



FOR ASIA

BRAND&STRATEGY BOOKLET

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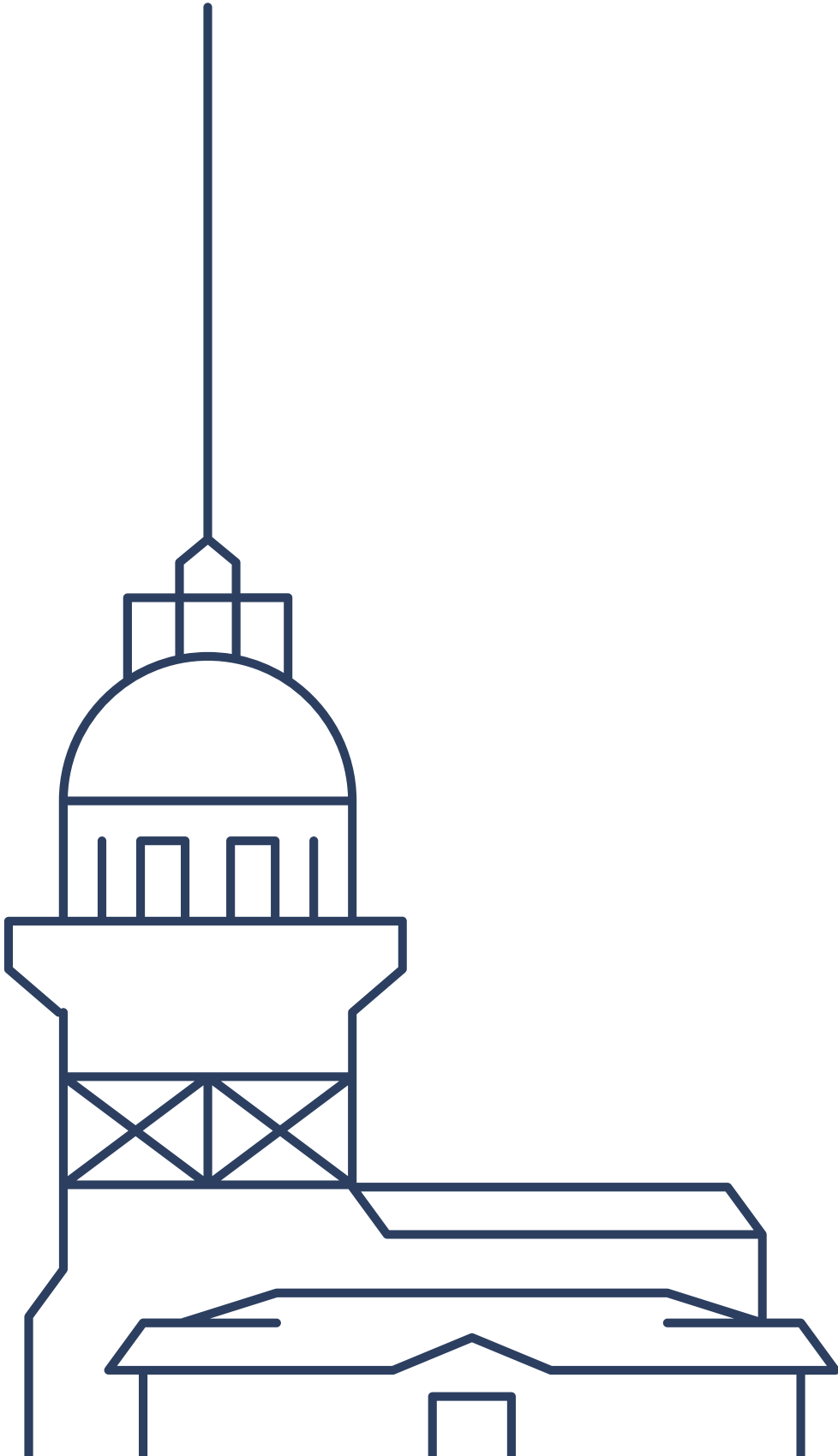
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Introduction



As **LC Istanbul Asia**, through the "**FOR ASIA**" movement, our aim is not only to lead the transformation of a region but also of a generation. This booklet has been prepared to highlight Istanbul Asia's vision, mission, and commitment to a sustainable future. Our goal is to strengthen our region and empower future generations of leaders through steps that create lasting impact, not just short-term success. By focusing on operational excellence while fostering the personal growth of our members, we strive to make a lasting contribution to our community.

"**FOR ASIA**" represents the ambition of LC Istanbul Asia to build a resilient **organizational structure** that drives regional development and empowers the **next generation of leaders**. By prioritizing long-term success over short-term gains, it envisions a future shaped by sustainable progress and meaningful impact.

"FOR ASIA" focuses on creating a comprehensive growth strategy based on four key areas: **member development, brand strength, operational efficiency, and financial sustainability.** This mission seeks to foster individual and organizational excellence, ensuring a lasting contribution to the community and next.

Brand Information

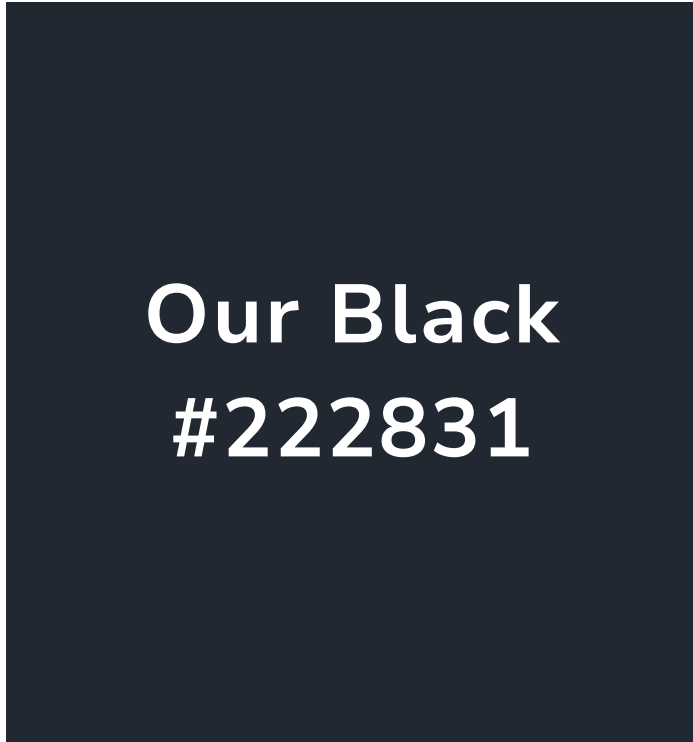
Our Colours

FOR ASIA



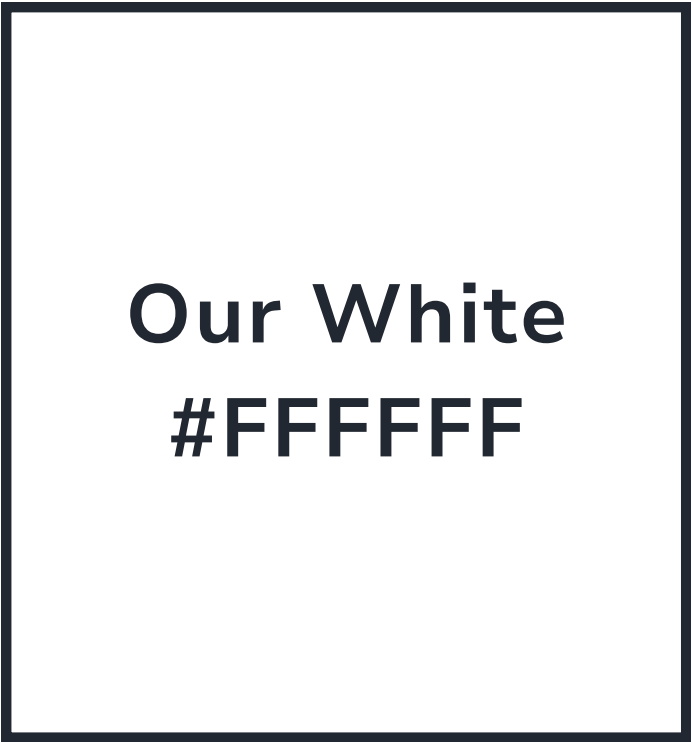
Our Yellow
#DDB822

Symbolizes:
energy,
optimism,
creativity.



Our Black
#222831

Symbolizes:
sophistication,
strength,
timelessness.



Our White
#FFFFFF

Symbolizes:
clarity,
purity,
simplicity.

Brand Information

Our Typography



We use the **Nunito Sans** font to maintain a modern, clean, and approachable aesthetic across all our branding materials.

This font reinforces our focus on clarity and readability, ensuring our message is always communicated effectively.

DON'T



DO



Brand Information

Rules



Logos must be included in all internal visuals and emails.

Only the logos provided in this drive are permitted to use.

Any other versions, colors of the logo are **strictly prohibited**.

Please ensure you adhere to our brand guidelines when using these logos to maintain consistency and uphold brand integrity.

FORASIA BRAND



2030 #FORASIA

Mastersheet

FOR ASIA

This comprehensive work has been developed under the **FOR ASIA** brand, encompassing four key pillars: **Finance, Operations, Membership, and Brand**. The purpose of this work is to provide a roadmap for the upcoming years by identifying key performance indicators (KPIs) that need to be achieved in each pillar on an annual basis. These targets have been carefully outlined to ensure continuous growth and success in all areas of our organization, guiding our efforts towards a sustainable and impactful future.

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Our Ambitions



Finance

We strive for LC Istanbul Asia's financial sustainability through responsible practices, fostering awareness for sustainable growth.



Membership

We aim to show young people the amount of good work they can achieve when we come together.



Brand

We expand LC Istanbul Asia's network with new partnerships, encouraging growth, brand awareness and innovation.



Operation

We aim to realize every exchange on the time and effectively with successful operations management.

Sustainable
FINANCE
Driven by
Awareness



KEEPING UPDATED FINANCIAL AWARENESSES

It focuses on ensuring that teams are informed about the organization's financial status and processes. It tracks the level of awareness regarding financial data and its comprehension. By fostering familiarity with financial terms and figures, it contributes to enhancing financial literacy within the team. This aims to help teams better understand the organization's financial overview.



SUSTAINABLE FINANCE

It focuses on helping teams recognize how equity growth contributes to financial strength and how the duration of cash reserves impacts financial resilience. This highlights the role of sustainable finance in balancing long-term strategies with short-term liquidity needs. Ultimately, financial awareness empowers teams to act more consciously by grasping the significance of sustainable finance.

FINANCE kpis

%FINANCE AWARENESSES

This KPI measures the level of knowledge team members have regarding financial concepts, indicators, and the organization's financial situation and sustainability goals.

%EQUITY GROWTH

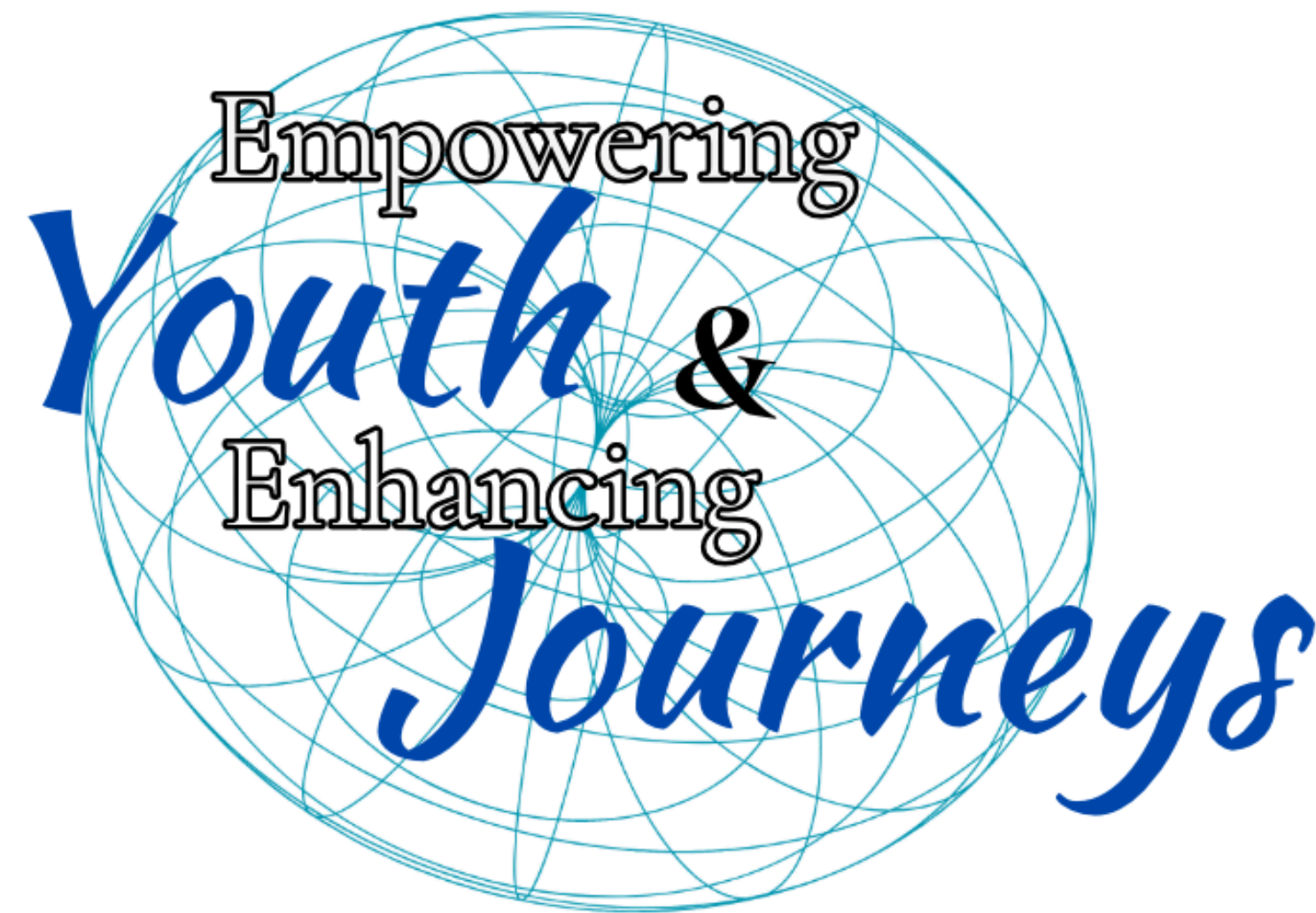
This KPI measures the percentage increase in the organization's equity over a specific period. It reflects the growth in the value of the company's assets after deducting liabilities, indicating overall financial health and the ability to generate value for stakeholders.

%FINANCE STANDARD IMPLEMENTATION

This KPI measures the increase in the implementation of the finance standards to LC so that the Istanbul Asia can sustain its operations using financial standards. It reflects the organization's stability and financial resilience, indicating how long the Istanbul Asia will sustain the operations.

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Membership





MODEL RECRUITMENT

By following a pre-determined schedule with enhanced tools we aim to maintain a high-efficiency recruitment process during which we can better analyse our needs as well as our local supply of HR.



SUSTAINABLE MEMBER CONTRIBUTION

Improving our member contribution rate has a lot to do with the impact we create to the world as well as the experience we provide our members. We aim to raise high-performing members to achieve succes like never seen before.



%LEAD2REA

A percent measure of how many of the applicants we receive are actually realized in our LC. This rate makes it easier for us to see how our applicant pool matches with our needs as LC and take steps accordingly.

%ADVANCED

A measure of how much of our current HR actually takes the step forward in order to take this LC further by volunteering for higher responsibility. This percentage is a good way of analysing the efficiency of our recruitment model as well as our retentions.

%APDPERTEAMMEMBER

A measure determined to analyze our ability to raise high-performing team members. This KPI serves as a means to track how many of the approvals are done by our members instead of team leaders.

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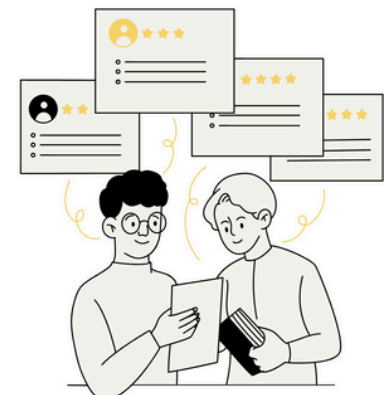
Brand





EXTERNAL RELATIONS

The External Relations direction for Istanbul Asia focuses on building strategic partnerships to enhance our brand, expand our network, and foster mutual growth. By collaborating with organizations, we boost visibility, drive innovation, and position our LC as a key player in the global youth leadership ecosystem.



PUBLIC RELATIONS

The Public Relations direction for Istanbul Asia focuses on managing our public image and increasing brand awareness. By engaging with media, creating compelling content, and showcasing our impact, we aim to build trust, strengthen our reputation, and connect with diverse audiences to promote our mission.



%ROI

ROI measures the financial or strategic return gained from our brand-related activities compared to the resources invested. It helps evaluate the effectiveness of campaigns, partnerships, or events, ensuring that every effort contributes to Istanbul Asia's growth and impact.

#NPS

NPS measures how likely our partners or stakeholders are to recommend collaborating with us. It reflects their satisfaction and the value they perceive, helping us assess the strength of our relationships and identify areas for improvement.

%PARTNERSHIP

This KPI tracks the number and quality of strategic partnerships formed, focusing on their impact on our brand and network expansion. It evaluates collaboration outcomes, such as joint initiatives or resources gained, to ensure mutual growth and long-term value.

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Operation



Together_{we} *Create*

Together_{we} *Grow*



STRONGER OPERATIONS, BRIGHTER FUTURES

They optimize resource use, streamline processes, and ensure consistent goal achievement. By improving workflows and decision-making, strong operations reduce costs, boost productivity, and help our Istanbul Asia adapt to change, driving long-term success and sustainability.



MAKING MEMORIES WHILE MAKING A DIFFERENCE

When processes run smoothly, teams feel a sense of accomplishment, and customers experience better service. These successes create lasting memories, whether it's a project well done or a challenge overcome.



%RE2APD

Re2APD individuals in an exchange organization boosts operational success by improving efficiency, reducing errors, and fostering stronger relationships. It leads to smoother processes, better outcomes, and enhanced overall performance.

%SU2APD

SU2APD percentage is vital for operational success. A higher match rate boosts efficiency, reduces waste, and improves outcomes, leading to better resource utilization and overall performance.

%FIN2CO

High satisfaction indicates effective processes, and successful outcomes, leading to repeat business, positive feedback, and improved overall performance. Satisfied participants contribute to a positive reputation, driving long-term success.

Acknowledgements



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Bilge TOPRAK

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Tanju MUTLU



THANK YOU!

FOR ASIA