

IAAS Brand Book 2024



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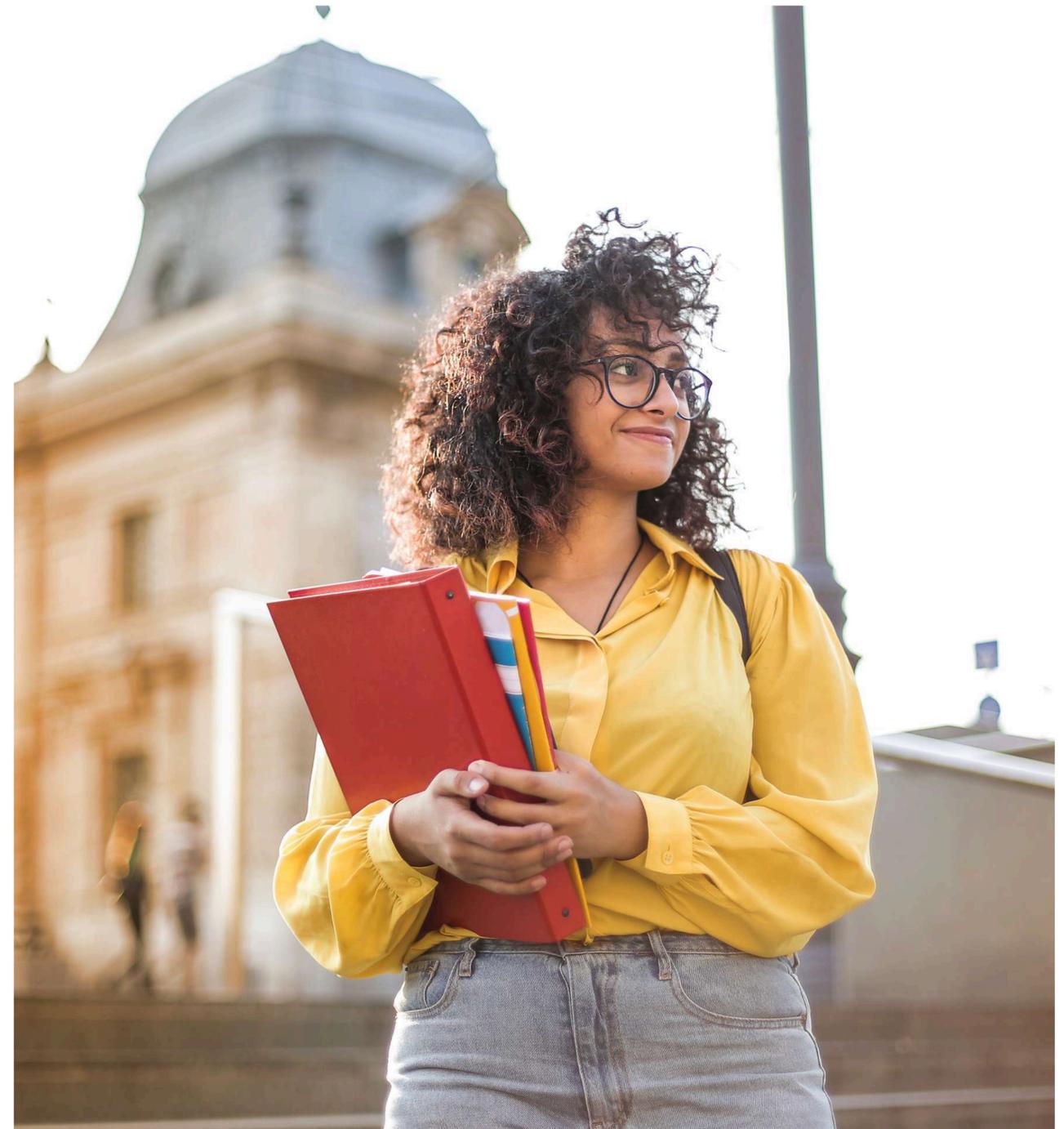
Welcome to the refreshed IAAS Brand Book

IAAS Brand Book is a set of rules and tools for utilizing the different elements of IAAS brand. Since its existence in 2019, it helps many IAAS members present IAAS to the external better and give more uniqueness of IAAS brand to the world.



For who is this brand book?

This brand book is meant for designers, writers, marketers. In fact, anyone who will be developing creative pieces for your brand will use these guidelines. Whether you want to create a presentation, merchandise, poster, etc., you definitely need this brand book. So indeed, everyone in IAAS should understand this brand book too.



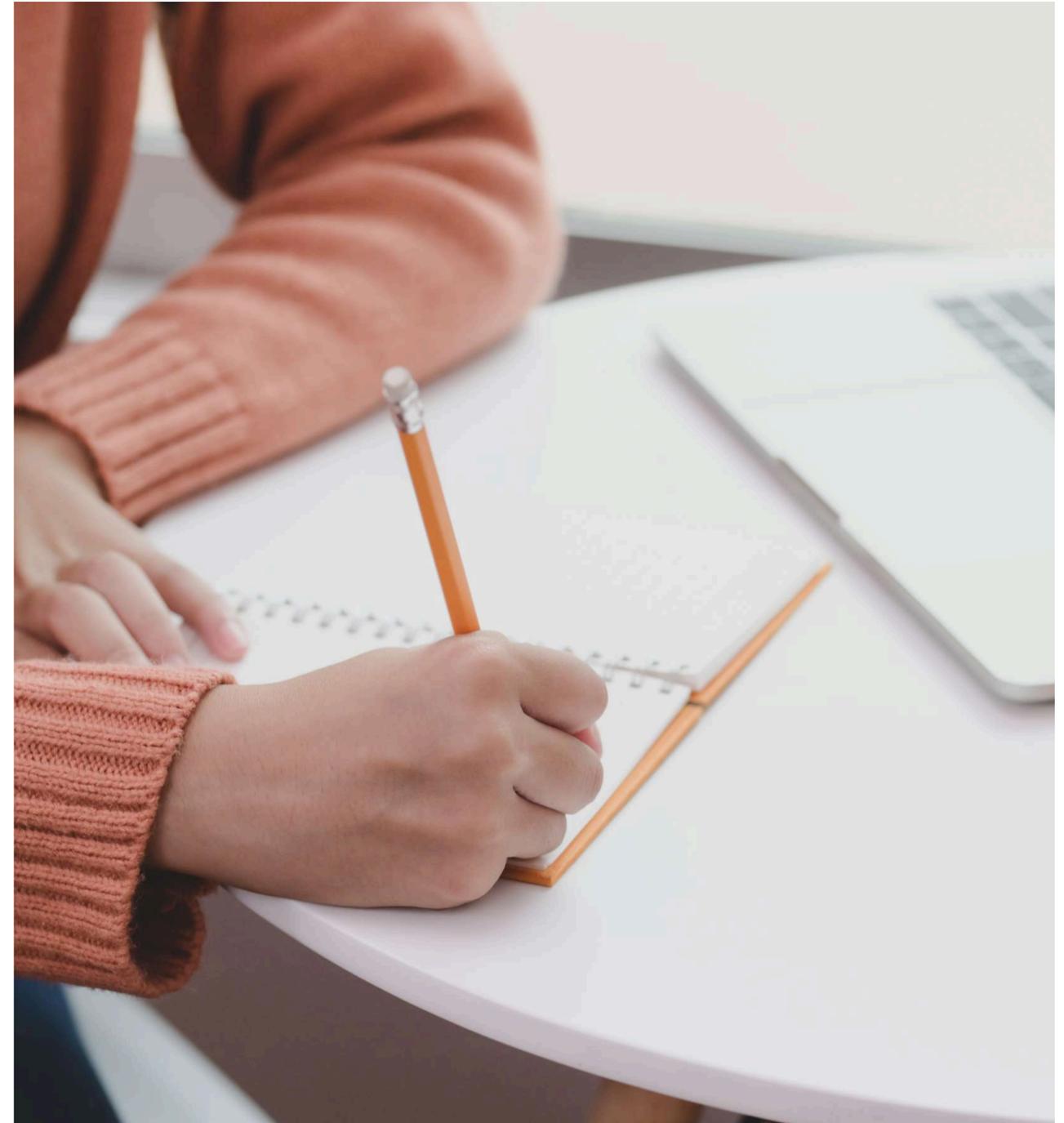
Why is a brand book important?

A brand book is like a map that defines the personality of an organization, its values, and its unique identity. It is a comprehensive guide that showcases the various branding elements that represent the organization, from the logo and color scheme to the tone of voice and visual style.

At IAAS, our brand book plays a vital role in shaping the way the world perceives us. It is the ultimate source of truth that ensures everyone in the organization understands who we are, what we stand for, and how we communicate with the world.

Our brand book is a living document that evolves over time, reflecting the changes and growth of our organization. By adhering to our branding guidelines, we ensure that our messaging and visuals remain consistent across all teams and channels, from social media to event promotions.

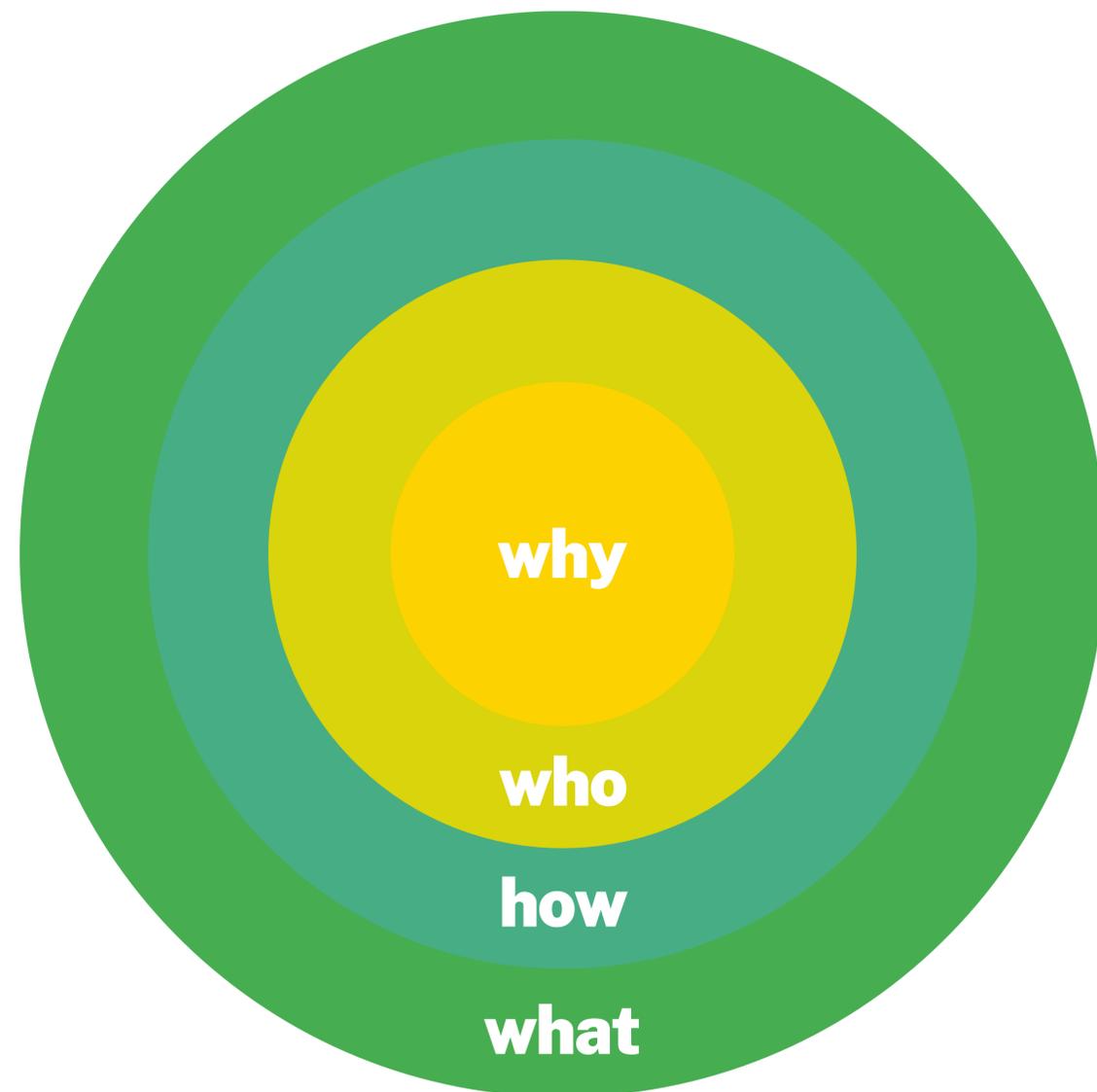
The branding elements featured in our brand book are how the world will recognize IAAS and learn to trust our brand. It is through consistency and authenticity that we establish ourselves as a trusted and reliable organization that represents the values of our members and the global community.



Section 1: **About IAAS**

IAAS Golden Circle

The IAAS Golden Circle is the **WHY, WHO, HOW,** and **WHAT** that guides us in carrying out IAAS worldwide. The Golden Circle itself is adopted from a book called "Start With Why" by Simon Sinek. This book became foundational of any organization and even companies worldwide, where everything should start with clarity about why we do what we do in an organization.



- Our Vision**
 Why do we exist?
 What is our purpose, cause and belief?

- Our Target**
 Whom do we serve?
 Whom do we do what we do for?

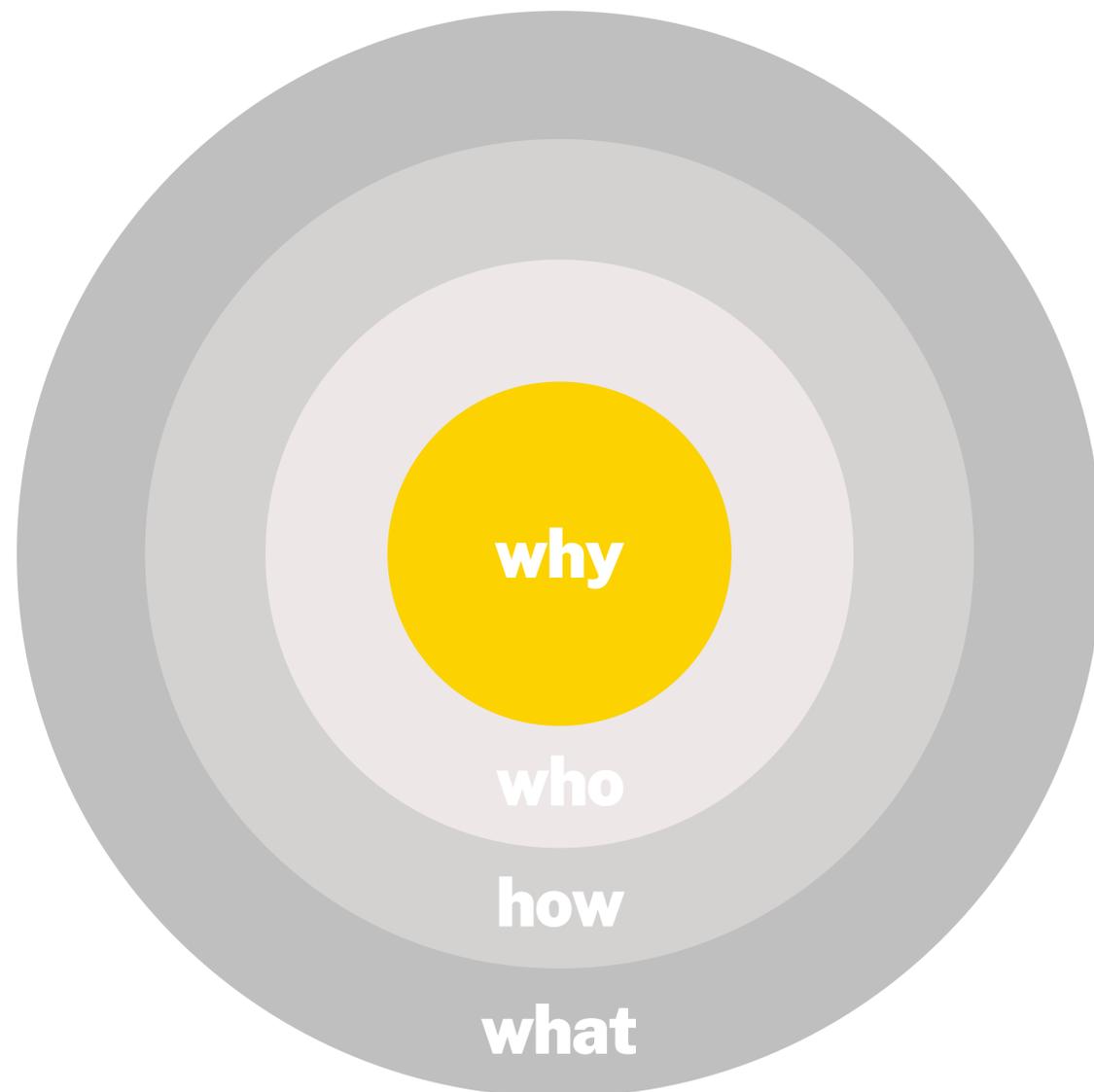
- Our Method**
 How do we achieve our goal?
 How do we live our values?

- Our Product/Service**
 What is the result of our why?
 What is our product?

* We recommend you to read or watch the TED Talks "Start with Why" by Simon Sinek to understand more about the concept of the Golden Circle.

Our Vision

To promote the **exchange of experience, knowledge, and ideas**, and to improve the **mutual understanding** between students in the field of agriculture and related sciences all over the world.



why

IAAS emerged because the youth of that era wanted to cultivate what is called:

Peace to the world
Progress in the world
Stability for the world

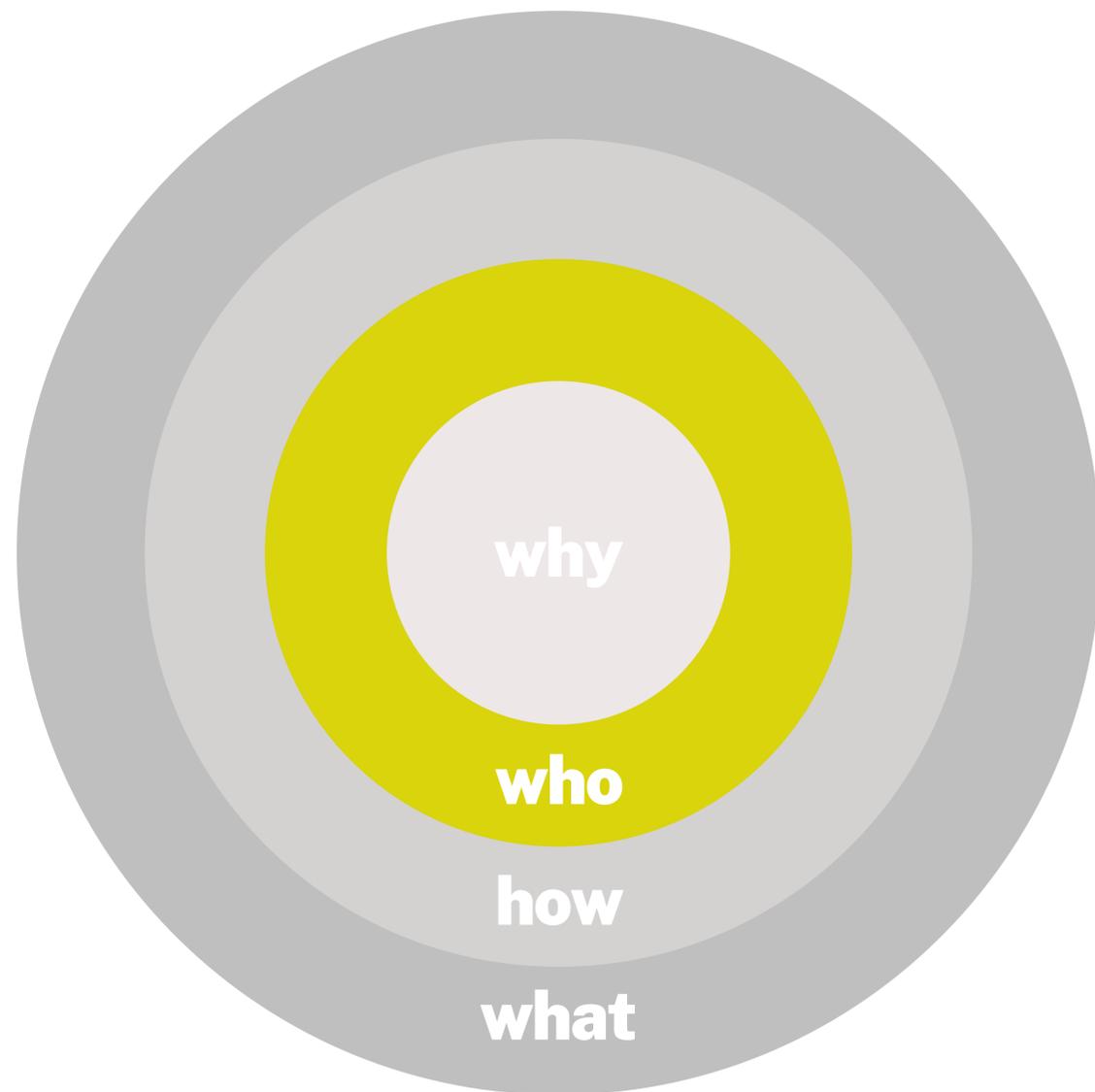
With our vision, we want to create a better world by cultivating the 3 foundational values above with our vision. By **exchanging experiences, knowledge, and ideas and increasing multicultural understanding in agriculture and related sciences around the world**, we can realize **peace, progress, and stability** in the world.

- * The three values are based on the IAAS foundational values since 1957.
- * The context of the IAAS foundation values itself is no longer the same as its initial context. But **peace** here means a world that is free from any conflict and **peace** inside of every young people who wants to make **progress** in the world to achieve **stability** for the world.

Our Target

Student/Youth: Youth in Agriculture and Related Science (Primary)

Partner: Like-minded organization (companies, NGOs, etc.)



who

Those who have a passion and interest in agriculture and related sciences are our target audience. We need to think of them (Students and Partners) as our customers. When we think of them as our customers, we can understand why we do what we do.

We classify our target audiences/customers into two sides: Internal and external.

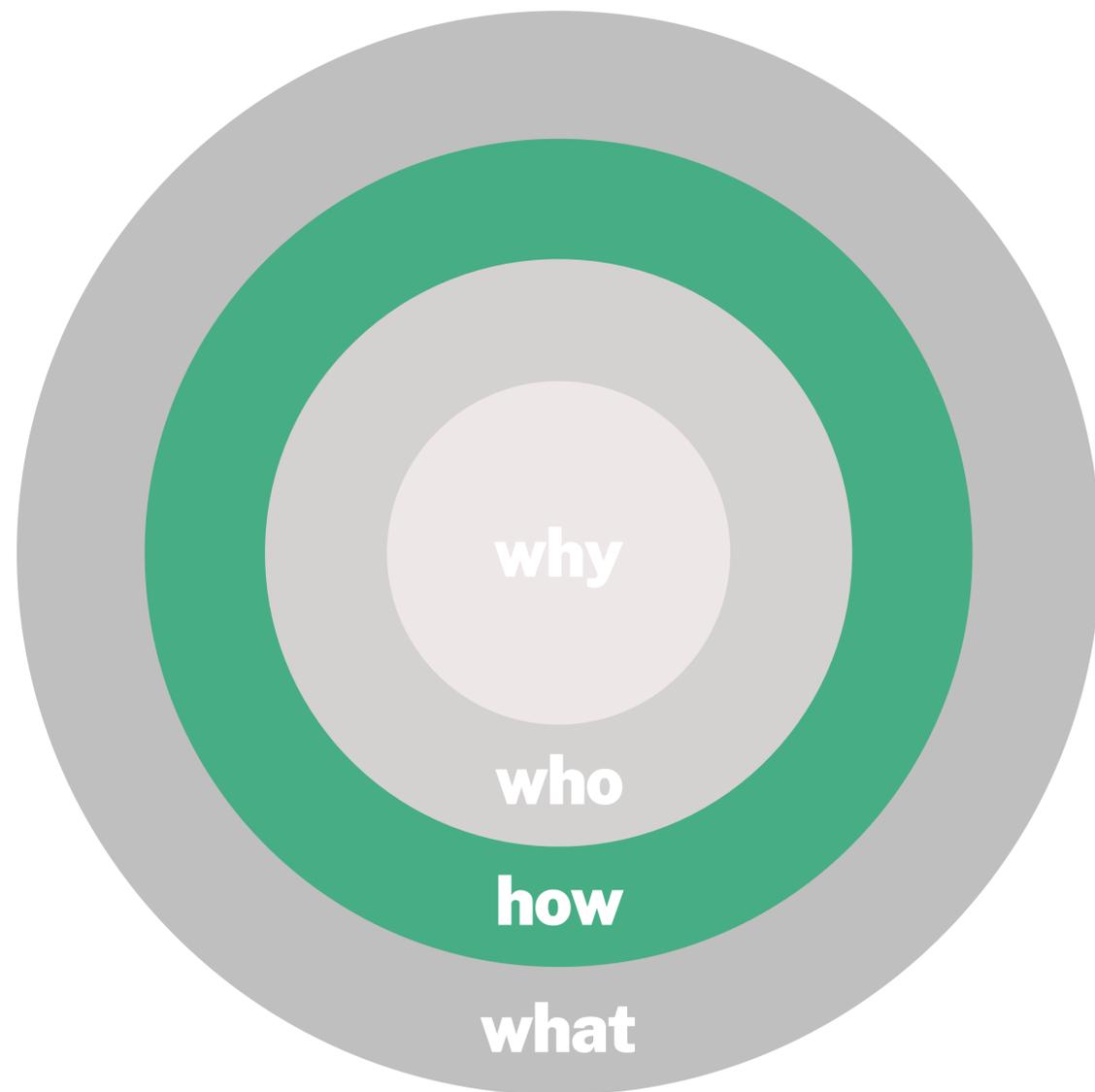
The internal audience is us, the members who are involved in all IAAS activities. Everyone in IAAS seeks knowledge, experience, and ideas and embraces the multicultural understanding here. And that's why we need to think that our members are our customers: we help our members grow together with us.

The external audiences are people outside of IAAS, such as non-members, partners, organizations, advisors, alumni, etc. We partnered with like-minded organizations and people. We need them to help us achieve our vision: because we work for the world, we should collaborate with societies.

- * The target audience above is the universal view. Please consider using this to explain IAAS in a bigger picture.
- * The classification of audiences is based on internal and external research conducted from 2019 until 2021 through social media analysis, market research conducted by members, event and feedback survey, and members sensing. Furthermore, IAAS target audiences may vary depending on each country.

Our Method

We have our way to fulfill our vision in IAAS. The way we do it is based on connecting our life values to **IAAS Values**. Let's say IAAS Values guide how we do what we do in IAAS.



how

IAAS has its own IAAS Values. As IAAS members, applying these values must support the growth and development of youth involved in all activities at IAAS.

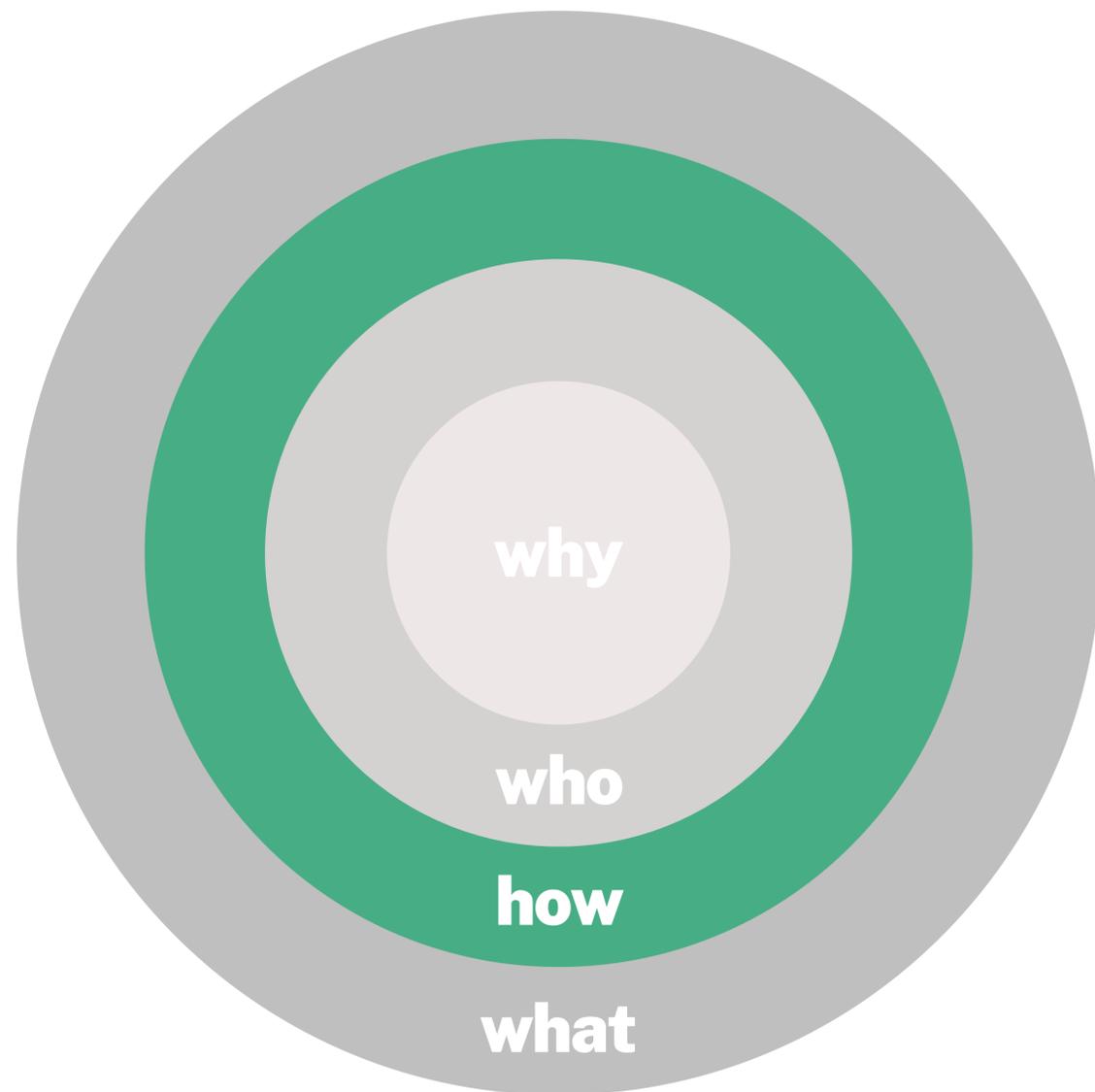
To sum it, IAAS Values become our method to facilitate the experience of young people involved in IAAS both from an external (outside) and internal (internal) perspective.

Externally: Understand their involvement in what is happening in the community and be actively involved in making the world a better place with IAAS.

Internally: Understand their abilities and develop themselves based on their personal goals and keen to keep improving themselves every single day.

- * This approach is a modified method based on DevOps Methodology used mainly in an agile methodology project management. We recommend you learn more about DevOps methodology through other resources.
- * The Global HR Team of IAAS will release the updated framework. Expect the new updates will be happening very soon on this brand book.

IAAS Values



Thrive for Excellence

IAAS acts towards high quality of performance and impact within our network: by providing training and achieving high-quality performance, inspiring and empowering future generations to accomplish a meaningful impact. We strive to mobilize our members to take action and be innovative while aiming for excellence.



Team-Oriented

We provide an exceptional platform to spread and exchange the knowledge, experience, ideas, and values we develop with our members worldwide. We are inclusive by respecting and actively encouraging contributions by every individual.



Innovation

IAAS is working to prepare future professionals to address the issues that affect agriculture and related sciences. Our projects and events aim to increase understanding and open the conversation on sustainable innovation in our sector.



Leadership

IAAS prepares youth to meet the challenges of their future work with a practical and global overview by providing leadership positions on various levels. We encourage leadership by allowing youth to take meaningful action and empowering them to inspire others and make an impact.



Diversity

Our global network provides youth the opportunity to learn, experience, and grow in a multi-cultural setting. We value respect and equality.



Sustainable

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

* The values were added as IAAS 2020 values. Through members sensing, members are still embodying these values today. Considering that, the values could be added on IAAS Constitutional and By-Laws in the next General Assembly as the organizational values.

Our Product/Service

In the end, we want to achieve our **WHY** by providing **IAAS as a platform** to promote the exchange of experiences, knowledge, and ideas and to increase mutual understanding between students in agriculture and related sciences around the world. We are definitely achieving what our ancestors want through IAAS: **Peace, Progress, and Stability** by realizing our vision.



what

Cross-Cultural Understanding

IAAS is a place for all from any country, race, ethnicity, religion, language, gender, and various sectors and diverse societies.

Leadership Experience

IAAS provides opportunities for youth to develop themselves from existing IAAS programs and projects, volunteer activities, and other activities.

Professional Development Program

IAAS provides ExPro to provide opportunities for youth to apply the skills and knowledge they have acquired in the real world of work.

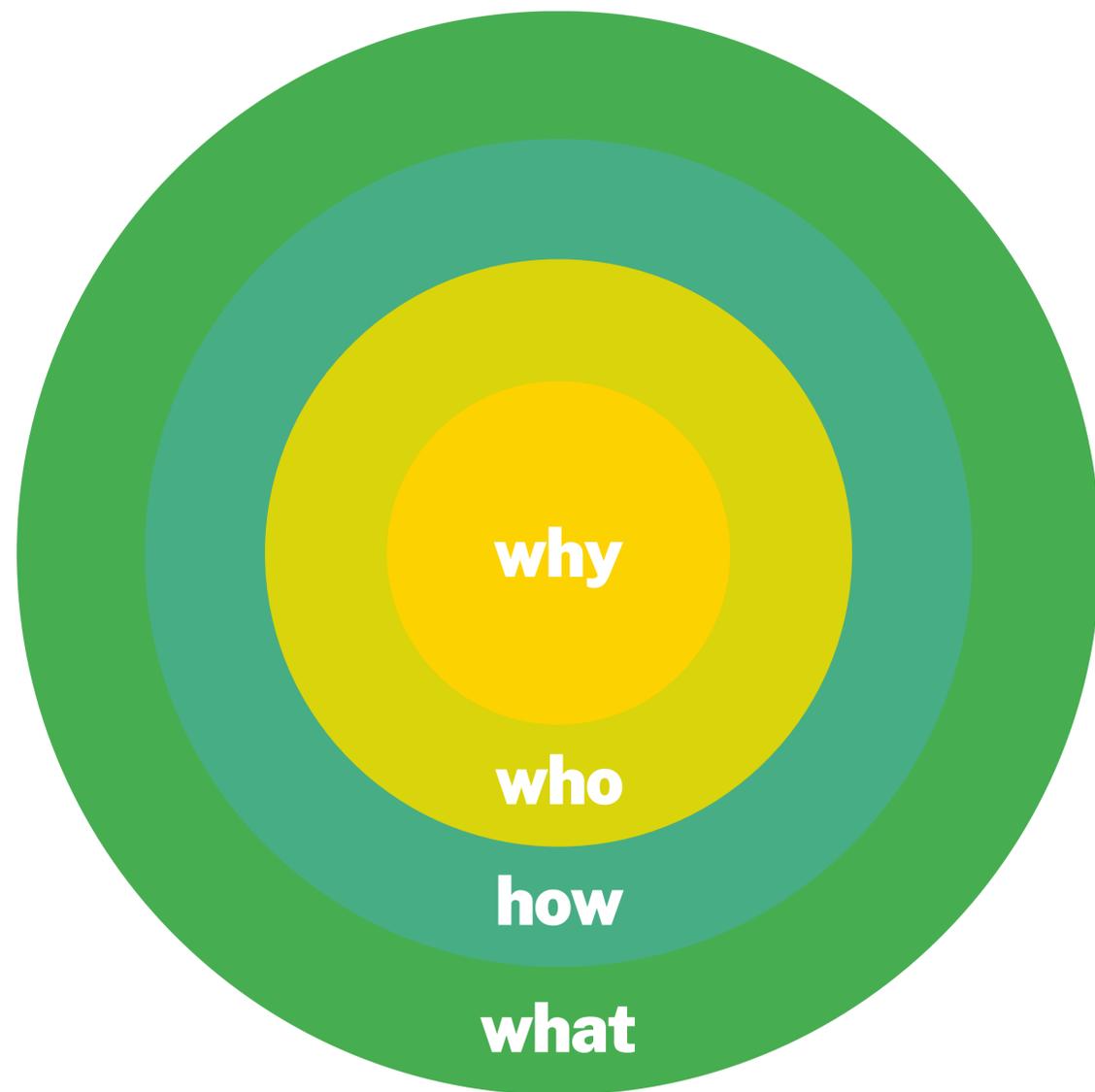
Membership

IAAS members collaborate in forming a team to support and manage all of our products/services. Thus, IAAS provides a platform to hone leadership potential by realizing the things above.

* The explanation above is the bigger picture of IAAS as a platform for cross-cultural understanding, leadership experience, professional development program, and membership. Please refrain from any other explanation about the "What" of IAAS overall.

IAAS Mission

We have our IAAS Mission as a part to realizing our Golden Circle of IAAS. By realizing these mission, we believe that we are one step ahead to fulfill our **WHY**.



-  Encourage the exchange of ideas in all areas of education and practice in Agriculture and Related Sciences.
-  Promote cooperation and understanding between Agriculture and Related Science students from around the world.
-  Prepare students to meet the challenges of their future work with a practical and global outlook.
-  Encourage the formation and development of local agricultural and related science student organizations.
-  Organizing international meetings, seminars, and training periods abroad for students of Agriculture and Related Sciences.
-  Promote sustainable agriculture, economy and food production worldwide.
-  Promote a high-quality, accessible higher education system for all.

* The mission of IAAS is the realization of IAAS Golden Circle and remains the same as its initial IAAS Mission according to IAAS IAAS Constitutional and By-Laws.

IAAS Personality

We are a global, independent, non-profit, and non-governmental student society.

We do not discriminate on the basis of race, color, religion, gender, gender expression, sexual orientation, national origin, disability, ethnic, or social origin.

Global

Our presence in over 50 countries and territories across the globe makes us global.

Independent

We are independent of the decisions made during the international meeting in Paris (1957) as a collection of people who organize to pursue a charitable goal at local, national, and global levels.

Non-Profit

All money earned by or donated to IAAS is used to pursue the organization's objectives and keep the operation running.

Non-Governmental

Our mission and activities are not directly relating to any political or motivated government, and it's pure to influence society. This is why we are a Non-Governmental Student Society.

* Based on IAAS World status on IAAS Constitutional and By-Laws

IAAS Tone of Voice

Cultured

We live inclusively and our network of people from different countries, cultures, and backgrounds. We believe that respecting everyone's opinions is very important.

Innovative

We give ourselves to innovate the way we think to achieve our mutual goals and our mission in the organization.

Enthusiastic

We express ourselves in a friendly and lively with our network. We seek out our enthusiasm about the issues we care about in the organization.

Dedicated

We are dedicated to topics that are related and currently growing toward that associated issues. As a youth-run organization, we need to strive to achieve the betterment of society through our actions.

Inspiring

We are passionate about our sector which we can inspire other organizations to be engaged with us to achieve our mutual goals together.

* The Tone of Voice above is based on market research and social media analytics conducted since 2019. The voices above are based on our audiences' perceptions of our organization's characteristics. We recommend you read more literature about **Tone of Voice**.

IAAS Tagline

**Think Globally, Act Locally!
Go Further Go IAAS!**

Our tagline, "**think globally, act locally,**" captures our essence as an organization that develops young people's leadership by having a global mindset. Still, we also act locally while strengthening brand trust through the reference to the year IAAS was founded in 1957.

To complement our primary tagline, we have a worldwide tagline that is constantly being used to give the spirit of IAAS toward our members, which is "**Go Further, Go IAAS!**"

How do we call our fellow IAAS members?

FamIIAAS

How do we call our members?

IAASer

IAAS Brand Name

IAAS is an acronym for the **International Association of Students in Agricultural and Related Sciences**. Do not change the acronym unless you want to translate your language, but the original acronym (English name) should remain.

Committees Vocabulary

IAAS is a single organization running activities on a global scale. When referring to IAAS in a specific country, city, or university, please follow the naming format as an example 'IAAS ABC.'

Example:

IAAS Belgium

IAAS LC-ISU

IAAS LC-Rabat

IAAS LC-UB

IAAS Local Committee Ghent University

Section 2: **Brand Elements**

Our Logo

These are the only official logo. Make sure not to use any other modified logo except the IAAS country logo. Refrain yourself from any different colors aside from these colors variation.

Below are the acronym variants. Use the acronym version if you want your audience to know what IAAS stands for. We recommend you to use **this on every of your content and poster.**



IAAS Green Color



International Association
of Students in Agricultural
and Related Sciences.



Regular Black Color



International Association
of Students in Agricultural
and Related Sciences.



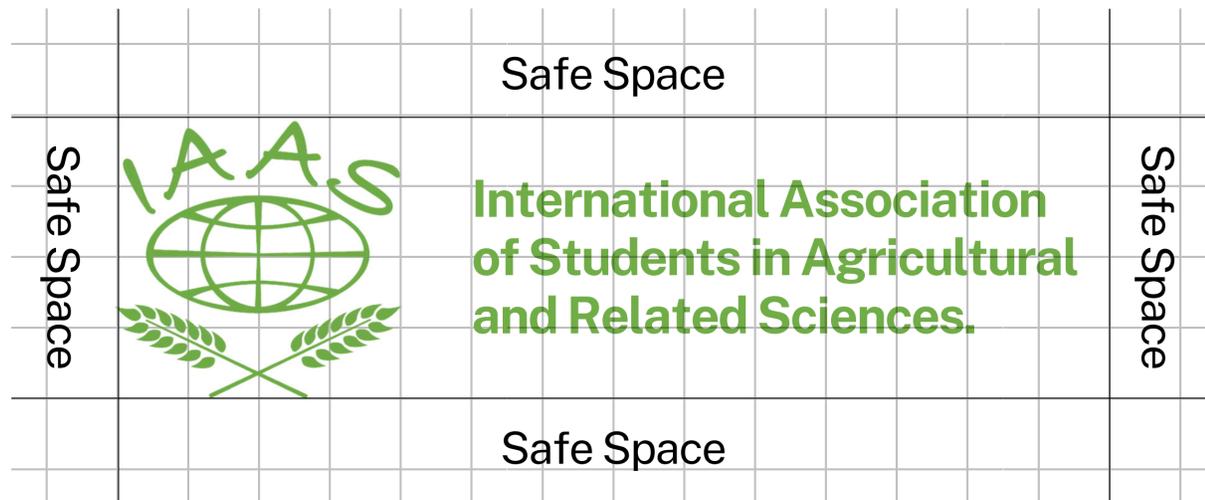
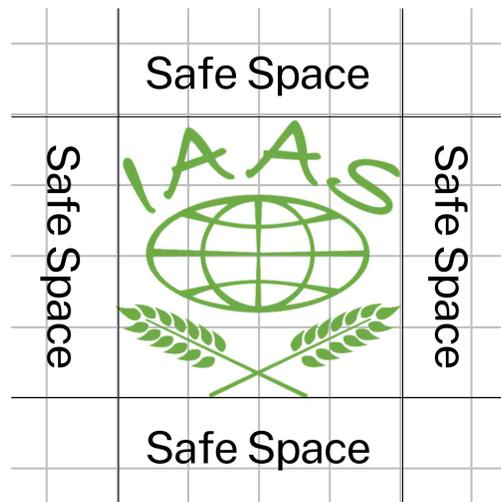
Regular White Color



International Association
of Students in Agricultural
and Related Sciences.

Logo Usage

Give some space for the logo to breathe by sparing some space around the logo. Having room for breathing keeps away from any solid element around the logo.



Here are examples of how to use the IAAS logo on the right medium. Make sure the logo is visible whenever you put them on any background.



Color Palette

#70AD47

RGB 112 173 71

CMYK 35 0 59 32



Our **brand color** is **IAAS Green**. **IAAS Green** represents our association as a youth in agriculture and natural sciences. We also have other colors to complement the imagery of IAAS that are derived from our brand color, which we call these colors an extended colors palette.

Primary colors

#47AD51

RGB 71 173 81

CMYK 59 0 53 32

#47AD84

RGB 71 173 132

CMYK 59 0 24 32

#D9D40C

RGB 217 212 12

CMYK 0 2 94 15

Secondary colors

#FCD200

RGB 252 210 0

CMYK 0 17 100 1

#FD9F00

RGB 252 159 0

CMYK 0 37 100 1

#E44036

RGB 228 64 54

CMYK 0 72 76 11

#8447AD

RGB 132 71 173

CMYK 24 59 0 32

#25184F

RGB 37 24 79

CMYK 53 70 0 69

#262626

RGB 38 38 38

CMYK 0 0 0 85

Neutral colors

#BFBFBF

RGB 191 191 191

CMYK 0 0 0 25

#F2F2F2

RGB 242 242 242

CMYK 0 0 0 5

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

*HEX is a six-digit combination of numbers and letters by its mix of RGB: Red, Green, and Blue (the color shown on your screen digitally.) The color code used for printing is CMYK: Cyan, Magenta, Yellow, and Black.

The Gradients

We provide a primary gradient to complement the IAAS Green color. You can use IAAS primary colors for the mixture of gradient colors.

	#47AD51 RGB 71 173 81 CMYK 59 0 53 32	#D9D40C RGB 217 212 12 CMYK 0 2 94 15
	#47AD84 RGB 71 173 132 CMYK 59 0 24 32	#D9D40C RGB 217 212 12 CMYK 0 2 94 15
	#47AD51 RGB 71 173 81 CMYK 59 0 53 32	#47AD84 RGB 71 173 132 CMYK 59 0 24 32

Texture

It is recommended to use several kinds of **textures** combined with IAAS primary color to make content.

	"grainy" Transparency 5 - 18%		"sandy" Transparency 5 - 18%
	"acrylic paint" Transparency 5 - 18%		"liquid" Transparency 5 - 18%
	"paper" Transparency 5 - 18%		"wall" Transparency 5 - 18%

Typeface

The **primary typeface** of IAAS is **Public Sans** as our brand font. This typeface is robust and neutral for interfaces, text, and headings. It is recommended to use this font in any medium. Below you can use the recommended configuration for this font.

Public Sans Thin

Public Sans Thin Italic

Public Sans Regular

Public Sans Regular Italic

Public Sans Bold

Public Sans Bold Italic

Public Sans Black

Public Sans Black Italic

Our secondary font is now called **Neue Montreal**. This font is mainly used as the title and focused on the Exchange Program and other programs such as Global Projects and Scientific Events font. We recommend using this font as title, heading, and sub-title. For long text, keep sticking with Public Sans.

Neue Montreal Thin

Neue Montreal Thin Italic

Neue Montreal Regular

Neue Montreal Regular Italic

Neue Montreal Bold

Neue Montreal Bold Italic

Section 3: **Brand Implementation**

Content Writing

When delivering messages to the world, paying attention to every content-making process is essential. All information we provide needs to be accurate from reliable sources, free from grammar mistakes, purposeful, and engaging. Hence, we give you the principles for better content creation.

There are three processes when you are creating content: initiation, planning, and execution.

Initiation

Determine the audience and main goal of your content. What are the messages you wanted to tell for your audience and the call to action. After you determine all of this, start to find reliable sources for your content.

Planning

All sources that you collect should be tidied up. You could use several content writing formulas, but most people use the AIDA formula.

A - Attention (Awareness): attract the audience's attention by creating an exciting title. You can use several titles that go against the audience's belief, shortcut answers for the audience, audience mistakes that are often made, or titles that can make the audience curious.

I - Interest: raise audience interest by giving them reasons. You can do this by explaining exciting facts, quotes, or use cases.

D - Desire: Build trust with the audience by creating an 'emotional connection.' You could highlight your product, services, or content advantages.

A - Action: invite the audience to take a single specific action from this point. Tell them what to do next! You could ask the audience to follow you or sign up for your webinar.

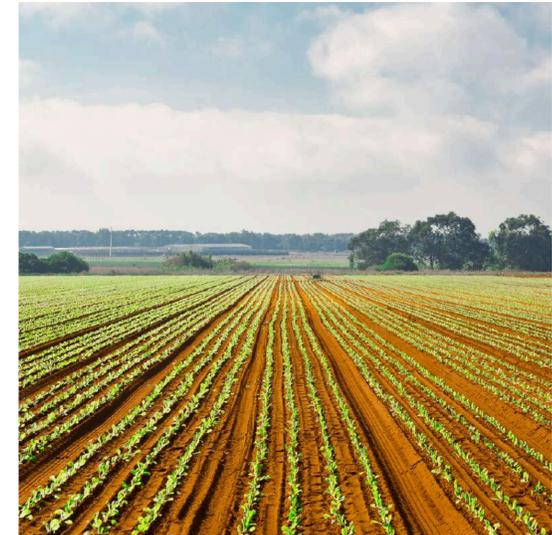
Execution

Start to create the desired design and make it align with IAAS Brand Guidelines to make your content branded. Before you start designing, you could collect inspirations and resources in any other platform (Pinterest, Behance, Dribbble, etc.) and collect your resources (pictures, footages, fonts, soundtrack, etc.) to support your content creation. Share your content exactly in which time your audience is most actively looking at their social media.

Photography Approach

Maintaining the quality of the photo is a must. We need to use high-quality photography for every content that we create. The photo aspects must match **our values**, such as **students, people who work in agriculture and related science sectors, agriculture, nature, crops, food, climate change, and multiculturalism**. You can get and contribute photos from our library too. Please refer to the link in the Brand Assets section.

Crediting people's photography is a must as a sign of giving thanks to the owner of the photos. Crediting the photographer can be done by writing down the image's owner or source on the bottom-left corner side, except if the source is from Canva, you don't need to put credits.



Recommended free stock photos:

- Unsplash.com
- Flickr.com
- Pexels.com
- Canva

Video Approach

Videography is one most complex media that can express the viewer's feelings. Videography is the most powerful content that allows others to enjoy and engage with our stories. This video can be posted as reels, stories, Tik Tok and youtube account, or IGTV.

We provide you with our video approach to make sure you can showcase the most genuine moments to the viewers.

- Raising Awareness:**
A video about new topics or trends that could increase our audience's awareness on sustainability, agriculture or related sciences.

- Educational:**
Let our audience get informed about what is happening in the world nowadays in agriculture and related sciences.

- Informational:**
Give your audience about our activities, our IAAS missions, or opportunities.

- Partnerships:**
Let our audience know about your partnerships activities with your partners.

- Inspirational:**
To motivate our audience through inspirational messages or stories.

- Showcasing stories:**
To inspire your audience by presenting your members' stories in IAAS



Blog Writing

Writing blogs offer us a unique opportunity to reinforce our vision and communicate our corporate message while demonstrating the effect of our company. Using a blogging platform will provide a place to share meaningful stories and motivate viewers to experience IAAS while connecting powerful visuals with compelling prose.

We're giving you some forms of blog writing that you can post, and feel free to share with the IAAS International Team to spread your copy and inspire everyone in IAAS and society.

Important: because we are diverse, it is recommended that to write your blog in English.

Personal Story

You can either write first person or present it as an interview session; spotlighting someone's perspective takes the reader closer to the message and quickly engages them with our intent.

Promotional

We educate audiences about recent promotions, upcoming activities, or partnerships by introducing them in promotional posts, guiding them through a new experience, providing guidance, and generating excitement.

Scientific Article

As an agricultural and related science organization, sharing your scientific articles may give our audiences more insight into your study. Share your new IAAS research article so that people can see how IAAS members are making inventions for the future.

Informational

Keeping up with emerging events and problems around the world, we make sure we remain linked to our audience. The information provides context, data, and views on recent events by connecting them to our mission.

Tips and Tricks

Anything that relates to our mission is worth sharing as tips and tricks. Make sure your tips and tricks are easy to absorb and describe more enjoyably.

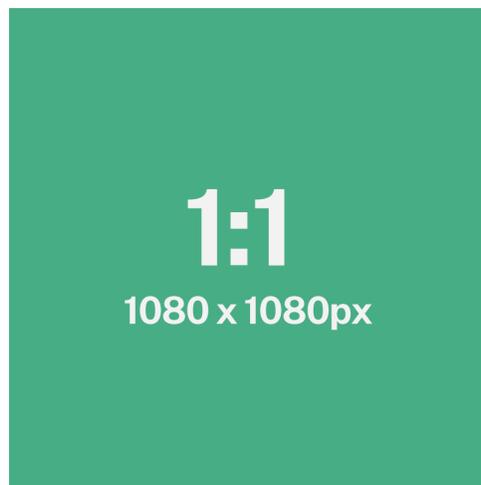
Survey/Quizzes

Used to break out of the usual blogging trend, quizzes and surveys are an engaging way to reach readers without being too pushy about your content and post.

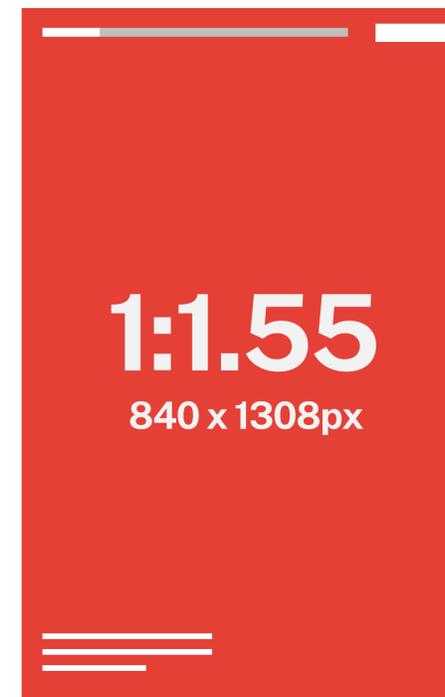
Content Layout

- You can use the recommended Posts Size below on any social media channel.
- When uploading an IGTV video, make sure to create an IGTV cover with the format size above.
- Use the Stories format above to create Instagram or Facebook stories content.
- The Video Size recommendation is below. For Instagram, sometimes you need to create a square (1:1) video if you plan to put a cover as carousel content.

Posts Size



Stories and Reels IGTV Cover



Youtube Video



Brand Collaboration

You can put much effort into raising awareness of your care issues as a single brand. However, when you have the chance to team up with another company or partner ready to fight along with you, the magic begins. This is why we're so fond of collaborations with brands. They give us the ability to amplify and give greater scope to our common purpose.

The key to successful co-branding is to make it beneficial to both partners. Both partners need to have something to gain and provide some value to each other. Brand partnerships need to be a win-win for both parties involved. When setting up a co-branding partnership, several things need to be defined.

■ Goal of the partnership

The goal of a partnership is the most important thing to define. The shared purpose should be aligned with the intention of all the organizations participating in the brand relationship. In the case of IAAS, this means that we will collaborate on exchange programs, study abroad, cross-cultural exchanges, activities, the global initiative, agriculture and related sectors, and the Sustainable Development Goals.

■ Specific goal of the campaign

After knowing the basic aim of the campaign, the second step is to understand what the indicator of success would be and what form of co-branding should be used. Collaboration may include employer branding, external product campaign, or other events, but what they want to see as a measure of the performance of the brand relationship should be clearly described by all the involved organizations.

■ Channels for campaign

With all organizations involved in the partnership knowing the measurement of success, there can be clarity on what channels and platforms can launch it. The channel includes discussing what social media and internal platforms are most relevant to achieve a common goal.

■ Content plan for the campaign

Since the objective, the call for action, and the channels used are clear. The next step is to create the content plan for the campaign. This includes determining what type of content will be designed, how it will be created, and in what timeline

Hashtags Management

You can put much effort into raising awareness of your core issues as a single brand. However, when you have the chance to team up with another company or partner ready to fight along with you, the magic begins. This is why we're so fond of collaborations with brands. They give us the ability to amplify and give greater scope to our common purpose.

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Encourage users to use your hashtags: Encourage IAAS members and followers to use your branded and relevant hashtags when sharing content related to IAAS or the field of agriculture and related sciences.

Monitor and track your hashtags: Monitor and track your hashtags using social media analytics tools to see how they perform and which are most effective.

■ Branded hashtags specific to IAAS and its programs

#IAASExchangeProgram	#Agrifacts
#IAASStudyAbroadProgram	#WeBelieveinIAAS
#IAASVCP	#GoFurtherGoIAAS
#IAASWomenInAgriculture	#ThinkGloballyActLocally
#IAASers	

■ Hashtags related to agriculture, sustainability

To reach a wider audience, you can use relevant hashtags related to agriculture, environment, education etc.
ex: #Agriculture #Sustainability

■ Event-specific hashtags

With all organizations involved in the partnership knowing the measurement of success, there can be clarity on what channels and platforms can launch it. The channel includes discussing what social media and internal platforms are most relevant to achieve a common goal.

■ Tag IAAS committees and partners

Since the objective, the call for action, and the channels used are clear. The next step is to create the content plan for the campaign. This includes determining what type of content will be designed, how it will be created, and in what timeline

Co-branded logos

Co-branding demonstrates a partnership between IAAS and other partners and represents an exchange of brand credibility. We use co-branded logos, like a collaborative whitepaper or presentation related to our collaboration, where both brands have ownership.

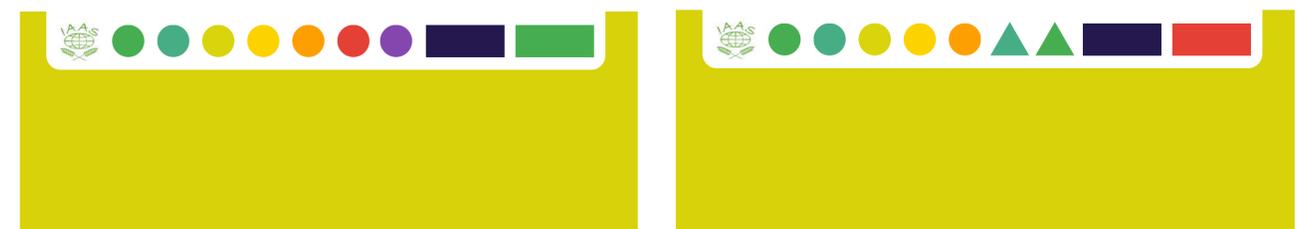
It is your responsibility to obtain and understand the correct permissions from IAAS and the partner or client before using a co-branded logo.

Follow the standards for using a partner's logo carefully, just as you would for IAAS. Brand norms of the partner are usually available upon request.

One to six (1-6) Partners & Collaborators



more than 6 partners



Do and Don't

Do:



Use only **the official IAAS watermark**.



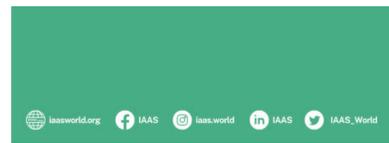
For 1:1 post, you can use **the old version** of the watermark only



For the 4:5 post, you need to use **the new watermark** only for the 4:5 post.



Use the **different watermark** from the background-color.



For the 4:5 post, you can use **your IAAS entity social media ID** on the bottom of the content



Use your country logo only for your profile picture.

Don't:



Do not put your **IAAS country logo** into the watermark. It will **decrease the global brand** of IAAS.



Do not put your IAAS country logo into the acronym watermark. It will **decrease the global brand** of IAAS.



Do not **change the color** of our logo.



Do not **rotate the logo**.



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



Do not **change the opacity/making transparent** of the logo.



Do not **add shadow** to the logo.



Do not **add any element** in the logo.



Do not put media partners' logos **exceeding the hidden zone**



Do not put a **watermark similar** to the background's color.



Do not **crop** the logo.



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



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



Do not **use two logos at once**.



Do not put the logo on a cluttered background, making it hard to see.

Content Design

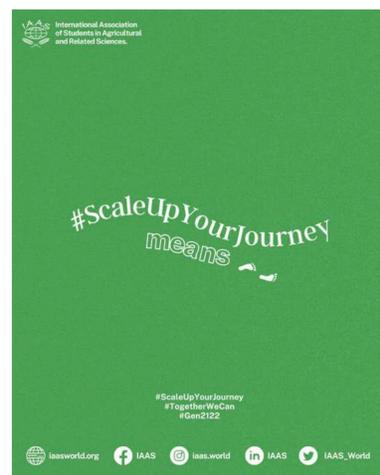
Educational Content

Create educational content that can certainly be entertaining, informational, inspiring, and engaging. Content that educates is **not limited** to manuals and textbooks; other examples include tutorials, how-to guides, recipes, and others.



Inspirational Content

Creating motivational content to motivate your audience through inspirational messages or stories.



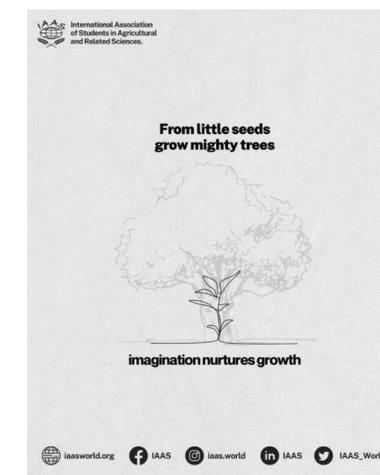
Promotional Content

Create promotional content that educates audiences about recent promotions, upcoming activities, or partnerships.



Entertaining and Engaging Content

Create entertaining content that could bring positive audience emotions and amuse them. This content can be fun facts, puzzles, original pictures, and others.



Section 4: **Inclusivity**

Inclusivity

■ What is inclusivity?

Inclusivity is the practice of creating an environment in which everyone, regardless of their background, identity, or abilities, feels valued, respected, and supported. It means actively working to include people from diverse backgrounds and perspectives and ensuring equal access to opportunities and resources. Inclusivity involves recognizing and celebrating differences rather than ignoring or suppressing them. It also involves creating policies, practices, and cultures that are welcoming and supportive of everyone, regardless of their differences. Inclusivity is an important aspect of diversity, equity, and inclusion efforts. It focuses on ensuring that everyone has a sense of belonging and feels valued in a community or organization.

■ Why inclusivity matters for IAAS?

Being inclusive is important for IAAS because it ensures that all organisation members feel valued and respected, regardless of their background or identity. This includes people of different genders, races, ethnicities, abilities, sexual orientations, and socioeconomic backgrounds. When an organization is inclusive, it creates a more diverse and equitable environment that is better equipped to serve the needs and perspectives of all community members.

Inclusion also helps promote innovation and creativity within the organization by tapping into all members' unique perspectives and ideas. Additionally, it helps build stronger relationships with partners and stakeholders, as people are more likely to engage with an inclusive organisation that promotes diversity.

In the context of IAAS, being inclusive is also important because it aligns with the organization's mission to promote agricultural and related sciences among young people from all backgrounds. An inclusive IAAS will be able to better serve its members, partners and stakeholders and promote sustainable development and food security worldwide.

■ Why inclusive communication is crucial?

To design social media posts that are inclusive, it's important to keep in mind the following:

- Show representation of diverse groups in your images and videos
- Use inclusive language and avoid stereotypes or offensive language
- Be mindful of cultural sensitivity and avoid cultural appropriation
- Be aware of your audience and the context of your post
- Use hashtags that promote inclusivity and diversity

Inclusive writing

Race Inclusive Writing

Writing race-inclusive content is essential to creating inclusive and respectful content for all readers.

Avoid using terms or phrases that may be considered offensive or insensitive to certain racial groups. Instead, use inclusive and neutral language. For example, instead of "minorities," use "people of color."

Make use of representation: Use images and illustrations that reflect the diversity of the people you are writing about. If you're writing about a group of people, make sure the group is represented in a way that accurately reflects the group's diversity.

Keep stereotypes in mind: Avoid perpetuating stereotypes in your writing by being aware of them. Avoid, for example, using language that reinforces negative stereotypes about a specific racial group.

Gender Inclusive Writing

Writing gender-inclusive content involves ensuring that your language is inclusive of all genders and avoids making assumptions about a person's gender based on their name or pronouns. Here are a few tips on how to write gender-inclusive content:

- **Use gender-neutral pronouns:** Instead of using "he" or "she," use "they" or "their" when referring to an individual whose gender is not specified or when referring to a group of people.
- **Use non-gendered language:** Avoid using gendered terms such as "fireman" or "policewoman" in favor of terms such as "firefighter" or "police officer."
- **Avoid gendered assumptions:** Don't assume that someone's job or role is tied to their gender, and don't make assumptions about someone's gender based on their name or appearance.
- **Be mindful of your language:** Be aware of words and phrases that are gendered, and try to find alternatives when appropriate.
- **Respect people's pronouns:** If someone goes by a certain set of pronouns, respect that and use them when referring to them.
- **Avoid stereotypes:** Don't reinforce harmful stereotypes by using gendered language or suggesting that certain activities, traits, or roles are exclusively associated with one gender.
- **Be inclusive of all genders:** Remember that there are many different genders and identities, and strive to make your content inclusive of all of them.

Mental health Inclusive Writing

Writing content inclusive of mental health issues necessitates being mindful of the language and imagery used and being sensitive to the experiences of those who may be affected by mental health issues. Here are some examples of mental health-inclusive content:

- **Use first-person language:** Avoid using terms stigmatising or stereotyping people with mental illnesses. Instead, use person-first language, such as "people suffering from mental illnesses" or "people living with schizophrenia."
- **Keep triggering language and imagery in mind:** Avoid using language or imagery that could upset people who have experienced trauma or mental health issues.
- **Be aware of different communities' experiences:** Mental health issues can affect people of all backgrounds and communities, and it's critical to be aware of the unique experiences and challenges different groups may face. This includes being aware of cultural and linguistic differences and comprehending how different communities may perceive and experience mental health issues.
- **Make use of inclusive language:** Avoid using gendered language, ableist language, or language that discriminates against people based on their race, religion, or sexual orientation, or any other aspect that could be considered discriminatory.
- **Encourage people to seek help:** Encourage people to seek help and support if they are suffering from mental illnesses, and provide information on where they can get it.

Inclusive design

Disabilities Inclusive Writing

Writing disability-inclusive content is an important step toward making our society more inclusive and equitable. Here are a few pointers to consider when creating disability-inclusive content:

- **Use person-first language:** It is critical to use person-first language when referring to someone with a disability. Write "the person with a disability" instead of "the disabled person." This acknowledges the individual as a whole rather than just their disability.
- **Avoid using ableist language:** When referring to people with disabilities, avoid using derogatory or stigmatizing language. Avoid words like "handicapped" or "crippled," for example.
- **Consider the images you use:** When creating visuals for your content, consider the images you use. Use images that do not stereotype or portray people with disabilities negatively. Instead, strive to use images that accurately represent people with disabilities while respecting their diversity.
- **Consider accessibility:** When creating content, keep people with disabilities in mind. Examples include using clear and straightforward language, providing alternative text for images, and ensuring the content is navigable with a keyboard or screen reader.

Inclusive design

Designing inclusive social media posts involves being mindful of the language and imagery you use and the audiences you are trying to reach. Here are a few tips to help you create inclusive content:

- **Use inclusive language:** Avoid using gendered language instead of gender-neutral terms. For example, instead of using "he" or "she," use "they" or "them."
- **Be mindful of imagery:** Use images that represent a diverse range of people, including those with disabilities, different ages, and different ethnicities. Avoid using stereotypes and ensure that the imagery is respectful and non-offensive.
- **Be sensitive to cultural differences:** Be aware of cultural norms and customs when creating content. For example, avoid using imagery that may be considered insensitive or offensive in certain cultures.

Section 5: **IAAS Portfolios**

IAAS Portfolio

IAAS Brand Portfolios is a collection of our projects and programs that we have been done in the past until today. Our portfolios here are the **"WHAT"** of our Golden Circle: **what we do to achieve our "WHY" by realizing our vision**, promoting the exchange of experiences, knowledge, and ideas through our projects and programs. Additionally, with our status as a global organization, we facilitate multicultural understanding through our projects and programs.

This Brand Book covers all well-known IAAS global projects and programs, complete with its general explanation and identity elements. We also provide you with the benefits and value propositions (the unique traits) of each project and portfolio. This will help you understand how to explain each of the programs without misinterpreting our projects and programs.

Currently, our portfolios are consisted of:

Global Projects	
Village Concept Project	VCP
No Food Waste	NFW
Women in Agriculture	WIA
Internship & Volunteering Abroad	
Exchange Program	ExPro
Global Events	
International Conference for Youth in Agriculture	ICYA
IAAS Scientific Event	IAAS SE
Global Insights	
IAAS Podcast	iPod



Global Projects

The Global Projects of IAAS is a compilation of projects that aims to achieve the Sustainable Development Goals 2030. Our projects exist with the innovation of our members, where through our Global Projects, we wanted to engage broader youth and like-minded people and organizations to realize our vision.

The principles of our Global Projects are:

- Projects that are run by youth for youth and powered by IAAS
- Projects that are connected toward IAAS purpose
- Projects that are value-driven for the betterment of the society
- Projects brand elements must be aligned to the IAAS Brand Book

Currently, we have three recognized Global Projects.





Village Concept Project

About:

Village Concept Projects (VCPs) are large-scale development projects in rural areas with measurable social impact and directly contribute to SDG 2030. The VCPs are fully organized and implemented by youth and student organizations worldwide.

Keywords:

Social Project in Rural Communities and Underprivileged Village

Organizations:

Local Society Organizations, Non-Governmental Organizations (NGOs), Education Institutions, Environmental Organizations, Social Entrepreneur Organization.



Logo Philosophy:

The redesigned logo aims to represent the project with clarity about why we do this project.

The Lamp

Representing the ideas and innovation that youth wants to create through this project.

The Village

Representing our purpose where we work for the rural communities and underprivileged villages.

The Hands

Representing youth dedication to acting kind as volunteers who are seeking for the development of this project.

The 3 Leaves

Representing the three pillars of VCP and also representing our green movement through this project.

Primary Color:

Green Pantone

HEX #47AD51
 RGB 71, 173, 81
 CMYK 59, 0, 53, 32

Brand Messaging & Value Proposition

For Students

The added values of the project for students when they join.

Gain learning experience

By volunteering in VCP, you can gain new learning experiences in a new environment that you have never experienced before by exploring your capabilities and improving your social skills in the community.

Build a good connection with stakeholder

By volunteering in VCP, you can build connections with stakeholders such as the head of the village, farmers, and the local community.

Involve directly into social impact

By volunteering in VCP, you involve directly in supporting Sustainable Development Goals that are designed to contribute to village development

For Partners/Organizations

The added values of the project for partners/organizations when they join.

Contribute towards SDGs

By investing in VCP, you directly contribute to SDGs numbers (1,2,4,8,10,15) and contribute to the rural community development. An excellent choice to implement your Corporate Social Responsibility (CSR) activities.

Get the impact report

IAAS members will analyze and collect the results generated from the project and create an impact report. Utilize these reports to showcase and prove your contribution towards the SDGs and your CSR activities.

Contribute to community development

VCP aims to create social impact and economic growth in the rural area and foster the community's development by building resilience and empowering livelihoods through an intersectoral approach.

Brand Messaging: gain opportunity to experience directly in the community and build connections with stakeholders by being involved directly in social impact.

Benefits for Students:

- Certificate of accomplishment
- Experiences in the community by directly contributing to SDGs
- Receive supports from IAAS (procedure to the community place)
- Apply your skills and knowledge in the community

Brand Messaging: We provide space for you to contribute towards SDGs in the community development and get the impact report from IAAS members.

Benefits for Partners/Organizations:

- Gain international exposure for the company or partners
- International certificate of partnership
- Receive impact reports from IAAS members

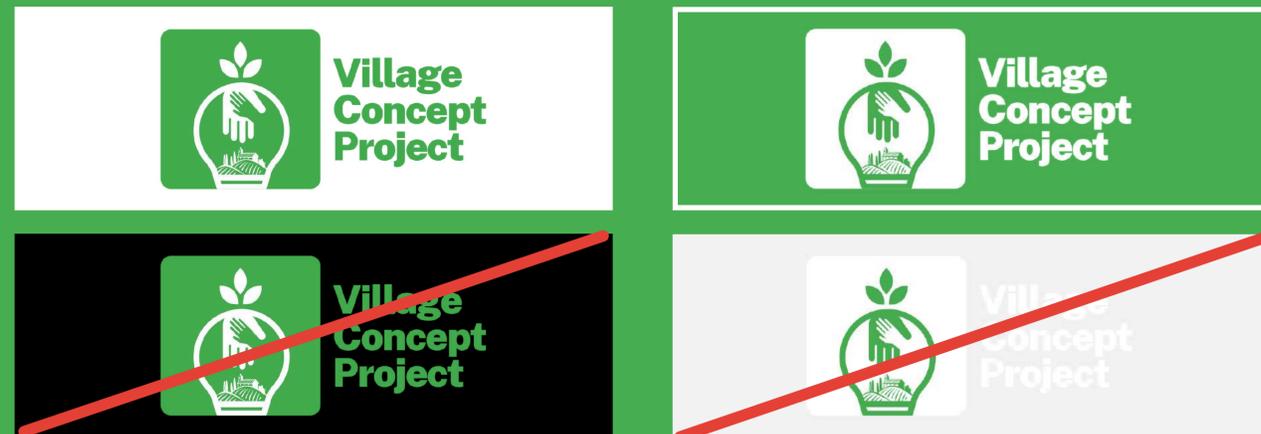
Logo Variation

There are three variations of the logo that you can use on any design, depending on what you need. You can only use one logo on one design, do not use more than one logo in one design or publication.

With Title



With Background



Don't do these:



Do not **rotate** the logo. Instead, use the vertical variation.
 Do not add **shadow** to the logo.
 Do not change the **color** of the logo. Use only green/white.
 Do not **flip, skew, or squeeze** the logo. Keep the shape as it is.
 Do not **change the font** of the logo.
 Do not **change the opacity/making transparent** of the logo.
 Do not **add any elements or modifications** to the logo.
 Do not put the logo on a **cluttered background**, making it hard to see.

Do these:



Add **shape** behind the logo.
 Use it as a **watermark**.
 Dim/make the **background darker** to keep the logo stand out.
 Blur the **background** to make the logo focused.



No Food Waste. No Leftovers Behind.

About:

No Food Waste, No Leftovers Behind is a project initiated by IAAS to support SDGs number 2 and 12 to raise awareness toward the impact of food waste and how we can influence society to create a Zero Waste Lifestyle.

Keywords:

No Food Waste Campaign, Zero Waste Campaign, SnapFood Campaign, No Leftovers Behind.

Organizations:

Local Society Organizations, Non-Governmental Organizations (NGOs), Education Institutions, Environmental Organizations, Social Entrepreneur Organization, etc.



Logo Philosophy:

The redesigned logo aims to represent the project with clarity about why we do this project.

The Bowl, Spoon and Steam

Representing the place where the food is being consumed in a warm condition.

The Infinite

Representing the purpose of this project, we wanted to create a sustainable lifestyle toward zero food waste.

Primary Color:

Orange Peel

HEX #FD9F00
RGB 253, 159, 0
CMYK 0, 37, 100, 1

Brand Messaging & Value Proposition

For Students

The added values of the project for students when they join.

Broaden your knowledge

By being involved directly in this project and campaign, students may gain much engaging educational content about food around the globe.

Gain connections & networks

You can build your connections and gain relations with like-minded students and people from diverse backgrounds by volunteering in this project.

Involve directly into social impact

IAAS provides you with a friendly, supportive community worldwide that works on Sustainable Development Goals designed to combat food waste and food loss.

Brand Messaging: gain the opportunity to convey your opinion about food waste by an action campaign that involved directly social impact

Benefits for Students:

- Certificate of accomplishment
- Experiences in the community by directly contributing to SDGs
- Receive supports from IAAS (supportive student community and platform)
- Apply your skills and knowledge in the community

For Partners/Organizations

The added values of the project for partners/organizations when they join.

Contribute towards SDGs

By investing in No Food Waste, you directly contribute to SDGs number 1, 2, and 12 by raising awareness about food waste. An excellent choice to implement your Corporate Social Responsibility (CSR) activities.

Get the impact report

IAAS members will analyze and collect the results generated from the project and create an impact report. Utilize these reports to showcase and prove your contribution towards the SDGs and your CSR activities.

Giving back to community development

No Food Waste aims to create social impact by reducing food waste and food leftovers by emphasizing the youth campaign with our social media platform and sustainable lifestyle without food loss.

Brand Messaging: We provide space for you to contribute towards SDGs, especially in zero hunger, to reduce any food waste and food loss.

Benefits for Partners/Organizations:

- Gain international exposure for the company or partners
- International certificate of partnership
- Receive impact reports from IAAS members

Logo Variation

There are three variations of the logo that you can use on any design, depending on what you need. You can only use one logo on one design, do not use more than one logo in one design or publication.

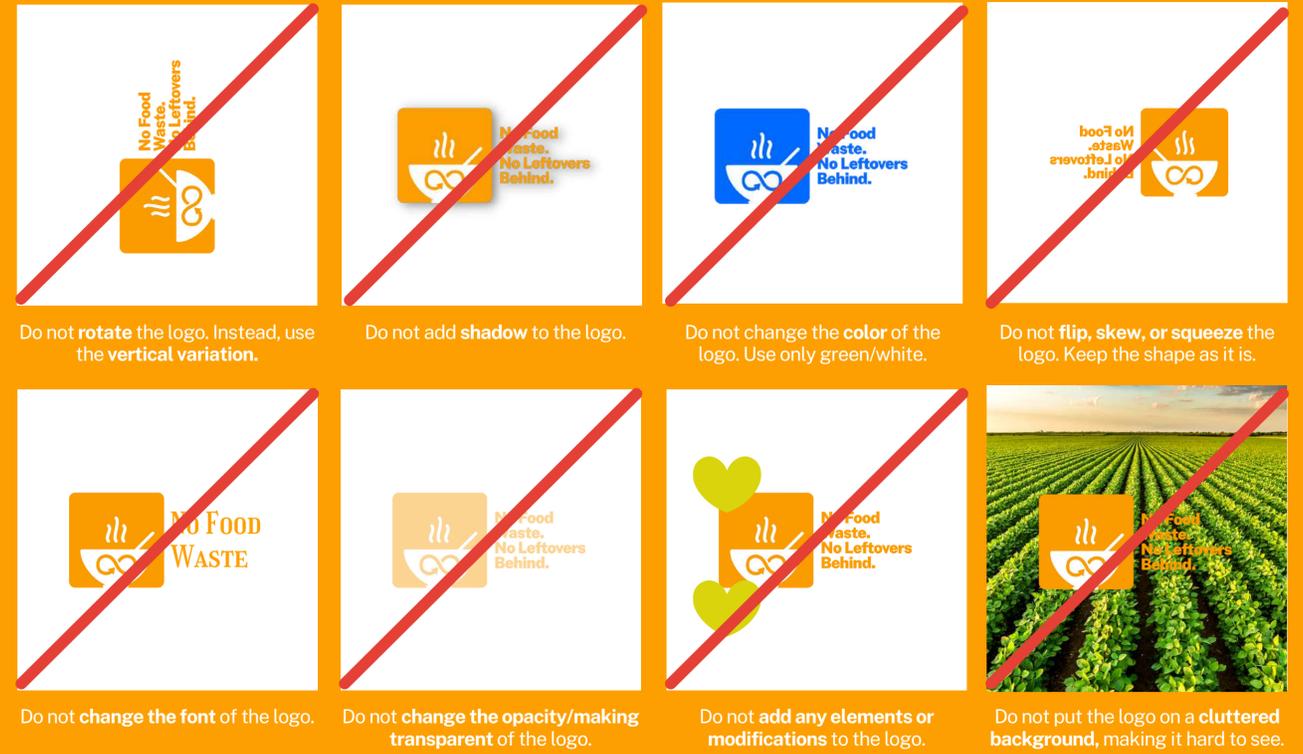
With Title



With Background



Don't do these:



Do these:





About:

Women In Agriculture Project is an initiative made by IAAS to raise awareness toward gender equality in the agriculture sector. We emphasize women's role in agriculture as a crucial role for the future of the agriculture sector.

Keywords:

Women Project, Women in Agriculture, Women Empowerment, Gender Equality Project, Women Act in Agriculture

Organizations:

Local Society Organizations, Non-Governmental Organizations (NGOs), Education Institutions, Environmental Organizations, Social Entrepreneur Organization, etc.



Logo Philosophy:

The redesigned logo aims to represent the project with clarity about why we do this project.

The SDG 5 icon

Representing SDG 5 as the project itself is supporting Gender Equality.

The 3 Wheat

Representing the agriculture sector and our why of IAAS (Peace, Progress, and Stability).

The Woman

Representing the women in agriculture that work toward the future agriculture and contribute toward it.

Primary Color:

Cinnabar

HEX	#E44036
RGB	228, 64, 54
CMYK	0, 72, 76, 11

Brand Messaging & Value Proposition

For Students

The added values of the project for students when they join.

Gain learning experience

By volunteering in Women in Agriculture, you will learn about feminism and gender equality, focusing on related food and agriculture. This is an excellent learning experience toward women's empowerment.

Supportive learning community

IAAS is the best place for learning; you will meet and work closely with many brilliant lead women from various backgrounds.

Skill up yourself (*learning by doing*)

IAAS provides you with a perfect place to explore more about feminism and women in agriculture. Prepare yourself and be ready to dive into our projects

For Partners/Organizations

The added values of the project for partners/organizations when they join.

Contribute towards SDGs

By investing in Women in Agriculture, you directly contribute to SDGs number 5. An excellent choice to implement your Corporate Social Responsibility (CSR) activities focused on Gender Equality in Agriculture.

Get the impact report

IAAS members will analyze and collect the results generated from the project and create an impact report. Utilize these reports to showcase and prove your contribution towards the SDGs and your CSR activities.

Contribute to community development

Women in Agriculture (WIA) aims at creating social impact and encouraging all women, especially students, to act against gender inequality again around the globe through campaigns and projects.

Brand Messaging: gain opportunity to experience directly in the community and build connections with stakeholders by being involved directly in social impact.

Brand Messaging: We provide space for you to contribute towards SDGs in community development, especially in women empowerment

Benefits for Students:

- Certificate of accomplishment
- Experiences in the community by directly contributing to SDGs
- Receive supports from IAAS (procedure to the community place)
- Apply your skills and knowledge in the community

Benefits for Partners/Organizations:

- Gain international exposure for the company or partners
- International certificate of partnership
- Receive impact reports from IAAS members

Logo Variation

There are three variations of the logo that you can use on any design, depending on what you need. You can only use one logo on one design, do not use more than one logo in one design or publication.

With Title



With Background



Don't do these:



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Do these:



Add shape behind the logo. Use it as a watermark. Dim/make the background darker to keep the logo standout. Blur the background to make the logo focused.

Exchange Program

The IAAS Exchange Program, or "ExPro," has existed for over 60 years, and more than 20,000 students have been exchanged with IAAS. The IAAS Exchange Program provides opportunities to all students to do a traineeship (internship) in countries with a recognized local committee of IAAS. By organizing and/or participating in ExPro, trainees can learn and experience things that trainees cannot learn out of course books.

Aims of the Exchange Program

- A positive learning experience.
- Development of theoretical and practical leadership skills
- Opportunity to apply their personal and professional skills, knowledge, attitudes, and values by working for the organization and living in the host community.
- Develop the student's awareness and knowledge of social issues and different practices in the hosting country to gain intercultural competencies.
- Opportunity to contribute to the student's personal and professional life goals.

Three (3) types of Exchange Program



Ceres



Archimedes



Libertas



Exchange Program

The Pillars of ExPro

The pillars of the ExPro are derived from IAAS vision which is experience, knowledge, and ideas. For more information, read the description below.

Experience: as stated in the aims of ExPro, we want to provide a positive learning experience and challenge students to live in an intercultural environment.

Knowledge: as stated in the aims of ExPro, this opportunity is to give students to develop their understanding of social issues abroad and develop their professional and personal goals.

Ideas: as stated in the aims of ExPro, we want students to express their ideas by implementing their theoretical knowledge into practical leadership skills throughout their journey.



Exchange Program

About:

The IAAS Exchange Program, or "ExPro," has existed for over 60 years, and more than 20,000 students have been exchanged with IAAS. The IAAS Exchange Program provides opportunities to all students to do a traineeship (internship) in countries with a recognized local committee of IAAS.

Keywords:

Internship in Agriculture, Internship in Farm, Internship in Research Institute.

Organizations:

Local Farms, Local Ranch, Small Medium Enterprises, Agriculture-based Start-up, Research Institute, Local Communities, Village, Agriculture Industrial Sectors.



Logo Philosophy:

The redesigned logo aims to represent the program with clarity about why we do this program.

IAAS

Representing the IAAS itself as the provider of Exchange Program.

The 3 pieces of wheat

Representing the three pillars of ExPro: Experience, Knowledge, and Ideas.

The Circle

Representing the globe where this opportunity is global.

The wheat

Representing our program focus that is focused on agriculture and related sciences.

Primary Color:

Mint

HEX #47AD84
RGB 71, 173, 132
CMYK 59, 0, 24, 32

Brand Messaging & Value Proposition



For Students

The added values of the project for students when they join.

Gain a positive learning experience

With ExPro, you can gain a new perspective of a learning experience in a different environment that you have never experienced before, but still, explore your capability to grow together in the workplace.

Build your international exposure

With ExPro, you can build your career with international exposure by working in a whole new environment with new cultures to learn ahead and adapt yourself to a broader-exciting life abroad.

Develop a professional career path

With ExPro, you have the chance to develop your professional career through the challenging roles that you will get during your internship and boost your hard skills.

For Partners/Organizations

The added values of the project for partners/organizations when they join.

Get the ideal HR from worldwide

With ExPro, sourcing the worldwide talent resource becomes easy with the recruiting process done by our team to get the ideal talent for your workplace.

Boost the exposure of your workplace

With ExPro, you can increase the exposure of your workplace with our international talent brings a diverse culture for your workplace.

Contribute to the development of youth

With ExPro, you also contribute to the development of the youth's future path by giving them a space to learn and apply their skills and helping your workplace grow together.

Brand Messaging: Get the opportunities to develop your professional career in a challenging working experience with a new culture and environment through an international internship.

Brand Messaging: We provide diverse international talent resources for your workplace and contribute to youth development by exploring their capabilities in your workplace.

Benefits for Students:

- International certificate of accomplishment
- Experiences with an international exposure
- Receive supports from IAAS (procedure to the internship place)
- Apply your skills and knowledge in an international workspace
- Receive either a salary or compensation and accommodation depending on the opportunity.

Benefits for Partners/Organizations:

- Boost workplace culture in the international exposure
- Gain international exposure for the company or partners
- International certificate of partnership
- Receive support from IAAS (Procedure for talent attraction and applicants selection)

Brand Messaging & Value Proposition



For Students

The added values of the project for students when they join.

Gain a positive learning experience

With ExPro Libertas, you can gain a new perspective of a learning experience in a different environment that you have never experienced before but still explore your capability to grow together in the community.

Intercultural understanding

With ExPro Libertas, you can gain a new culture and environment, meet like-minded people and organizations and increase your international networking while volunteering for the good of the community.

Contribute directly to SDGs

With ExPro Libertas, you can choose projects in IAAS that support the Sustainable Development Goals. Libertas opportunities are designed for you to contribute to the betterment of the community.

For Partners/Organizations

The added values of the project for partners/organizations when they join.

Social project for impact

With ExPro Libertas, you can run projects that directly contribute to Sustainable Development Goals.

Boost the exposure of your organizations

With ExPro Libertas, you can increase your organization's exposure by gaining international perspective with our international volunteers brings a diverse culture for your organizations.

Develop your community

With ExPro Libertas, you also contribute to developing the community by providing the volunteers a space to learn and apply their skills and helping your community grow together.

Brand Messaging: Gain a new perspective of a positive learning experience with like-minded people and organizations that also support the SDGs for the betterment in the community.

Brand Messaging: We provide social projects to impact your communities with international exposure by giving space for volunteers to apply their skills and help your community to develop.

Benefits for Students:

- International certificate of accomplishment
- Experiences with international exposure by directly contributing to SDGs
- Receive supports from IAAS (procedure to the community place)
- Apply your skills and knowledge in an international workspace
- Receive accommodation depending on the opportunity.

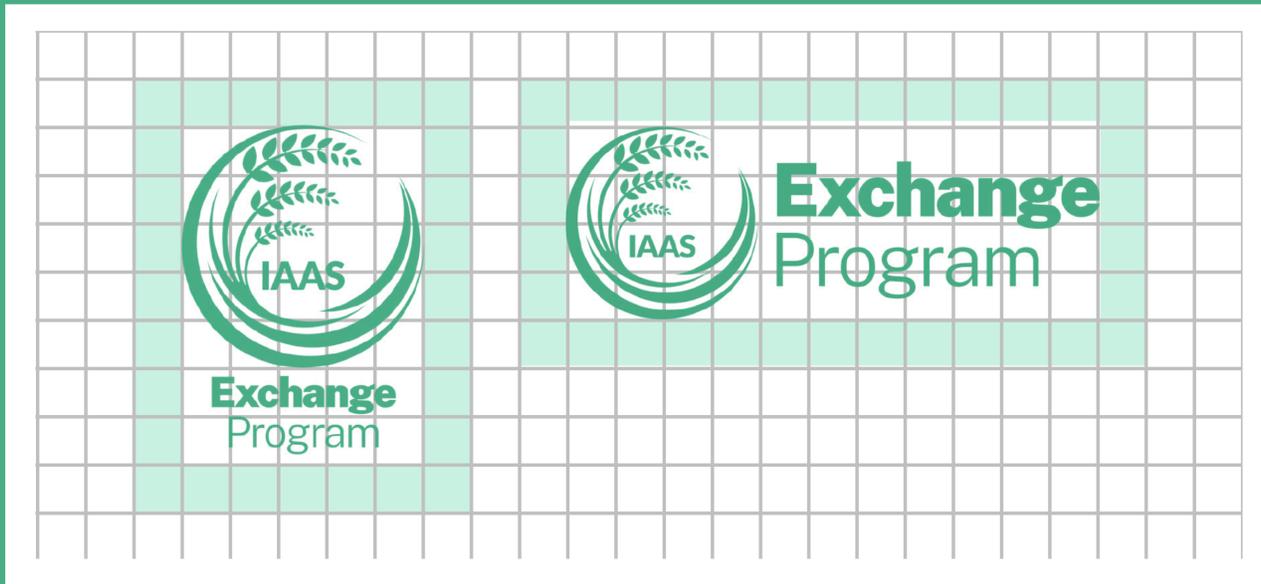
Benefits for Partners/Organizations:

- Boost your community with an international exposure
- Gain international exposure by contributing directly to Sustainable Development Goals in your community
- International certificate of partnership
- Receive support from IAAS (Procedure to attract volunteer and applicants selection)

Logo Variation

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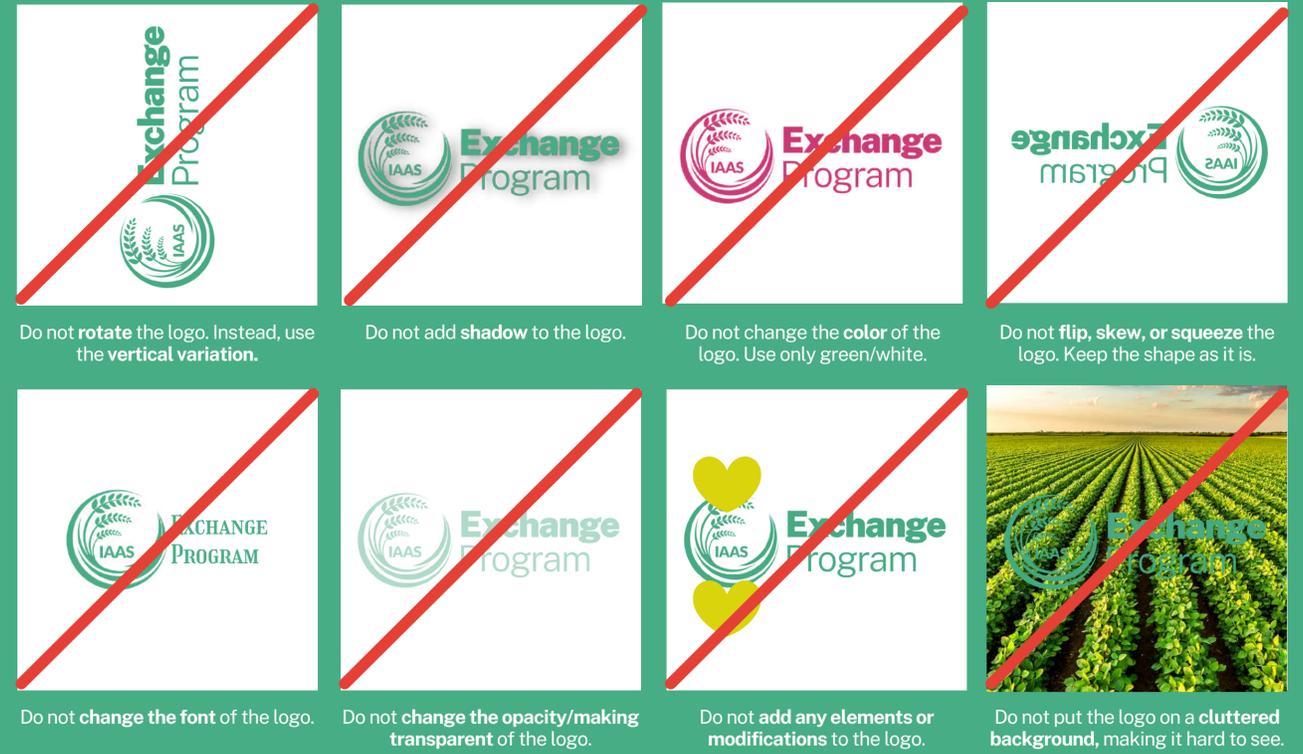
With Title



With Background



Don't do these:



Do not **rotate** the logo. Instead, use the vertical variation.

Do not add **shadow** to the logo.

Do not change the **color** of the logo. Use only green/white.

Do not **flip, skew, or squeeze** the logo. Keep the shape as it is.

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

Do not **change the opacity/making transparent** of the logo.

Do not **add any elements or modifications** to the logo.

Do not put the logo on a **cluttered background**, making it hard to see.

Do these:



Add **shape** behind the logo.

Use it as a **watermark**.

Dim/make the **background darker** to keep the logo standout.

Blur the background to make the logo focused.



About:

IAAS Scientific Events is an initiative program made by IAAS World Executive Board, which purposed to encourage every IAAS member country to enable their initiative toward achieving our IAAS's vision by creating a webinar, online workshops, and summit.

Keywords:

Webinar, Events, Summit, Online Workshops, Competition

Organizations:

Educational Institutions, Universities, Non-Governmental Organizations (NGOs), Education Institutions, Environmental Organizations, Social Entrepreneur Organizations, etc.



Logo Philosophy:

The redesigned logo aims to represent the event with clarity about why we do this event.

Different Elements

Representing the scientific aspect of IAAS and its diversity.

The Farmer

Representing the stakeholder who is the one who is responsible for using the scientific inventions.

Primary Color:

Cyber Yellow

HEX #FCD200
 RGB 252, 210, 0
 CMYK 0, 17, 100, 1

Green

HEX #47AD51
 RGB 71 173 81
 CMYK 59 0 53 32

Brand Messaging & Value Proposition

For Students

The added values of the project for students when they join.

- 
Expand your knowledge
 Gain new knowledge that you cannot gain in the classroom directly from the diverse institutions specialist related to the topic.
- 
Broaden your network
 You can increase your network in various major studies, institutions, universities, and even countries through the online event.
- 
Contribute to SDGs
 Every discussion in the event will contribute to the future agriculture system, contributing to the Sustainable Development Goals. Every idea and knowledge that you will share will contribute to the SDGs.

For Partners/Organizations

The added values of the project for partners/organizations when they join.

- 
Opportunity to be invited as a speaker
 Invitations will be sent to partners or organizations to be invited as speakers or guests in the scientific event.
- 
Boost the exposure of your organization
 You can increase your organization's exposure by gaining an international perspective through IAAS social media, website, or even in the webinar itself
- 
Knowledge that will contribute to SDGs
 Ideas and knowledge that is being shared to the participants could contribute to the Sustainable Development Goals, especially in future agriculture system sectors.

Brand Messaging: Scientific events help you expand your knowledge and network directly in diverse major studies, institutions, universities, and even countries by the discussion that will contribute to SDGs.

Brand Messaging: We provide you a space for you to share ideas and knowledge to create impacts, especially in agriculture system sectors, and boost your brand exposure at the international level.

Benefits for Students:

- International certificate of completing the scientific event
- Gain knowledge directly from the diverse expertise
- Expand your network

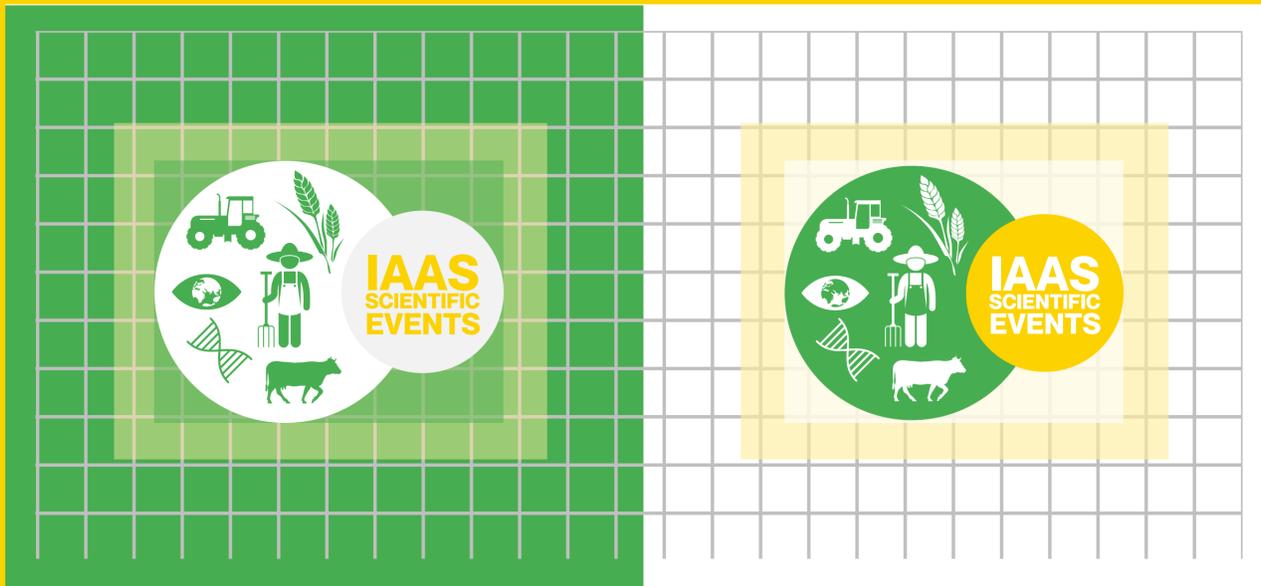
Benefits for Partners/Organizations:

- International certificate of partnerships in scientific events (For speakers and partners)
- Brand exposure in IAAS social media and website
- Opportunity to be IAAS media partner
- Keynote partnership opportunities

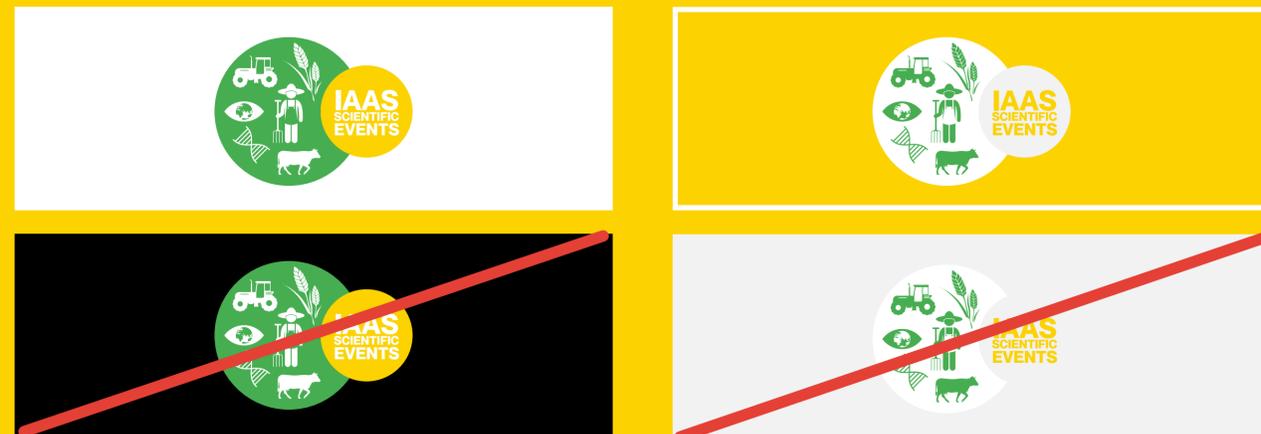
Logo Variation

There are two variations of the logo that you can use on any design, depending on what you need. You can only use one logo on one design, do not use more than one logo in one design or publication.

With Title



With Background



Don't do these:



Do not **rotate** the logo. Instead, use the **vertical variation**.
 Do not add **shadow** to the logo.
 Do not change the **color** of the logo. Use only green/white.
 Do not **flip, skew, or squeeze** the logo. Keep the shape as it is.
 Do not **change the font** of the logo.
 Do not **change the opacity/making transparent** of the logo.
 Do not **add any elements or modifications** to the logo.
 Do not put the logo on a **cluttered background**, making it hard to see.

Do these:



Add shape behind the logo.
 Use it as a **watermark**.
 Dim/make the **background darker** to keep the logo stand out.
Blur the background to make the logo focused.



International Conference for Youth in Agriculture

About:

International Conference for Youth in Agriculture 2021 is a four-day event with an exhibition fair from universities and companies worldwide, conferences, training, and workshops.

Keywords:

Webinar, Events, Summit, Online Workshops, Competition

Organizations:

Educational Institutions, Universities, Non-Governmental Organizations (NGOs), Education Institutions, Environmental Organizations, Social Entrepreneur Organizations, etc.



Logo Philosophy:

The redesigned logo aims to ensure the continuity of the program by following the trends of youth nowadays.

Primary Color:

Citrine

HEX #D9D40C
RGB 217, 212, 12
CMYK 0, 2, 94, 15

Brand Messaging & Value Proposition

For Students

The added values of the project for students when they join.

Expand your knowledge

Gain new knowledge that you cannot gain in the classroom directly from the diverse institutions, companies, organizations, and specialists related to the agricultural and related sectors.

Broaden your connection and network

By joining the ICYA event, you can increase your network in diverse major studies, institutions, universities, and countries.

Contribute to SDGs

Every discussion in the event will contribute to the future agriculture system, contributing to the Sustainable Development Goals. Every idea and knowledge that you will share will contribute to the SDGs.

Brand Messaging: Expand your knowledge and network directly in diverse major studies, institutions, universities, and even countries by the discussion that will contribute to SDGs in ICYA.

Benefits for Students:

- International certificate of completing the ICYA event
- Gain knowledge directly from the diverse expertise
- Expand your network

For Partners/Organizations

The added values of the project for partners/organizations when they join.

Employer branding

Showcase your company's value as an employee to a world youth-run organization with global exposure from a widespread agriculture sector and related sciences.

Corporate social responsibility

Engage with young people in agriculture to contribute toward a better world. IAAS is committed to tackling the issue that happens in the agriculture and related sector, and we are always looking for like-minded organizations.

Contribute to SDGs with impact report

By investing in ICYA, you will also contribute toward the SDGs 2030. You will also receive an impact report made by our IAAS team for your Corporate Social Responsibility (CSR) report.

Brand Messaging: We provide you with an impactful investment for your employer branding and corporate social responsibility in the scope of agriculture and related sectors.

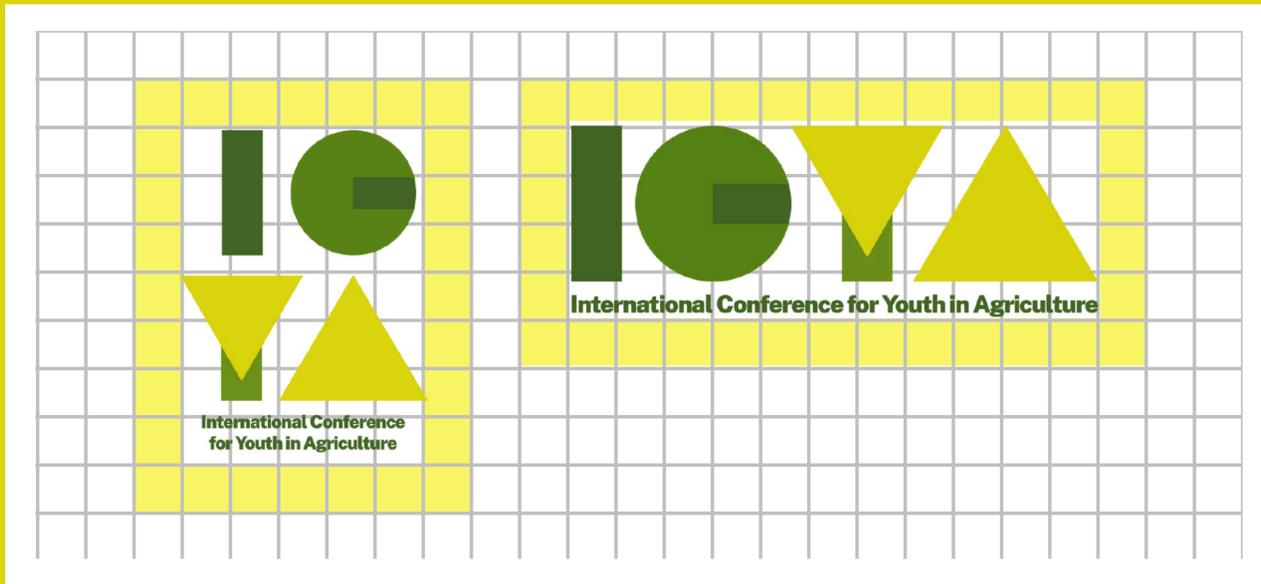
Benefits for Partners/Organizations:

- International certificate of partnerships in scientific events (For speakers and partners)
- Brand exposure in IAAS social media and website
- Opportunity to be IAAS media partner
- Keynote partnership opportunities

Logo Variation

There are three variations of the logo that you can use on any design, depending on what you need. You can only use one logo on one design, do not use more than one logo in one design or publication.

With Title



With Background



Don't do these:



Do these:





iaas.podcast

About:

IAAS Podcast is an initiative made by IAAS World to share aspirations toward the innovation of agriculture in the current context of the world.

Keywords:

Podcast, Agriculture Podcast

Organizations:

Educational Institutions, Universities, Non-Governmental Organizations (NGOs), Education Institutions, Environmental Organizations, Social Entrepreneur Organizations, etc.



iaas.podcast

Logo Philosophy:

The redesigned logo aims to ensure the continuity of the program by following the trends of youth nowadays.

Primary Color:

Royal Purple

HEX #8447AD
RGB 132, 71, 173
CMYK 24, 59, 0, 32

Logo Variation

There are three variations of the logo that you can use on any design, depending on what you need. You can only use one logo on one design, do not use more than one logo in one design or publication.

With Title



With Background



Don't do these:



Do these:



Section 6: **Website Guideline**

Logo Format

These are the formats of logo combination for different IAAS Body websites.



Format for Country website



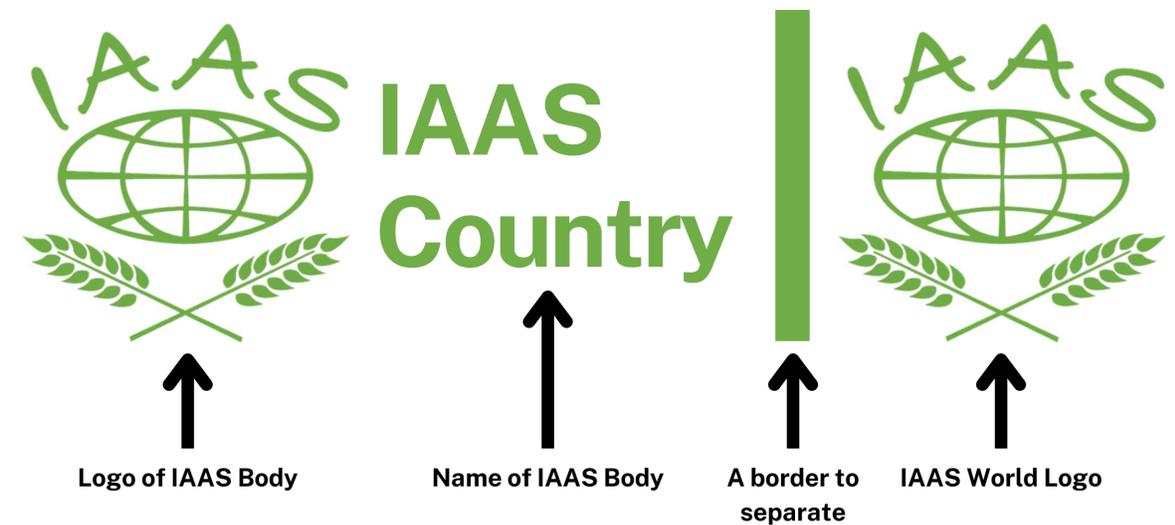
Format for Region website



Format for Independent Committee website

Logo Components

Below is the combination of logo and element to craft the logo for different IAAS body website.



Guidelines for Countries and Regions

Rules:

1. Countries and regions can create their own website
2. Local committees are not allowed to create any website
3. The website must be affiliated with the IAAS World website
4. The website must be created by following IAAS Guidelines
5. The colors and logos must be used by following the IAAS World Brandbook
6. The website logo must be fused with the IAAS World logo
7. The menu and contents must be limited so that they cannot suppress the IAAS World website

Logo:

There will be the logo of the country or region then the name of the country or region in bold fonts and then a line to divide the logos and then the IAAS World logo. All the elements should be grouped and exported as one PNG file, which will be used as the website logo.

N/B: Local Committees are not eligible to develop any websites for their own.

Guidelines for Independent Committees

Rules:

1. Independent committees can create their own website
2. The website must be affiliated with the IAAS World website
3. The website must be created by following IAAS Brand Guidelines
4. The colors and logos must be used by following the IAAS World Brandbook
5. The website logo must be fused with the IAAS World logo
6. The menu and contents must be limited so that it cannot suppress the IAAS World website

Logo:

There will be the logo of the independent committee then the name of the committee in bold fonts then a line to divide the logos and then the IAAS World logo. All the elements should be grouped and exported as one PNG file, which will be used as the website logo.

Section 7: **Brand Resources**

Brand Assets

Logo



IAAS

IAAS Logo
IAAS with Acronym



Exchange Program

EXPRO Logo
Program Logo (Ceres, Archimedes, Libertas)



Global Projects

Village Concept Project
No More Food Waste
Women in Agriculture



Independent Committee

IAAS Training Committee
IAAS Strategic Committee
Food and Agriculture Youth Committee



Global Events

ICYA
Scientific Event

Watermark



IAAS

For 1x1 Post (Square)
For 4x5 Post (Rectangle)



Exchange Program

For 1x1 Post (Square)
For 4x5 Post (Rectangle)

Fonts



Primary Secondary

Guidelines



New Country Guidelines

Miscellaneous



Photos Assets

Access to photos that are related to
IAAS is in the folder

Section 8: **Acknowledgments**

Acknowledgements

The Creator



S. M. Riaz-us Saleheen

IAAS Brand Book 2024

ver. 9.00