

MASCOT
FOX
AIESEC
RMIT VIETNAM
2014



Fox represents wildness, stylishness
and wisdom.

Now, it is time for the fox to become

AIESEC RMIT's mascot.



THE MAIN
MASCOT

CHANGE IN COLOR
CHARMING 



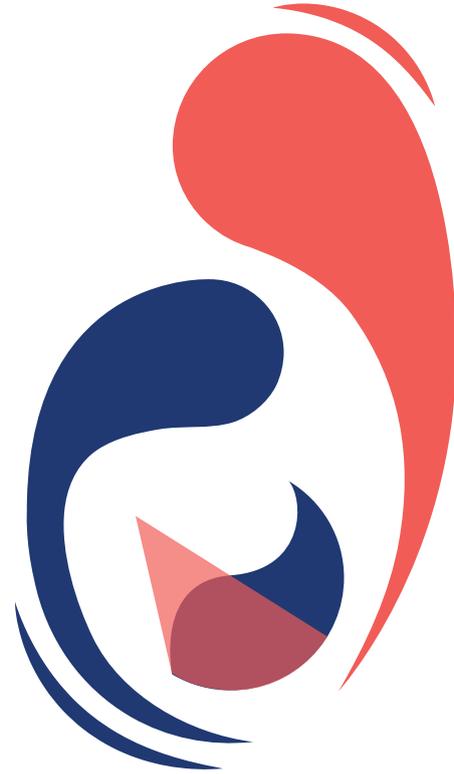
CHANGE IN COLOR
PASSION 

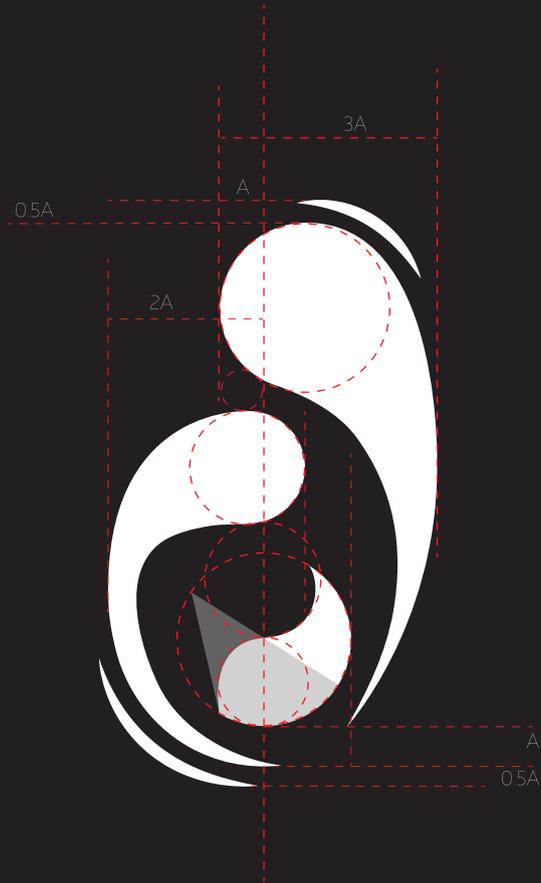


CHANGE IN COLOR
FRIENDLY 



CHANGE IN COLOR
UNIQUE





Ratio

Round circles represents for hands lifting the world, in order to describe a worldwide view.

Each RMIT AIESECer is seen as a wild and charming fox, and is protected inside this big world.

We learn from experiences to make dreams come true.
The outside world is united with us as one.

Let the fox mascot
say it now!

Fox's head

Left side: determine, lead to future, rising star.

Represents for green bud: refreshing, friendly.

Left triangle combines to right swirl & flexible shape:
shape: when confidence meets charm.

It represents for
not only AIESECer's heart
but also the world.





The bigger shape embraces the smaller one:
inheriting from the past and making it better in
the future.

They covers fox's head: The world protects our
desire of development.

The direction is up: keep moving forward.

Giving spaces around Fox's head: Passionate &
freedom.

Curly like "S": Flexible, easy going and sparkle.

Round shape



Waves

It depicts water. The meaning of water is refreshing because water gives life to earth.

Waves spread: AIESEC inspires AIESECer, and AIESECers inspires others. It also represents for stronger community, people gather together.

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Special thank for supporting
LCP AIESEC RMIT - Nguyen Duc Anh
VP MarCom - Nguyen Tran Huong Thao
& all EBs of AIESEC RMIT