

Corporate Brand Design 2018

White paper



**INTERNATIONAL
AID SERVICES**

Introduction

The work of IAS International Aid Services covers a wide range of activities, from development projects to relief work. We work with human rights, peace and reconciliation, advocacy, education, capacity building, agriculture, refugees, water and sanitation.

We are a faith-based organisation with a vision of ‘a godly transformed society’; our work is based on Christian values and a belief that humans have physical, mental and spiritual needs.

We work mainly in East Africa, the Greater Horn of Africa and the Sahel region, but as a result of our involvement in church partnerships we also operate projects in other parts of the world and thus are currently engaged in work in Nepal, Greece and Albania.

Because IAS works in many different areas, we deal with many different stakeholders. This poses challenges in terms of communication and public documentation.

To accommodate these differences and promote organisational growth, we have chosen to fragment the brand into four sub-brands: IAS Transform, IAS Serve, IAS Engage and IAS Equip. They are separate communicative brands with different names and colour codes, but still attached to the IAS motherbrand.

The division will strengthen communication, make the work of IAS more transparent, highlight the sectors in which we have projects and clarify how individuals and organisations can engage with our work. It will also make our documentation even more stakeholder-appropriate.

Through IAS Transform we work with development and relief; through IAS Serve we focus on integral mission and support to Christian minorities and refugees; through IAS Engage we centre around fundraising and donations and mobilise stakeholders; with IAS Equip we work with a leadership academy for continuing learning and growth.

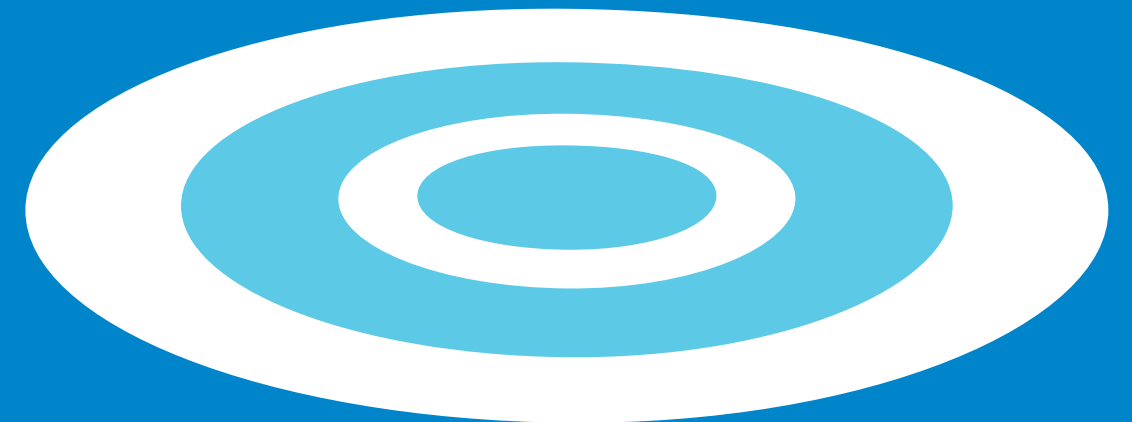
In addition, we have modernised our logo by simplifying its appearance and drawn up new media strategies to expand our public communication platforms. We are currently working on a new website that will be launched during the spring.

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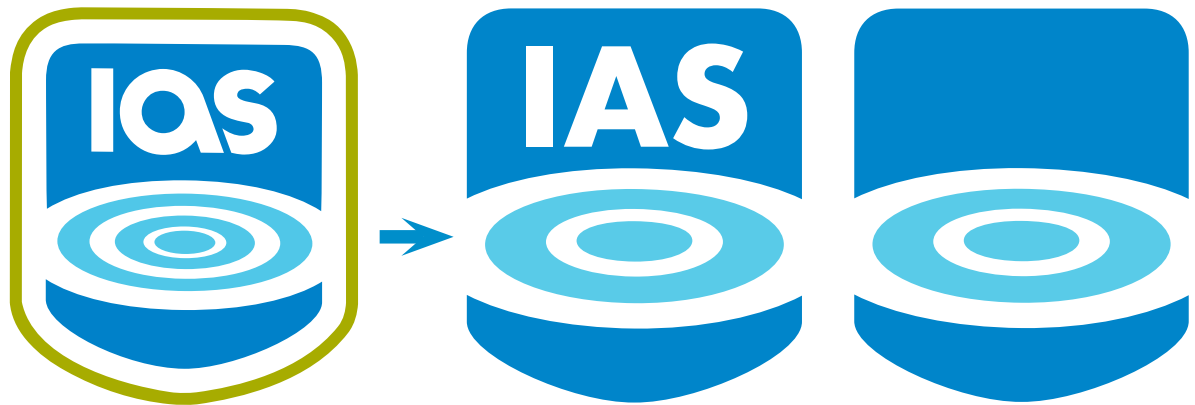
Motivated by Christian values, our vision is to see
a godly transformed society

Staying true to our calling and mandate we are
creating a positive reaction



Logo evolution

Facelifted shield and gravatar



2004
logo shield/gravatar

2018
logo shield

2018
gravatar



**INTERNATIONAL
AID SERVICES**

“Mother logo”



**INTERNATIONAL
AID SERVICES**



Mother logo
Country
editions



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Introducing the denomination logos



TRANSFORM

WASH/IWRM: Water, sanitation and hygiene. Ensuring the optimal use of water supplies and sanitation facilities; promoting good personal and environmental hygiene

RAPID RELIEF: In emergencies humanitarian aid is given immediately to save lives, alleviate suffering and maintain human dignity. Relief may involve the provision of food, water, non-food items and/or food for work.

NEXUS: Supporting the transition from emergency to recovery and development; establishing resilient local civil society structures; developing skills and methods for government institutions to engage in inclusive planning processes based on the principles of participation, non-discrimination, inclusion and transparency.

IE/SNE: Promoting peaceful and inclusive societies for sustainable development, providing access to justice for all and building effective, accountable and inclusive institutions at all levels.



#leavingnoonebehind
#sdg
#diggingdeeper
#ias
#governance
#partnership
#inclusion

Denomination
logo



TRANSFORM

Denomination
logo with
country name



**TRANSFORM
Sweden**



Gravatar for
social media etc.



#leavingnoonebehind

dignity and equality



ENGAGE

Engaging stakeholders

- Institutional
- Network and ambassadors; homelands and on location
- GENERATION X-Y, generational change/succession

Engaging donors

- Fundraising, donors, crowdfunding
- Business, private, teams, events
- Lottery etc.

School projects

After-school travel programmes, visiting field churches and programmes



#fundingsdgs
#globalgoals
#fundraise
#ngofundraising
#crowdfunder

Denomination
logo

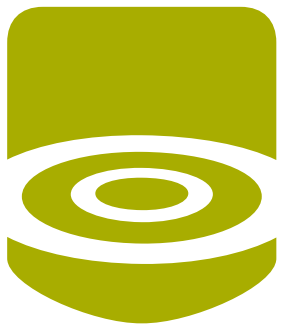


ENGAGE

Denomination
logo with
country name



**ENGAGE
Sweden**



**Gravatar for
social media etc.**



#investinpeople

motivated support



Church-to-church engagement: Enhancing the role of the church as
a change agent in societal transformation
Integral Mission
Supporting Christian minorities
Acts of mercy to all underprivileged, hurt or broken people
Always acting with respect for the local context, culture, norms
and values



#iasserveafrica

Denomination
logo

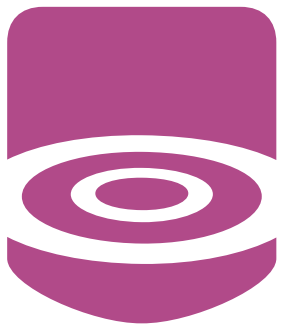


SERVE

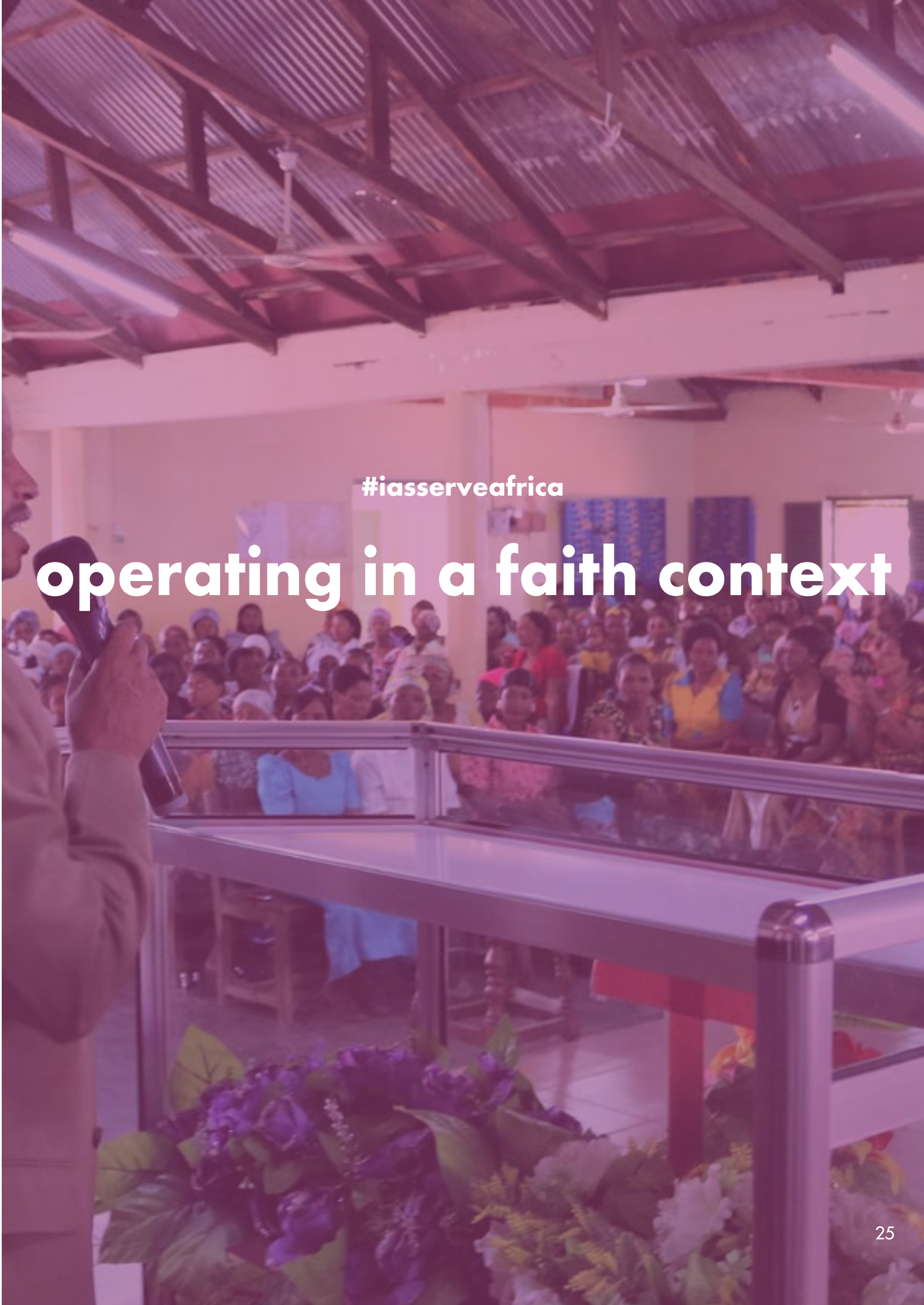
Denomination
logo with
country name



**SERVE
Sweden**



**Gravatar for
social media etc.**



#iasserveafrica

operating in a faith context



EQUIP

Academy

- Learning throughout the organisations
- Intercultural intelligence (ICI)
- Internal HR function
- External actors in the humanitarian and development sphere



#iaseducates
#investinginpeople

Denomination
logo



EQUIP

Denomination
logo with
country name



**EQUIP
Sweden**



Gravatar for
social media etc.

#iaseducates

relational leadership

Spurred on by need, injustice and the fact that no one else is responding to
the needs of the population

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#leavingnoonebehind

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