

The AIGA logo consists of the letters "AIGA" in a white, serif font, centered within a solid orange square.

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How AIGA is organized

AIGA is a nonprofit professional membership organization founded in 1914, incorporated in the state of New York and headquartered in New York City. It is a volunteer membership organization—the organization exists to enable its members to develop programs and to advocate positions, most of which occur only through the energy and effort of volunteer members.

Mission statement: The mission of AIGA is to advance designing as a professional craft, strategic tool and vital cultural force.

Value statement: AIGA helps designers succeed at every stage of their career.

AIGA now represents more than 20,000 designers of all disciplines through national activities and local programs developed by more than 70 chapters and 100 student groups.

AIGA supports the interests of professionals, educators and students who are engaged in the process of designing. We are committed to stimulating thinking about design, demonstrating the value of design, and empowering success for designers throughout the arc of their careers.

Brand Values

- Leadership
- Design Excellence
- Impact (Economic & Social)
- Equity

Membership: The most important stakeholder in AIGA is the member; we are here to serve you and are accountable to you. All members are members of the national organization of AIGA. In many parts of the country, members have organized into local chapters to encourage local programs that fit your design community.

AIGA is a national professional organization. In joining, a member makes a

**the
professional
association
for
design**



commitment to become part of a national community of professionals
dedicated to the principles of excellence in design.