



OFFICIAL BRAND GUIDELINES

03 | Logo

Compositions, clear space and use

The visual identifier of AMSODE.

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03 | Logo

The AMSODE logo is the principal visual identifier of Action Multisectorielle pour la Solidarité et le Développement. This chapter brings together the official logo files and sets out the basic rules for preserving legibility, proportions and consistency across all applications.

Choosing the right composition

The files shown below come exclusively from AMSODE's official logo set. The full vertical version is the primary reference.

PRIMARY REFERENCE	WIDE FORMAT
Full vertical logo  Preferred for covers, institutional documents, reports, posters and applications where the full brand signature can be displayed.	Full horizontal logo  Suitable for horizontal bands, banners, footers, headers, online media and layouts with limited vertical space.

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Approved variants

COMPACT FORMAT

Simplified vertical logo



For smaller spaces, badges, digital visuals and applications where the complete brand signature would be difficult to read.

VERY SMALL FORMAT

Standalone symbol



Reserved for contexts where AMSODE is already identifiable: favicons, profile pictures, digital icons and secondary graphic elements.

DARK BACKGROUND

White version



Use only when the background does not allow the colour or black version to retain sufficient contrast.

MONOCHROME

Black version



For monochrome reproduction, technical documents or printing constraints that do not allow the institutional colours.

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