

Graphic System

The AMSODE graphic system brings together restrained forms, consistent pictograms, respectful photography and a clear visual hierarchy. Its purpose is to make every medium recognisable without letting decoration compete with the content.

5.1 · Six principles, one system

Graphic elements support the information. The same principles apply to institutional reports, digital content and field communications.

1. **Simplicity — one main message.** Every material must have an immediately identifiable message; supporting information comes second.
2. **Restraint — fewer effects, more space.** Limit decorative elements, competing colours and unnecessary textures.
3. **Hierarchy — guide the reader's eye.** Clearly distinguish the title, key data, supporting text and source.
4. **Consistency — reuse the same visual conventions.** Maintain consistent alignment, margins, pictograms and photographic treatment.
5. **Readability — preserve contrast.** A visual should be understandable on mobile devices, on screen and in print.
6. **Adaptability — compose for each format.** Retain the AMSODE identity while adapting the grid to the medium.

5.2 · The ten AMSODE pictograms

The AMSODE vector pictograms share a common grid, stroke weight and proportions. Use one pictogram family throughout a given material; do not combine it with unrelated icon styles. The approved individual SVG files belong to the design resource library.

No.	Pictogram	No.	Pictogram
01	Education	06	Livelihoods
02	Health	07	Gender and equity
03	Protection	08	Inclusion
04	Water and hygiene	09	Communities
05	Food security	10	Location

Usage: preserve stroke weight, proportions and clear space. Pictograms supplement information; they do not replace an accurate caption or source.

5.3 · Before and after: give information room to breathe

The same editorial content becomes easier to read when arranged on a clear grid, with regular margins, a well-defined heading and a single accent colour.

Before — no consistent system: information on community awareness activities, participant mobilisation and discussions about the priority needs of the communities concerned appears together with dates, locations, partners, contacts and other details, without an established hierarchy.

After — AMSODE identity: a clear activity heading is followed by a short contextual message, such as: “Community discussions to identify needs, recognise local initiatives and strengthen participation.” Date, location and verified practical information are placed separately.

5.4 · Show results without distorting them

Use one prominent measure followed by relevant supporting dimensions. Every figure must be linked to an actual source, a defined period and an explicit unit. Charts should use a shared axis, a limited colour palette and readable labels.

The key-figure and sample distribution compositions are layout examples only. **Illustrative values must never be presented as actual AMSODE results.** Replace them with checked project data before publication.

5.5 · One visual language across different materials

- **Institutional report:** discreet header, title, reporting period, generous space and a consistent editorial grid.
- **Communication visual:** a concise message on an authorised photograph, designed for immediate understanding.
- **Event material:** the official logo, a structured grid, carefully chosen colour areas and clearly prioritised information.

The detailed templates and their approved files are available in the AMSODE resource library. The rules for photography and representation are set out in Chapter 06.