



OFFICIAL BRAND GUIDELINES

02 | Visual identity: foundations

Concept and principles of representation

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II. Visual identity at AMSODE

AMSODE's visual identity translates into graphic language what the organisation is, what it stands for and how it intends to work alongside people and communities.

It is more than a logo, a colour palette or a set of typographic choices. It is a coherent system that enables AMSODE to express the same identity across its different areas of operation, programmes, partnerships and communication materials.

This identity is rooted in the organisation's vision, mission and values. It must therefore be human-centred, inclusive, accessible and consistent, while remaining open to the diversity of the contexts in which AMSODE works.

II.1 Foundations of the visual identity

AMSODE's visual identity is founded on a fundamental conviction: every person deserves to be treated with dignity and to have equitable access to resources and opportunities.

This conviction is directly aligned with the organisation's vision: to contribute to a world where development is free from inequality.

It also expresses AMSODE's mission: to provide assistance to people and communities experiencing vulnerability, while upholding human dignity and contributing to sustainable and inclusive development.

AMSODE's visual identity must reflect this approach in the way the organisation presents itself and communicates.

II.2 The concept and symbolism of the logo

The logo is AMSODE's principal visual identifier. Its design brings together two essential elements: the globe and the dots.

Together, these elements give the logo both a universal and a human dimension. They visually express AMSODE's commitment to people and communities experiencing vulnerability, while recognising the diversity of human circumstances.

II.2.1 The globe

The globe symbolises AMSODE's commitment to providing assistance and protection to the most vulnerable people and communities, wherever they may be in the world.

It conveys openness, solidarity and the universal reach of the principles that guide the organisation's work.

Beyond its geographical representation, the globe is a reminder that human dignity knows no borders and that solidarity can be expressed wherever people and communities face vulnerability.

It thus expresses AMSODE's ambition to contribute, within the scope of its work, to a more equitable and inclusive world.

II.2.2 The dots

The dots that make up the symbol represent the diversity of people and communities.