PLAY, EXPERIMENT & CREATE
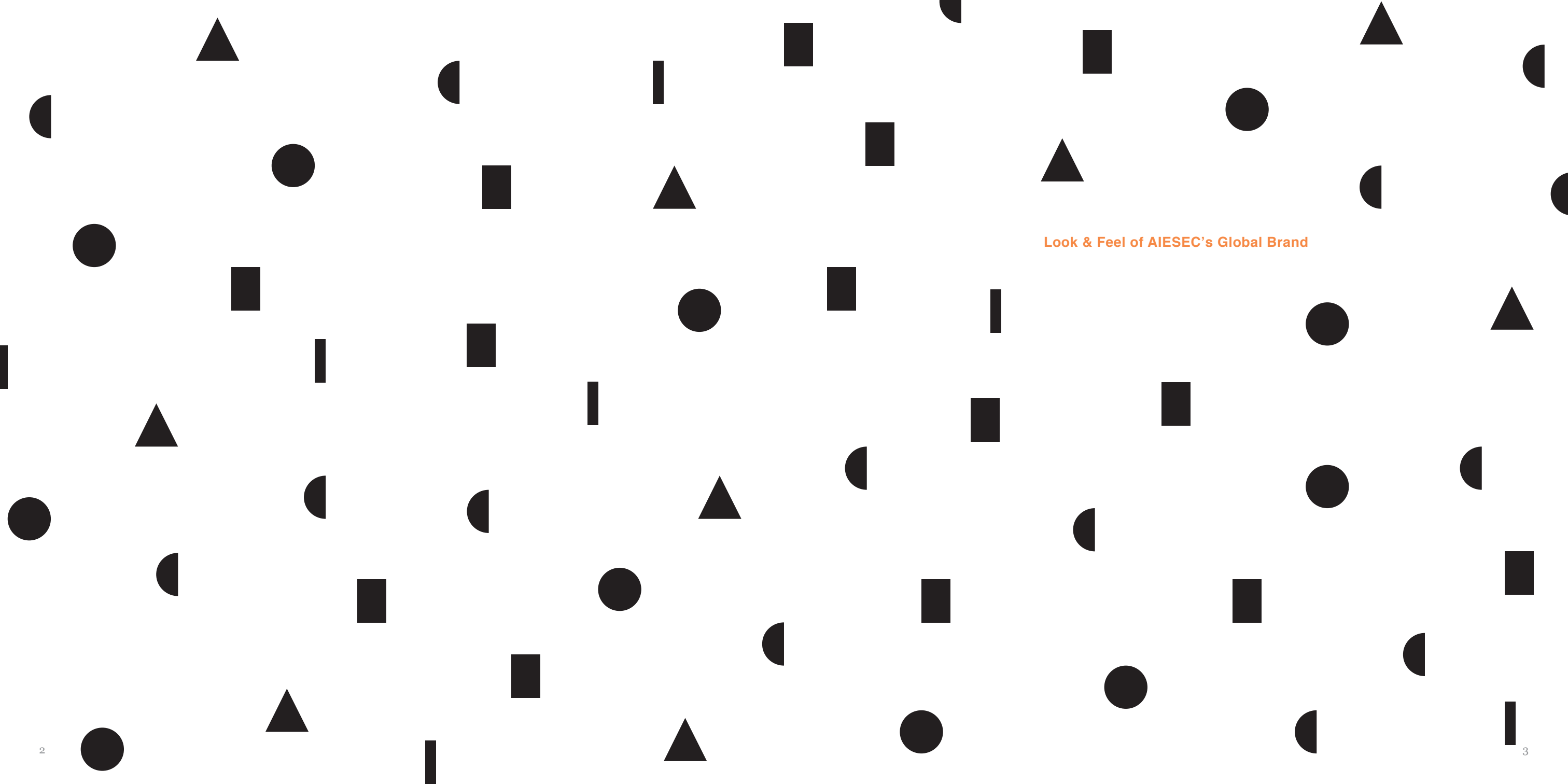
Look & Feel of AIESEC's Global Brand

Look & Feel of AIESEC's Global Brand

CONTENTS.

THE STORY
BEHIND THE VISUAL ELEMENTS OF THE GLOBAL BRAND REFRESH

AIESEC has entered into a process of redesigning the way the AIESEC brand is playing a role in the service delivery towards their customers and other stakeholders. It is recognised that the AIESEC brand plays a key role in the global AIESEC organisation.

The AIESEC Brand Refresh has developed a concept for additional visual elements to give all AIESEC members and programs maximum *freedom, flexibility and adaptability*.

The Refresh aims to empower local chapters and offer tools and a new way of working to adapt the global brand to local context.

The Refresh aims to translate the networked nature of our organisation, the energy and culture within AIESEC into a visual language and a new way of working. To show who we are on the inside to the outside world.

The concept consists of five very simplistic but strong visual elements that reflect the strength of AIESEC born from the brand attributes:
Impactful, Inclusive, Daring, Dynamic, Diverse.

The shapes are the simplification of the letters A-I-E-S-E-C. However, the shapes are not replacing the AIESEC logo, but support the individual chapters in giving them the creative freedom to
PLAY, EXPERIMENT AND CREATE.

The concept aims to facilitate and empower members to adapt the Brand, the Visual Elements and the Brand Experience to their own global, national or local context without getting disconnected from the global brand or distorting it. **We'll strengthen and build the global AIESEC Brand by designing it together.**

It also challenges the members to explore and play with the brand in order to dissect, rebuild and understand its DNA. All existing and new incoming members will be asked to engage with it.
This challenge is a new way of working.
This process will become part of the AIESEC learning experience.

In other words we invite all AIESEC members to take ownership and responsibility for the Brand. To play with the visual elements, and adapt them.
This reinforces AIESEC as a platform, facilitating and supporting all members. This translates the AIESEC vision into a living and evolving brand, befitting a modern global and human-centred network organisation.
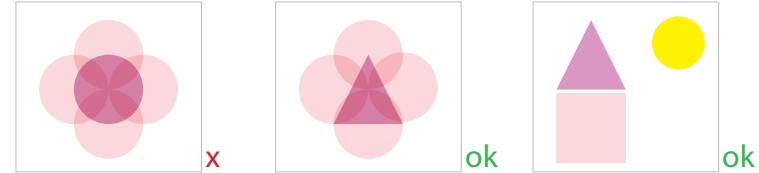
VISUAL ELEMENTS.

The shapes are the simplification of the letters AIESEC. They should always be used in the right proportion.
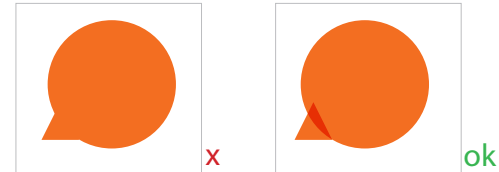

A   I   E   S   E   C

- Always use two or more different shapes

 x   ok   ok

- The individual shapes must be recognisable

 x   ok

- Use transparent or full color shapes

 ok   ok
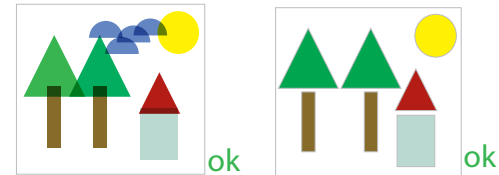
- The shapes are not to be used to replace the AIESEC logo

 {I'm not a logo}

- The shapes should always be used in the right proportion

 x   ok
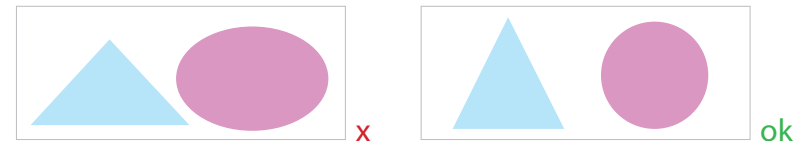
- All materials representing AIESEC should have an AIESEC "signature"

 ok   *An initiative of* AIESEC ok   *Powered by* AIESEC ok

x ok x ok x ok x ok x ok x ok x ok x ok x ok x ok x ok

USING COLORS.

Feel free to use any color you like!
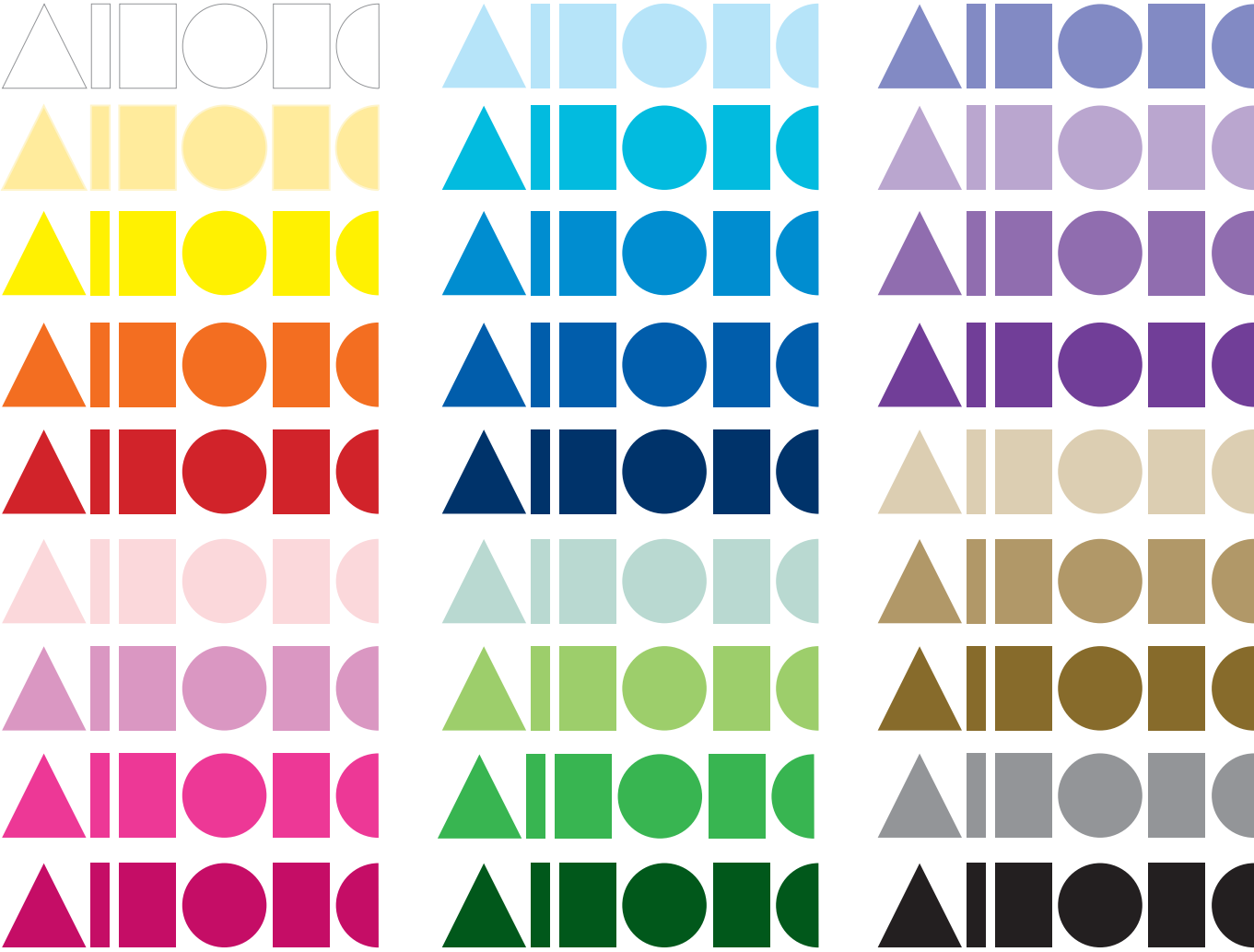
USING TYPOGRAPHY.

There are two fonts you can use for your design. You can use Helvetica (regular, italic, bold and bold italic) and you can use Georgia (regular, italic, bold and bold italic).
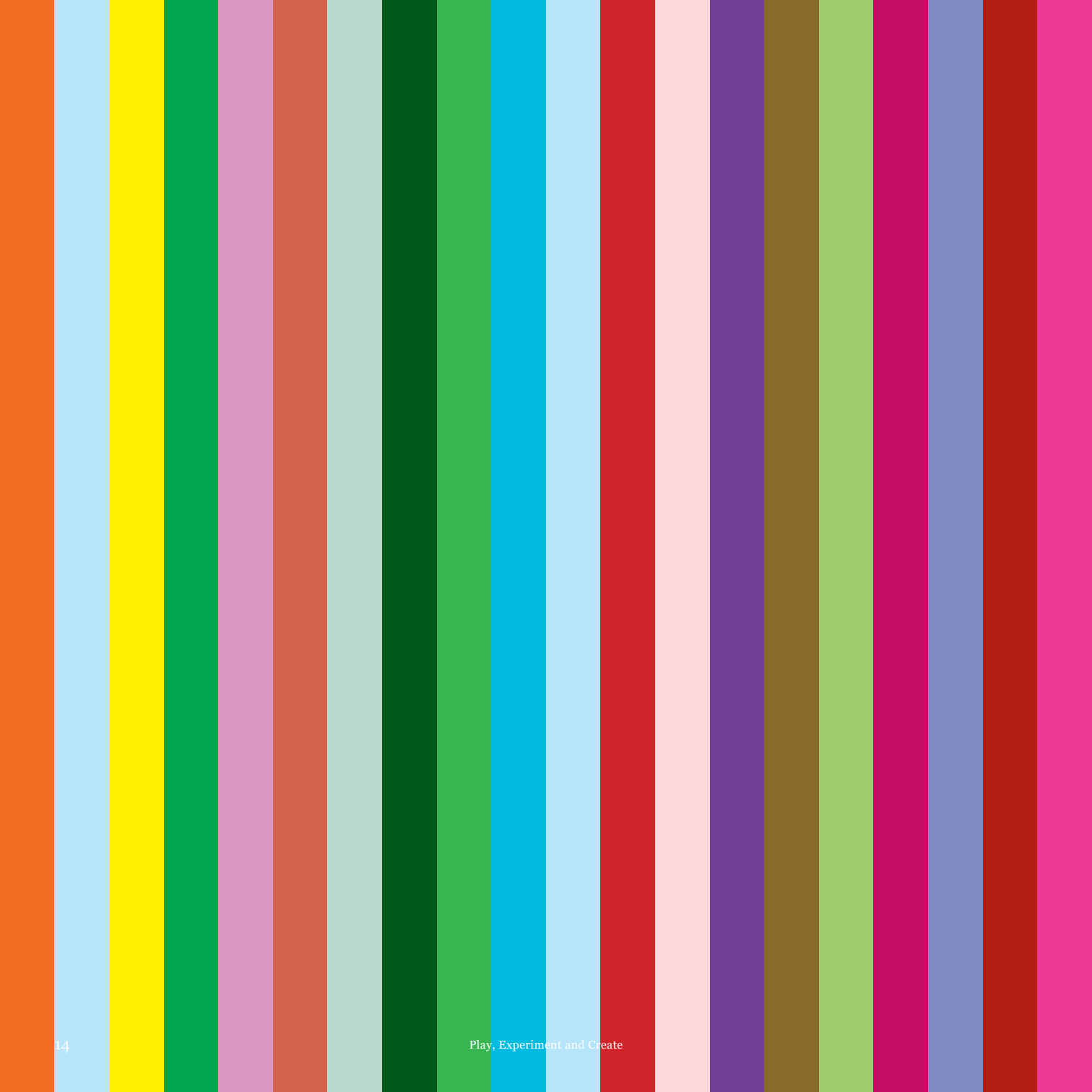
abcdefghijklmnopqrstuvwxyz	Helvetica	
abcdefghijklmnopqrstuvwxyz	*Helvetica italic*	for body text
abcdefghijklmnopqrstuvwxyz	**Helvetica bol**	
abcdefghijklmnopqrstuvwxyz	***Helvetica bold italic***	

ABCDEFGHIJKLMNOPQRSTUVWXYZ	Georgia- regular	
ABCDEFGHIJKLMNOPQRSTUVWXYZ	Georgia - *Italic*	for headers and body text
ABCDEFGHIJKLMNOPQRSTUVWXYZ	Georgia- bold	
ABCDEFGHIJKLMNOPQRSTUVWXYZ	Georgia- ***bold italic***	

I'm using Georgia in my design

ok

I'M USING GEORGIA IN MY DESIGN

ok

PLAY, MAKE & SHARE. *TIPS FROM* DESIGNTHINKERS GROUP

ARE YOU A DESIGNER?

NO — **YES**

Do you have any experience in graphic design

NO — **YES**

Do you know a designer?

NO — **YES** — **PLAY**

Look for inspiration.
Co-create with your team.
Make a design brief.

1: Look at the examples on pinterest
2: See something you like
3: Connect with the designer or play with visual elements yourself and get some feedback!

PLAY

Look for inspiration on pinterest.
Co-create with your team.

MAKE

Get inspired by the visual guidelines.

SHARE

Ask feedback.
Use the AIESEC community.

http://pinterest.com/aiesec

AIESEC SWITZERLAND

AIESEC

GLOBAL INTERNSHIP PROGRAMME

The opportunity for a young person to develop entrepreneurial and responsible leadership by living a cross-cultural professional development experience.

AIESEC

facebook banner

Youth Speak 2015

an initiative of AIESEC

Dare to live life outside your comfort zone

AIESEC

aiesec.org

GLOBAL COMMUNITY
DEVELOPMENT PROGRAMME *an initiative of AIESEC*

a volunteer-abroad expe

GCDP

facebook icon

GLOBAL
COMMUNITY
DEVELOPMENT
PROGRAMME

An opportunity for young people to develop entrepreneurial and responsible leadership by creating direct positive impact through an international volunteer experience.

AIESEC

you can find more examples on pinterest;
http://pinterest.com/aiesec

AIESEC LOGO

The logo can be used as a powerful tool for communication if communicated consistently and with repeatedly.

Follow the rules which are written down for the AIESEC logo;

- You may use the long logo or short logo

- AIESEC text signatures can be used for AIESEC Sub-brands (ex. Y2B, ELD Programmes)

An initiative of AIESEC   ok   *Powered by* AIESEC   ok

Colour Combinations

The following combinations of the logo here illustrate the correct use of the logo in positive and reverse formats.

Any of these combinations can be used in any medium of communication, i.e. print, web, etc.

Any other combinations or changes to the typeface should not be used.

	Blue
Pantone	286C
Web (hex)	#003399
RGB	0/51/153
CMYK	100/91/6/1
HSB	220/100/60
Lab	25/21/-61

AIESEC LOGO (CONTINUED)

- Always preserve the logo's proportion

 ok   x

- Use the logo only in horizontal or vertical form

- The logo should always be distinctly identifiable and should not be altered in any way.

- Logos without backgrounds are allowed.

- The "AIESEC" letters on the logo should always have solid color that is aligned with the logo color combination

 ok   x

- The AIESEC "Blue Man" can be used for Social Media Page Profile Photos

AIESEC IMAGE BANK.

You can find more photos on Flickr: www.flickr.com/photos/34836988@N07/

2013

AIESEC