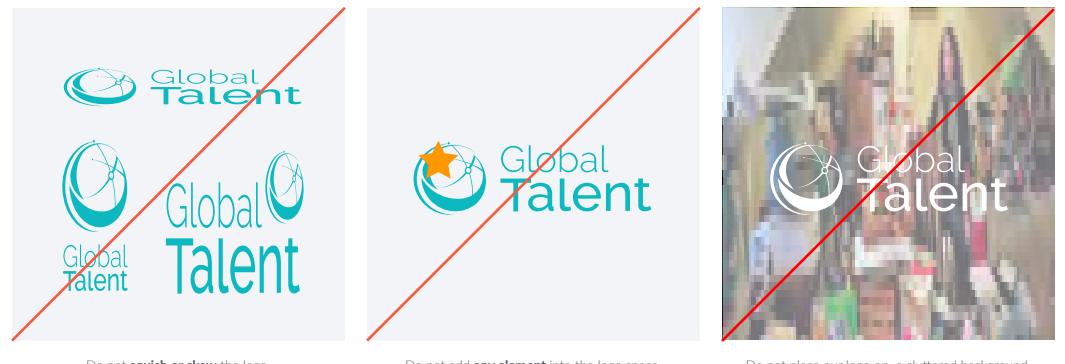
PLEASE DON'T:



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

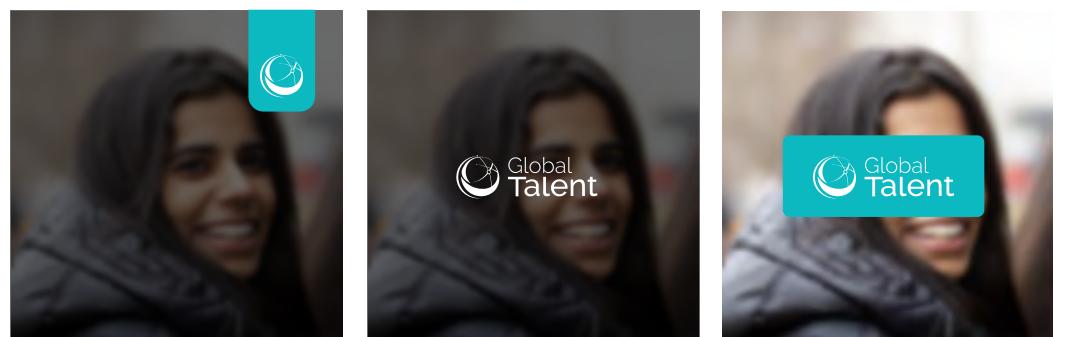


Do not squish or skew the logo.

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

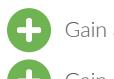
Add a multicultural perspective to your organization by realizing the project with international volunteers.



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
RGB
CMYK

#F48924
244, 137, 36
0, 44, 85, 4

Version

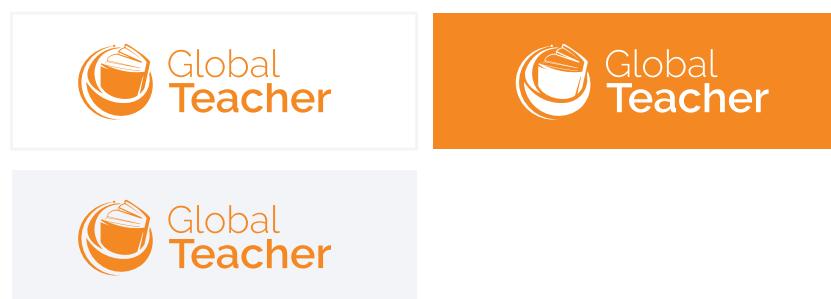
Different versions are available for you to use depending on what fits your design better. Feel free to use the full logo or the Global Volunteer watermark, but don't use them together in the same publication.

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

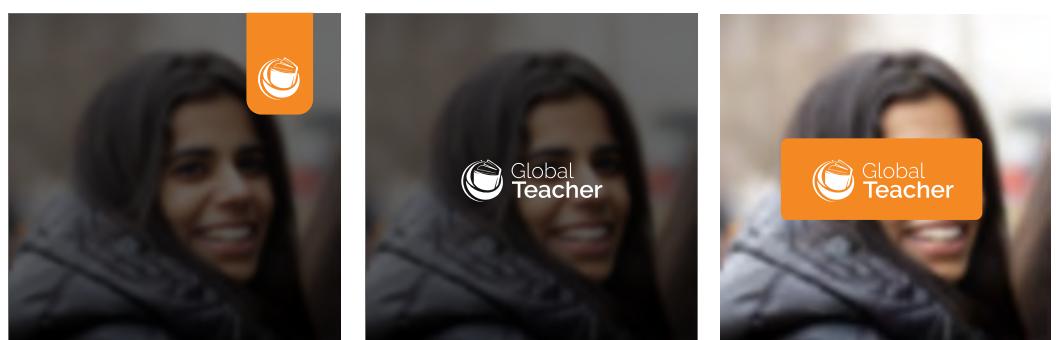


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Do not place our logo on a cluttered background.

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

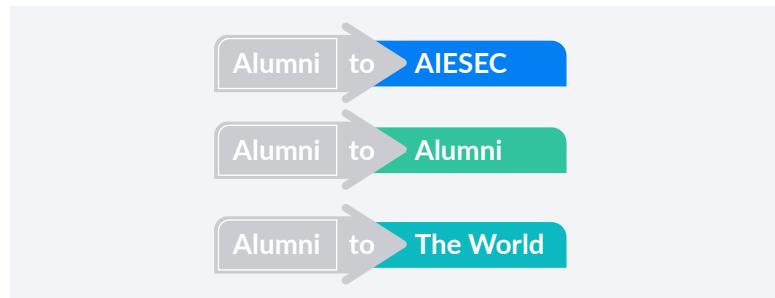
Note: The indirect impact of our professional internships programs is still to be proven and is for now only an assumption. The proper research and validation will be conducted in the next 5 years under our 2025 mid-term direction.

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.





AIESEC Membership

Definition

The AIESEC Membership is an opportunity for young people to develop leadership qualities by living a practical team experience in a challenging environment (as members or leaders of a team).

Who can be an AIESECer?

Young people between 18-30 years old, ideally willing to develop themselves personally and professionally by volunteering.

Value Proposition

Develop soft, hard, and leadership skills through practical learning by working in an open-minded environment. Have access to a global and multicultural network provided by the world's largest youth-run organization.

Benefits

- + Practical Experience in different departments/areas of study
- + Personal Development (Soft and Hard skills)
- + Work in a multicultural environment in the largest youth-run organization
- + Development of Management Skills (Team Leader)
- + Networking with Companies, NGOs, Organizations and Students

Membership Recruitment

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, is not to be promoted under another sub-brand for now. For more information about membership campaign, follow the latest campaign guide.

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

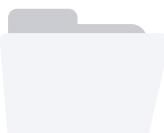
Primary Assets



AIESEC
Logo
Watermark
Templates

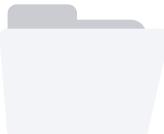


AIESEC Programs
Global Volunteer
Global Talent Global
Teacher

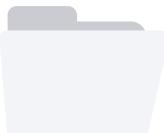


Fonts

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.



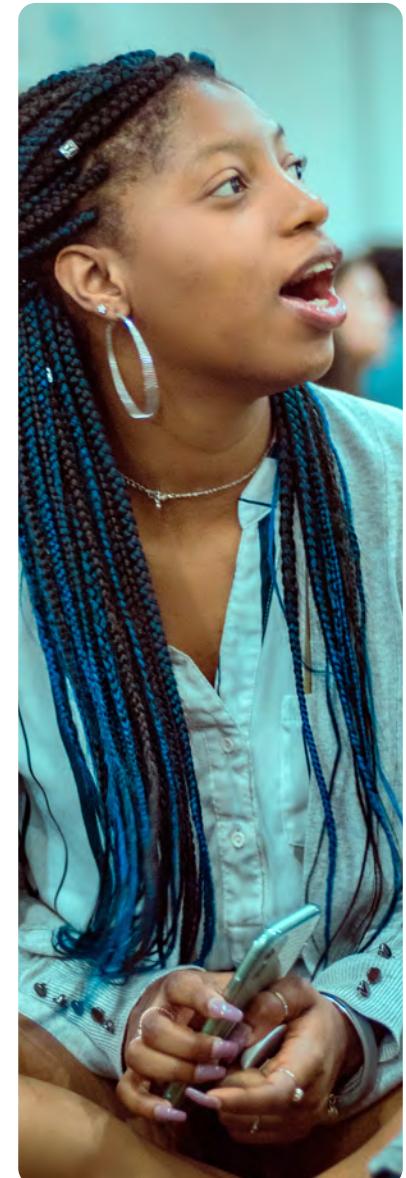
5. Executive, Staff and Employee Press Release

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

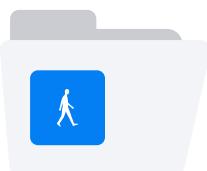
This is a type of press release used to establish a brand's credibility in a particular field. The idea is to position AIESEC as a source of information to be contacted by the media at some point in the future.



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.

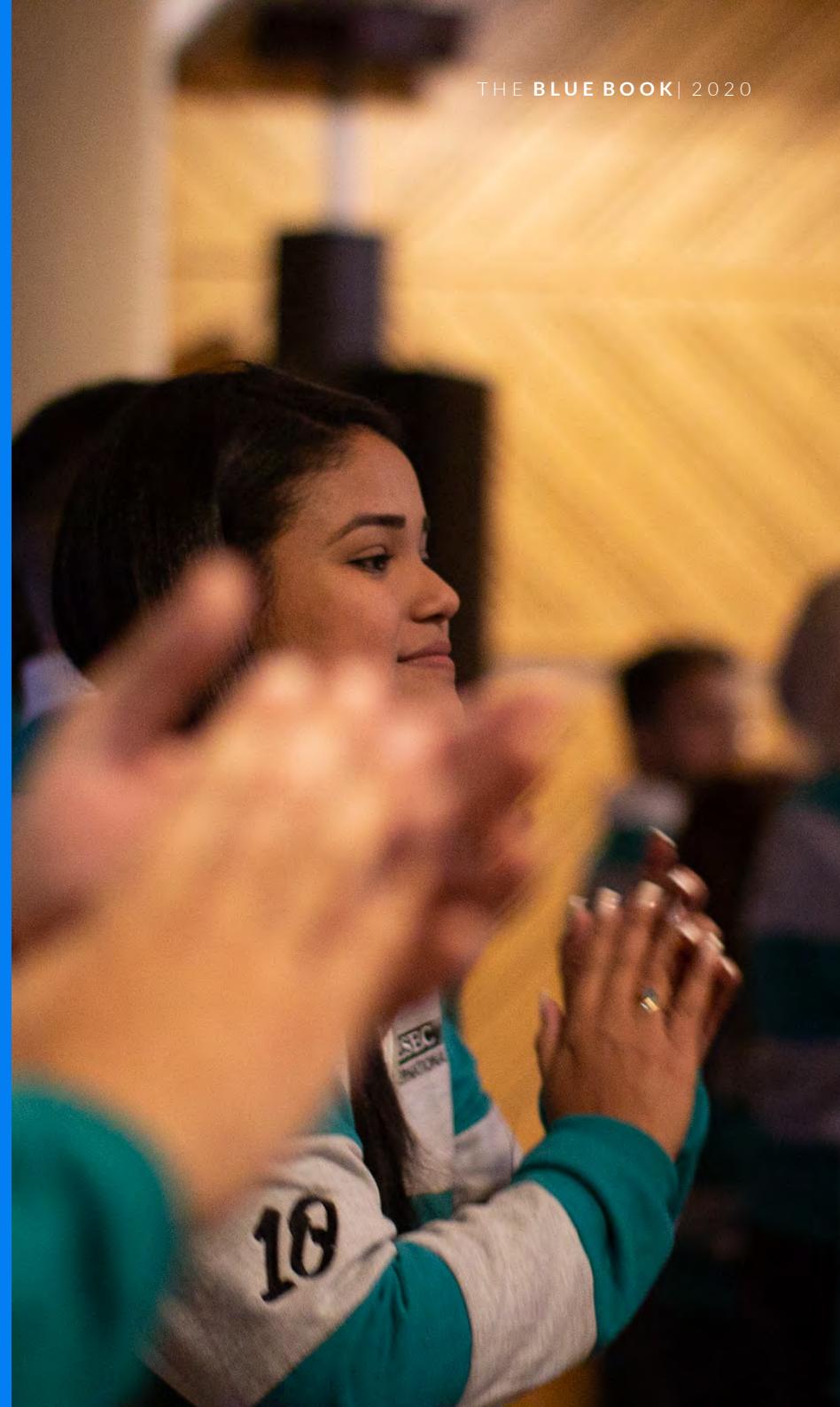


PR Press / Media Kit
One-pager

PR Press/ Media Kit
One-pager



Section 8: Acknowledgements



Acknowledgements

Revision Team:



Rareş Man



Laurena Alves



Dandy Dzakyesa

Special Recognition:

Ezgi Karabat

David Lesmes Peña

Patricia Michelena Blesa

THE BLUE BOOK
AIESEC'S COMPLETE BRAND GUIDE | 2020



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