

Co-branding and Donors

Co-branding allows AMSODE, partner organisations and donors to appear on a shared communication material without distorting their identities or confusing their roles. The composition must make each role understandable instead of turning the material into a collection of logos.

11.1 · Identify the role of each organisation

The appropriate layout follows the role defined by the actual agreement. Do not infer an operational or funding relationship solely from the presence of a logo.

- **AMSODE as lead organisation:** AMSODE's official identity may be visually emphasised where the agreement permits it.
- **Joint project:** the organisations receive visually comparable areas, according to the agreed rules.
- **Consortium:** partner logos are organised on an approved grid with an explicit hierarchy reflecting their roles.
- **Donor:** logo use, display order, funding acknowledgement and any clauses follow the applicable documents.

11.2 · Preserve logo integrity and legibility

Use only unmodified official logo files on backgrounds that provide sufficient contrast. Set clear space, baseline and apparent size according to each logo's proportions, never by stretching or distorting it.

- Maintain free space around each mark; do not place text or a rule too close to the symbol.
- Use a shared grid and consistent spacing. Logos of markedly different shapes may require different technical dimensions to achieve comparable visual weight.
- Place partner marks in a dedicated strip on a cover, in a header or in a footer, as appropriate to the medium.
- Use only the approved colour, black or white variants. Never apply arbitrary recolouring.

Recommended: distinct areas, sufficient margins and intact proportions. **Avoid:** distortion, inadequate contrast or a display order that contradicts the relevant agreement.

11.3 · AMSODE as lead organisation

Where AMSODE is the formally designated lead and the agreement authorises visual priority, the official logo may appear in the principal identity area. The partner is identified in a separate space with wording that reflects its actual role.

Reference model: A4 layout — AMSODE as lead organisation.

11.4 · Joint projects: balanced visibility

For a genuinely jointly managed initiative, allocate comparable visual space and use a consistent alignment system. A fine divider or sufficient white space may separate the marks without implying a hierarchy that has not been agreed.

Reference model: A4 layout — joint project.

11.5 · Consortium: one grid for multiple organisations

Where several organisations are involved, group their logos in a coherent zone. The lead organisation, implementing partners and financial supporters are not interchangeable; identify their roles explicitly.

Reference model: A4 layout — multiple organisations / consortium.

11.6 · Funding and mandatory acknowledgements

Before producing donor-funded material, check the funding agreement, the current donor visibility guidelines and all required approvals. Displaying a logo may not be sufficient: funding statements, editorial responsibility and disclaimers may be prescribed.

1. Obtain the donor's official logo and respect its required clear space.
2. Reproduce the exact approved funding statement; do not substitute generic wording.
3. Include a disclaimer only if required, and use the approved formulation.
4. Retain the applicable guideline reference and evidence of the authorised approval.

Reference model: A4 layout — donor-supported material.

11.7 · Event banner with partners

For co-organised or funded activities, the event message remains the visual focal point. A clearly defined area groups partner and donor logos in accordance with the visibility commitments. AMSODE banner sizes remain **2 × 1 m** and **3 × 1 m** only.

Reference model: 3 × 1 m banner — partner and donor layout.

11.8 · Check compliance before publication

The **General Directorate**, together with the project staff authorised to do so, confirms compliance before a material is printed or released. Production records retain the official files, approved wording and the version used.

- Confirm the exact roles: lead, joint leads, implementing partners and donors.
- Check the signed agreements and applicable visibility guidelines.
- Import official logos and preserve their approved variants and proportions.
- Review legibility, margins, alignment, colours and the intended final medium.
- Approve acknowledgements, credits, funding clauses and dates before release.
- Archive source files and evidence of approval, then export the final version.

11.9 · Approved joint-communication models

Approved model	Intended use	Reference format
AMSODE as lead	AMSODE's official logo is prioritised only where its agreed institutional role permits.	PDF
Joint project	Balanced visibility under the relevant partnership agreement.	PDF
Consortium	A common grid for organisations whose roles have been confirmed.	PDF
Donor-supported material	Funding statements and logos follow the contractual obligations.	PDF
Banner with partners	Event composition with the approved third-party identities.	PDF

The templates are approved layout references, not confirmation that a particular partner or donor is involved in a particular project. Use the officially approved logo files and activity-specific wording in every final material.