



THE BLUE BOOK

AIESEC'S COMPLETE **BRAND GUIDE** | 2022

Intro Message

AIESEC is a truly global brand with 75 years of history.

At the time of this version of the Blue Book being published, AIESEC is present in 107 nations.

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 2021
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.



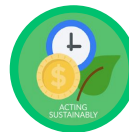
Living diversity is crucial for us at AIESEC, rejecting any form of discrimination; we promote inclusion, respecting, and actively encouraging the contribution of every individual.



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.



Recent Updates

Over the past couple of years, AIESEC has had quite some updates and additions to some elements of its brand and portfolio. Here, you will find the summary:

non-partisan

In the 2021 refreshment of the AIESEC Way, we adopted the status of a non-partisan organization which means we choose peace above all and therefore do not follow any political tendency or party.

What does it mean for us to be non-partisan? What topics can I address as an AIESEC marketer?

We have made this guide for you!

[click to access](#)

Please note that this is a non-exhaustive guideline. Every event out there would be different and must be assessed carefully.

“nations”

In the 2022 update to the brand mandate, the usage of the word “nations” has been recommended in addition to “countries and territories”.

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

flags

In the International Congress 2018 (stated in the Global Compendium Supporting Document D Global Decision Making), we determined that we can not use countries’ or territories’ flags in any international AIESEC event or digital media to minimize future conflicts within AIESEC entities.

Global Talent

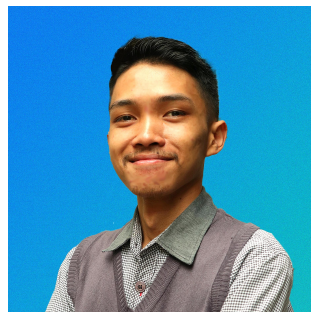
In the 2022 refreshment of Bluebook, as per the research done in 2021, the formerly called “Virtual Professional Program” and “Partly Remote” Program have been moved to the Branded House of Global Talent Program with “Remote” & “Partly Remote” feature suffixed to the brand.

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