

Colours and Typography

The AMSODE blue and green are the organisation's signature colours. Used with legible typography, they bring consistency to communications while allowing people and the message to remain the focus.

4.1 · Official colour palette

The following are the colours of the official AMSODE logo. The supporting colours used for text and page layouts do not add new colours to the logo.

Colour	Reference	Intended use
AMSODE Blue — primary	#0099CC · RGB 0, 153, 204	Identity markers, solid areas, digital visuals, large headings and brand elements.
AMSODE Green — complementary	#99CC33 · RGB 153, 204, 51	Discreet accents, rules, highlights, selected markers and complementary identification.

Logo integrity: never recolour the official logo using these values. Always use the supplied official logo files, with the full vertical logo as the primary reference.

4.2 · Supporting colours and readability

Neutral colours organise text, pages and dividers. Darker blue is used when smaller text requires stronger contrast.

Function	Reference	Intended use
Main text	#15323D	Body text and interfaces.
Reading blue	#005B7C	Links and small text requiring contrast.
Secondary background	#F4F8FA	Page composition and discreet content separation.
White	#FFFFFF	Clear space and contrast.

Blue identifies AMSODE; green highlights selected information. White space ensures that photographs and written content remain the priority. Limit large blocks of colour to a useful area; do not make green the default colour for running text. Maintain the same visual hierarchy across reports, presentations, field materials and digital communications.

4.3 · Typographic references

The families below are taken from the AMSODE reference materials. Their use depends on the medium and on the availability of licensed fonts.

- **Proxima Nova:** historical graphic reference for headings and visual messages. When unavailable, use an appropriate system substitute; do not distribute font files.
- **Lato:** a secondary family suitable for captions, short text blocks and interfaces where its use is authorised.
- **Arial and Calibri:** practical substitutes for correspondence, Word templates, tables and internal tools. The approved templates determine the precise application.
- **Times New Roman:** the reading typeface used for the editorial presentation of the Brand Book. It does not replace the lettering of official logos or the typefaces of previously approved materials.

4.4 · Hierarchy from headings to captions

Use a clear hierarchy between the main title, secondary title, body text, captions and sources. Avoid excessively small type. Final sizes depend on the medium, viewing distance and available space. Use adequate line spacing and contrast; graphic consistency must never compromise readability.

Application: the same colour and typographic principles extend to the graphic system described in Chapter 05.