



OFFICIAL BRAND GUIDELINES

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Institutional foundations

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I. About AMSODE

I.1 Identity and evolution

Action Multisectorielle pour la Solidarité et le Développement (AMSODE) is a national non-profit non-governmental organisation (NGO) that works alongside people and communities experiencing vulnerability, placing human dignity, inclusion and community participation at the heart of its work.

Through its interventions, AMSODE helps provide responses tailored to the needs of populations facing vulnerability, while strengthening their ability to participate fully in their communities' development.

AMSODE adopts a multisectoral approach that seeks to address the different dimensions of vulnerability and strengthen the capacities of individuals and communities. This approach rests on a central conviction: assistance and development can only be sustainable when they take account of local realities, existing resources and communities' ability to shape their own future.

As the organisation and its identity evolve, AMSODE seeks to strengthen the consistency between who it is, what it does and how it presents itself. Its visual identity reflects this ambition: to build a clear, consistent and recognisable institutional image while remaining faithful to the principles underpinning its work.

I.2 Vision

“A world where development is free from inequality and everyone has equitable access to resources and opportunities.”

AMSODE's vision is rooted in a straightforward aspiration: to contribute to a world in which inequality is no longer an obstacle to people's dignity, participation and development.

It places equity at the centre of development and recognises that everyone, whatever their circumstances, must be able to access the resources and opportunities they need to shape their future.

This vision looks beyond an immediate response to vulnerability. It also expresses the ambition to help build more inclusive communities that can make the most of their resources, strengthen their capacities and take part in decisions concerning their own development.

I.3 Mission

“To provide assistance to people and communities facing vulnerability, while upholding human dignity, and to contribute to sustainable and inclusive development.”

AMSODE's mission brings together two complementary dimensions: responding to vulnerability and contributing to development.

Assistance responds to the needs of people and communities experiencing vulnerability. It must be provided with respect for human dignity, without discrimination and with due regard for the circumstances and needs of each context.

At the same time, AMSODE seeks to make its work sustainable. This involves strengthening community capacities, recognising local resources and encouraging participation so that communities can progressively reinforce their autonomy and ability to act.

This link between assistance, inclusion and development is central to AMSODE's institutional positioning.

I.4 AMSODE's values

AMSODE's values are the principles that guide its work and its relationships with communities, staff and partners.

They provide the organisation with a shared framework and help ensure that its interventions remain consistent with its vision and mission.

I.4.1 Inclusion

For AMSODE, inclusion means that everyone should be able to take part in the life and development of their community. It requires recognising the diversity of people's situations, experiences and circumstances, and ensuring that no one is left behind.

Inclusion therefore guides the way AMSODE designs and implements its interventions, with particular attention to people and groups who are most vulnerable or at risk of marginalisation.

I.4.2 Transparency

Transparency is central to the relationship of trust that AMSODE seeks to build with communities, partners and all its stakeholders.

It is reflected in responsible resource management, clear communication about activities and a commitment to being accountable for results, decisions and responsibilities.

I.4.3 Collaborative action

No single actor can overcome the challenges faced by communities alone. AMSODE regards collaboration as an essential way to increase the reach and relevance of its interventions. Collaborative action is founded on dialogue, complementary expertise and partnerships built around shared objectives.

It reflects AMSODE's commitment to working with communities, civil society organisations, humanitarian actors, institutions and other stakeholders who promote human dignity and sustainable development.

I.4.4 Empowerment

For AMSODE, supporting a community does not mean acting on its behalf. It means strengthening its capacities, recognising its resources and local knowledge, and creating the conditions for its active participation.

This approach seeks to progressively strengthen people's and communities' capacity to identify their priorities, mobilise their resources and participate in decisions that shape their future.

I.5 Institutional positioning

AMSODE positions itself as an organisation working alongside people and communities experiencing vulnerability, at the intersection of responding to needs, supporting communities and contributing to sustainable development.

Its approach aims to bring interventions closer to people's lived realities. Knowledge of local contexts, dialogue with communities and the mobilisation of relevant actors are essential to this approach.

AMSODE therefore works through proximity, complementarity and responsibility, seeking responses tailored to local circumstances and the needs of populations.

Its multisectoral identity reflects its commitment to considering vulnerability as a whole and providing responses that take account of its different dimensions. These brand guidelines provide a shared framework. They ensure that every item produced by AMSODE—whether a report, digital publication, awareness-raising material, institutional document or field tool—contributes to one coherent identity.

I.6 How we describe AMSODE

AMSODE is a humanitarian and development organisation that works alongside people and communities experiencing vulnerability, in contexts marked by crises, displacement, inequality and difficulties in accessing essential services.

Through its interventions, AMSODE helps respond to people's needs while strengthening their capacities and their participation in the development of their communities.

I.6.1 Who we are

AMSODE, Action Multisectorielle pour la Solidarité et le Développement, is an organisation that places human dignity, inclusion and equity at the heart of its work.

Its approach is based on close engagement with communities, partnerships with different actors and the search for responses tailored to local realities and the circumstances of the people it supports.

I.6.2 Who we work with

AMSODE works with people and communities facing different forms of vulnerability, including:

Internally displaced persons (IDPs); refugees and the communities hosting them; vulnerable individuals and households; women and girls; children and adolescents; people exposed to protection risks; communities affected by crises and shocks; host communities and other populations reached by its interventions.

In its communications, AMSODE takes care to refer to people respectfully and never to reduce their identity to their experience of vulnerability.

I.6.3 Our areas of intervention

AMSODE works across complementary sectors to provide responses tailored to the needs of individuals and communities.

Its interventions include:

Health and sexual and reproductive health; protection; education; food security and livelihoods; water, sanitation and hygiene; humanitarian assistance and cash transfers; social cohesion and community resilience; communication, awareness-raising and community engagement.

I.6.4 How we communicate our work

When communicating about AMSODE, we aim to show the needs we address, the actions we undertake and the changes to which we contribute.

Our communications should therefore follow a straightforward sequence:

NEEDS → ACTION → RESULTS → CHANGE

They should make it easy to understand:

Who are we?; Who do we work with?; What do we do?; Why does it matter?

We avoid presenting people solely through their difficulties or vulnerability. We also recognise their capacities, participation, initiatives and contributions to the changes that affect them.

I.7 Our tone of voice

AMSODE's tone of voice reflects its identity as a humanitarian and development organisation and helps build trust with communities, partners, authorities, the media and other stakeholders.

Across all its communications, AMSODE uses a measured, factual, humane and accessible tone. Language must convey information accurately, reflect realities on the ground and uphold the dignity and participation of the people concerned.

I.7.1 Editorial principles

Clear and accessible: Use simple, precise and comprehensible language. Avoid complex phrasing, unexplained acronyms and institutional jargon when unnecessary.

Factual and rigorous: Present verified information and clearly distinguish facts, data, testimonies and analysis. Published figures and results must be supported by evidence.

Dignified and respectful: People and communities must not be reduced to their experience of vulnerability. Content must protect their dignity, privacy and integrity.

Neutral and responsible: Avoid sensationalist, dramatic language or wording likely to reinforce prejudice. Describe humanitarian situations accurately, without exaggeration.

Inclusive and non-discriminatory: Use language that recognises people's and communities' diversity and does not perpetuate stereotypes related to gender, age, disability, origin or any other characteristic.

People- and solution-focused: Highlight needs, responses, results and observed changes, while making space for the voices and participation of the people concerned.

Consistent and professional: Maintain the same editorial standards across all AMSODE materials: institutional documents, reports, press releases, social media, audiovisual content, testimonies and advocacy materials.

I.7.2 What to avoid

In particular, AMSODE avoids:

Sensationalist or alarmist language; unsubstantiated generalisations; terms that may stigmatise or dehumanise people; portraying people solely through vulnerability; paternalistic language that presents communities as passive; claims or figures that cannot be verified; excessively promotional or self-congratulatory wording.

I.8 Preferred language

The terminology used in AMSODE communications must reflect a rights-based approach grounded in human dignity, inclusion and participation.

I.8.1 Recommended vocabulary

Recommended vocabulary

Preferred	Avoid or use with care
People experiencing vulnerability	The vulnerable
Internally displaced persons (IDPs)	The displaced
People affected by a crisis	Victims, unless the term is specifically justified
People supported	Aid recipients, when used to define people solely by their status
Persons with disabilities	The disabled
Girls and boys / children	Little kids, youngsters
Affected communities	Victim populations
Support / accompany	Take charge of
Support	Save
Strengthen capacities	Train beneficiaries, when the objective is broader than training
Facilitate access to services	Give services
Community participation	Make communities participate
Response / assistance / support	Aid, when the term is too general
Results / observed changes	Spectacular impacts
People and communities	Our beneficiaries, when the term reduces people to their status