ACTION EDUCATION

Graphic charter

March 2022

ACTION EDUCATION

Founded in 1981, Aide et Action is an association for development through education, which for the past 40 years has provided access to quality education for the most vulnerable and marginalized populations, in particular children, girls, and women, so that all can take control of their own development and contribute to a more peaceful and sustainable world.

Because access to quality education makes it possible to fight poverty and disease, limit climate change and build peace in a sustainable world, we promote life-long learning. Therefore, we pay special attention to early childhood education and protection, access to and quality of education at both primary and secondary levels, as well as professional training and social integration.

In 2022, Aide et Action changes its name and becomes, for greater clarity, Action Education and has a new logo. In this document, you will discover the basic rules for using our new identity. Its respect will help build the brand's work field in a coherent way.

Changing the world through education.

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ACTION
EDUCATION
logotype

CENTRED VERSION

ACTION
EDUCATION

HORIZONTAL VERSION

ACTION
EDUCATION

The Action Education logo is made up of 2 inseparable elements: the acronym and the typo-setting.
It exists in 2 versions: **a centred version to be preferred**, and a horizontal version
(examples: website, email address, partnership, etc.).

PROTECTION ZONE

A protection zone is defined around the Action Education logo. Below this zone, it is not allowed to have graphics, typography or images that are too contrasted, which may affect readability.

MINIMUM SIZE

	WHITE OR LIGHT BACKGROUND		AE ORANGE OR BLACK BACKGROUND	
IN COLOUR	ACTION EDUCATION	ACTION EDUCATION	ACTION EDUCATION	ACTION EDUCATION
MONOCHROMATIC In the case of use of logo in 1 colour (Pantone, RAL version) give preference to AE orange.	ACTION EDUCATION	ACTION EDUCATION	ACTION EDUCATION	ACTION EDUCATION
IN BLACK	ACTION EDUCATION	ACTION EDUCATION	ACTION EDUCATION	ACTION EDUCATION

The choice of the logo is made according to the background colour of the visual on which it is placed.
It is important to respect its protection zone.

DOMINANT COLOUR

Orange AE

M80 - J100
R232 - V78 - B15
#e84e0f
Pantone 1665C

The AE orange background colour is dominant.
It should be used for all AE communication.
It can also be used as a gradient for patterns, tables...

M64 - J80 R237 - V113 - B63 #ED713F	M40 - J50 R244 - V166 - B135 #F4A687	M16 - J20 R250 - V220 - B207 #FADCCF	M4 - J5 R254 - V246 - B243 #FEF6F3

ACCOMPANYING COLOUR

Bleu AE

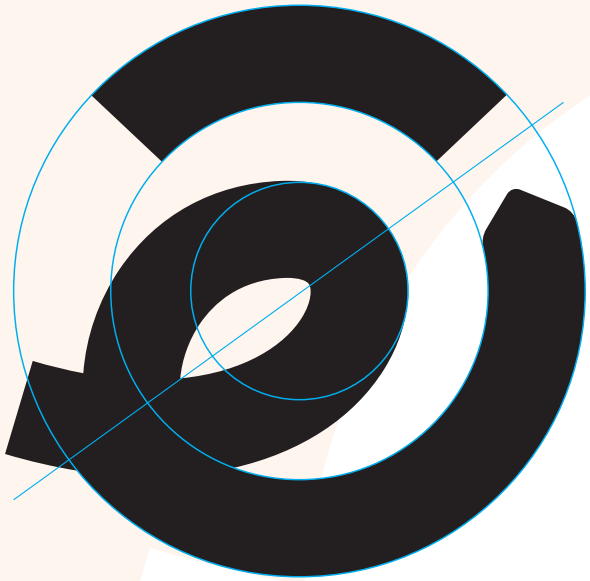
C100 - M95 - N20
R39 - V39 - B116
#272774
Pantone 2747C

The AE blue background is an accompanying colour.
It can also be used as a gradient
for patterns, tables...

C80 - M76 - N16 R82 - V82 - B144 #525290	C50 - M47 - N10 R147 - V147 - B186 #9393BA	C10 - M9 R233 - V233 - B241 #E9E9F1

Black at 100%	**Black** at 50%	**Black** at 10%

ITS BUILD-UP



Inspired by a child writing on the blackboard, our planet, and the “E” of Education, the acronym illustrates the importance of education around the world and of our work. By its iconic form, it will be deployed in all NGO's communication: publishing, communication, the internet, social networks...

IAPP

SOCIAL NETWORKS

ON BACKGROUND

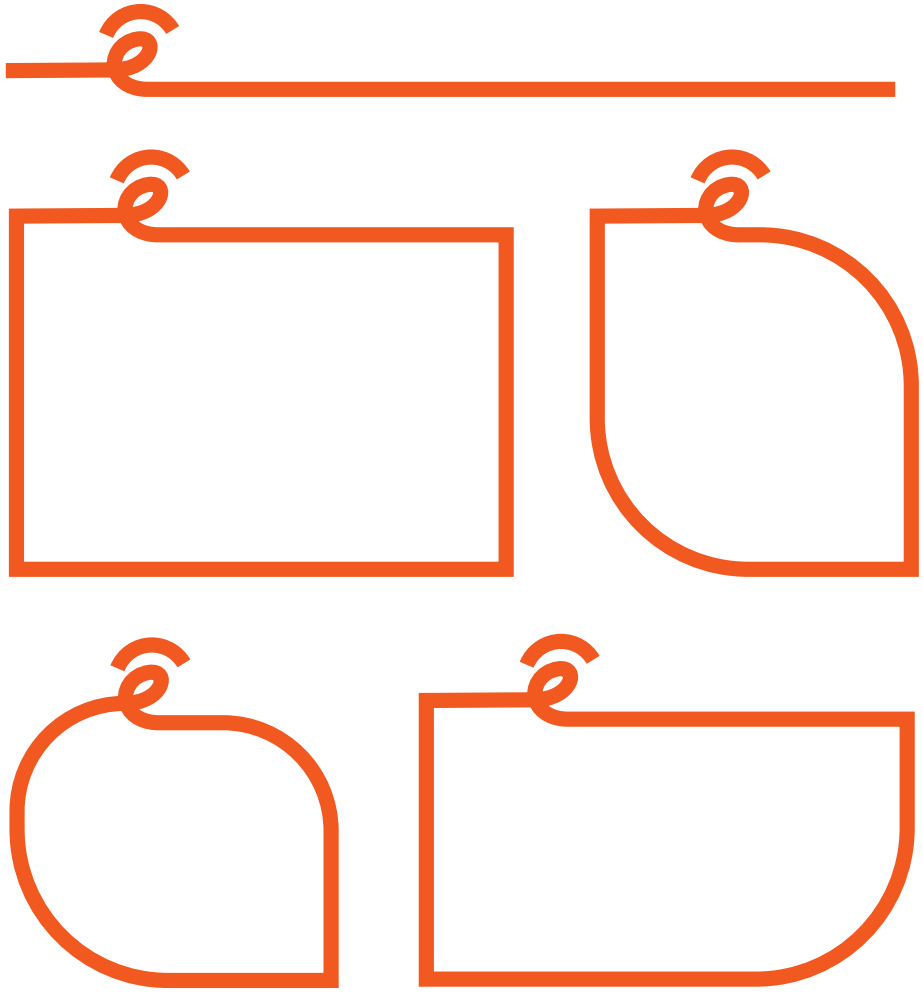
IN ANIMATION

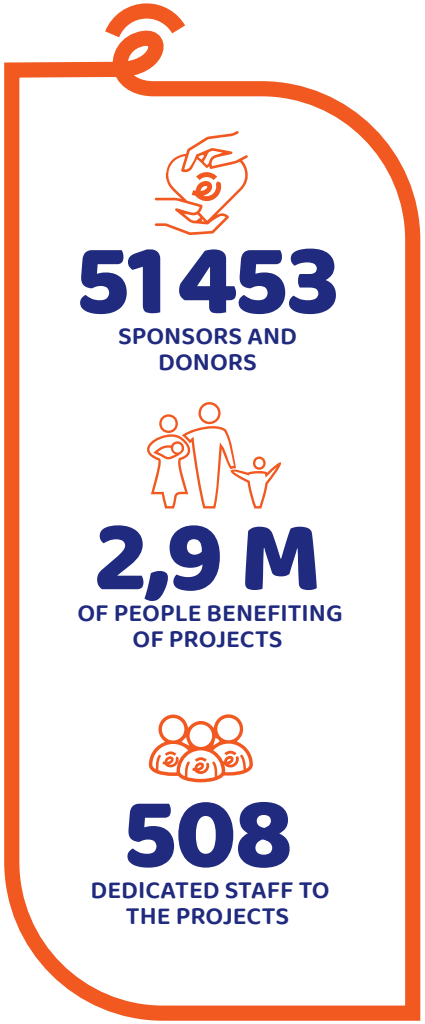
PATTERN

CASE 1

CASE 2

A version of the acronym, without the "eye of the e" is to be used for all communication which includes a visual or text (example: for a cover in publications).





The “e” line is to be used to boost layouts:
tables, highlights, dividing line.

To give / donors

Offices

Beneficiaries

Volunteering / Volunteers

Email

Events

Governance

Missions / Goal

To sponsor / Sponsorship

Partners

Pinpoint / Location

Publications

To relay / Share

Teams

To give / donors

Offices

Beneficiaries

Volunteering / Volunteers

Email

Events

Governance

Missions / goal

To sponsor / Sponsorship

Partners

Pinpoint / Location

Publications

To relay / Share

Teams

TYPE-SETTING ORIGINATED ABROAD

Baloo 2 type-setting is mainly used for the title, tables, highlights, quotes... It is available on Google Font.

Baloo 2

Designed by EK type

ABCabc0123
REGULAR

ABCabc0123
MEDIUM

ABCabc0123
SEMI BOLD

ABCabc0123
BOLD

ABCabc0123
EXTRA BOLD

The Baloo 2 project, composed of nine character families from different Indian languages (Devanagari - Gujarati – Oriya Malayalam - Bengali - Gurumukhi - Kannada - Telugu - Tamil), It is also available in Latin characters.

Montserrat type-setting is used for texts, captions... It is available on Google Font.

ABCDabcd01234
HAIRLINE

ABCDabcd01234
THIN

ABCDabcd01234
EXTRA LIGHT

ABCDabcd01234
LIGHT

ABCDabcd01234
REGULAR

Montserrat

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly.

ABCDabcd01234
MEDIUM

ABCDabcd01234
SEMI BOLD

ABCDabcd01234
BOLD

ABCDabcd01234
EXTRA BOLD

ABCDabcd01234
BLACK

The Montserrat project is conducted by Julieta Ulanovsky who lives and works in Montserrat, the oldest district of Buenos Aires.

In case that it is not possible to use the Baloo 2 and Montserrat in certain office documents (Word, PPT), it is allowed to replace them by Arial.

While respecting people's dignity
and without invoking misery, photographs
present moments of life
and emphasize the importance of education.

Key words
Education - Smile - Complicity - Action - Freedom
Transmission - Combat - Change
On the spot - True - Colourful - Foreground / background

L'éducation change le monde

Tout commence par l'éducation

Lutter pour l'éducation

Changing the world through education

It all starts with education

Fighting for education

Slogans reinforce the messages of Action Education. They should not be used as a signature under the logotype. They can be placed in different places in the communication. The typography used is Baloo 2.

COLOUR VERSION

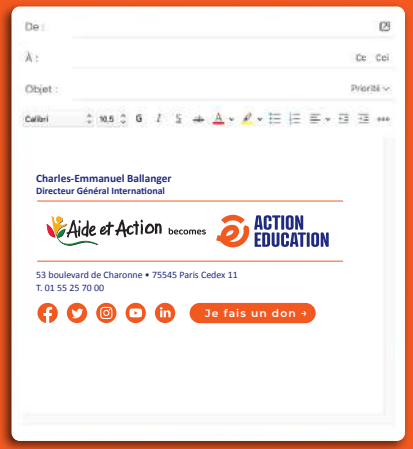
VERSION IN AE ORANGE

VERSION IN BLACK

MINIMUM SIZE

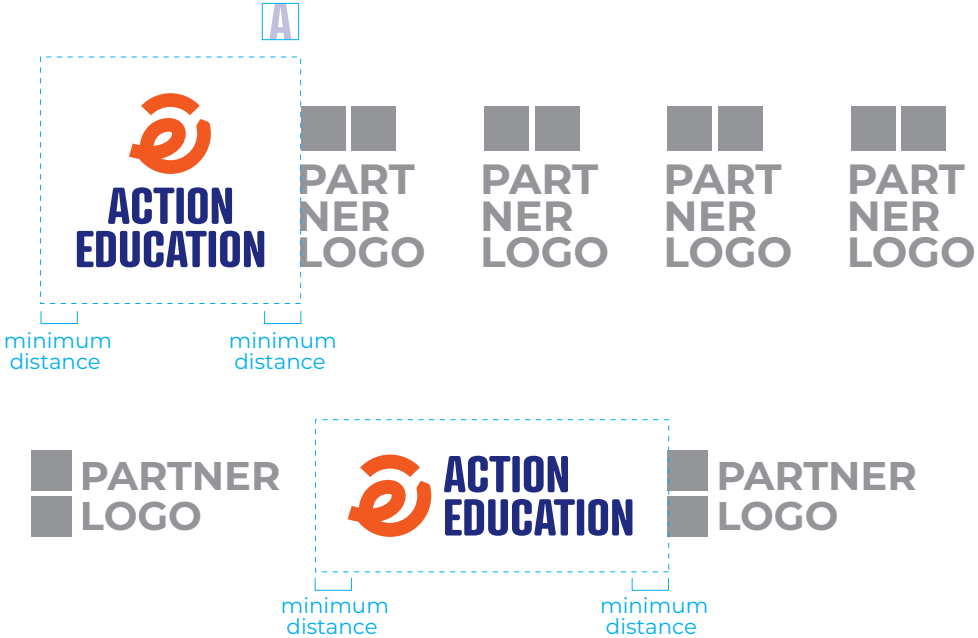
In order to support the change of name and logo of the NGO, a title block “Aide et Action becomes Action Education” has been created. It exists in both a vertical and a horizontal version.
All the elements of this block are invariable (including background).

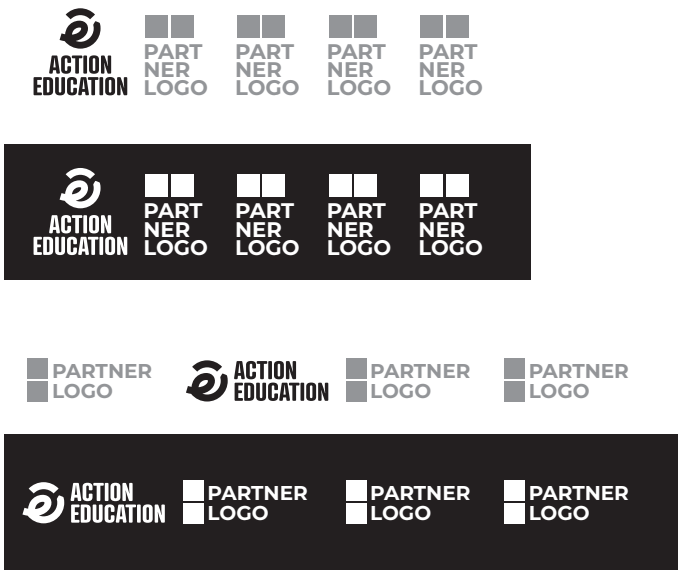
A5 Flyer



e-mail

brochure





In a partnership, it is important to respect a space between each identity.
In this case, the protection zone is used as a limit and the choice of the centred or horizontal version will be based on other logos (see below for an example of a partnership).

ACTION EDUCATION

40 YEARS OF EDUCATION ANS D'ÉDUCATION

MINISTÈRE DE L'ÉDUCATION NATIONALE ET DE LA JEUNESSE
Liberté
Égalité
Fraternité

CHSAlliance MEMBER

AFD AGENCE FRANÇAISE DE DÉVELOPPEMENT

ACTION EDUCATION

examples
ACTION
EDUCATION

STATIONERY

ACTION EDUCATION
Charles-Emmanuel BALLANGER
Directeur Général International
Chief Executive Officer
+33 (0)1 55 25 70 38
+33 (0)6 08 80 16 24
charles-emmanuel.ballanger@action-education.org
53 boulevard de Charonne
75545 Paris Cedex 11
+33 (0)1 55 25 70 00
action-education.org

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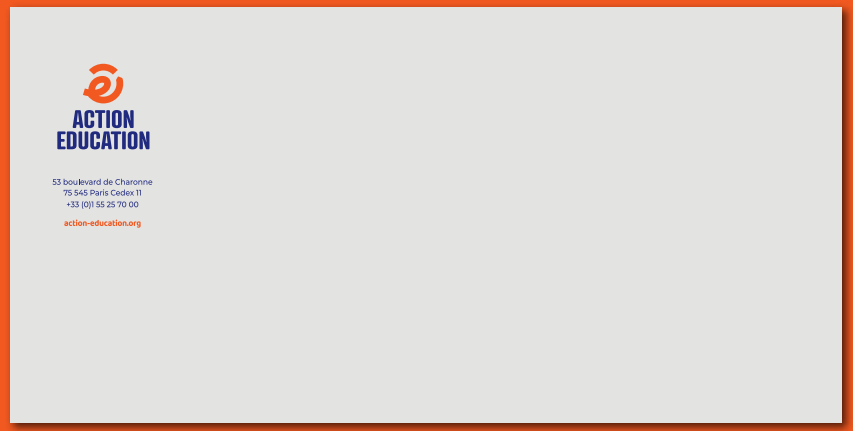
EDUCATION
action-education.org
53 boulevard de Charonne • 75 545 Paris Cedex 11 • +33 (0)1 55 25 70 00 • info@action-education.org
Action Education est agréée par le ministère français de l'Education nationale et membre du CHS Alliance.
Elle est habilitée à recevoir les legs, donations et assurances-vie.


ACTION
EDUCATION
53 boulevard de Charonne
75 545 Paris Cedex 11
+33 (0)1 55 25 70 00
action-education.org

ACTION
EDUCATION
Pierre Durand
Avenue de la Liberté
75001 Paris
Bonjour,
Ximos ex et aut ent que renitates estendi taspien daerept ibusandaepta destenis dem quiatisquat pori ulparci magnimp oribus que que volessintio. Occus ad quam dolorro ritium eatur siminus maiossi con eatur atio dic tem faccum non nonse et quatium quo tet quia con nimincto et dolor sincil ipsant in pliquo temqui autes ex est et eaque sinia vellorporro qui consedi tatque aliqui dolorro rentur suntius et od quam autati berita estinciisit quo omnit que exped ut eaqui alibus audandae millest antoriosant moloratаecti cus ullestium eiuntis cillende dolorer atibusda audae omnimagnam, occuptamene se sit alique si ra inte reroviде omni omnis dicia deliquiae latustiist, sum faciis adipsum faccull atatur siti dit, ut ex et id qui ape il is mos excepe non non et qui bla des enis volo doloriatum deliaccus.
Em quatiberum, non poreribea aligentet amus, sapitatione eum faccum quatias sandaerrovid erit, ut ut experovid ut del exceped ma dolorer spienditat.
Ucit, cupienimus eum ime soluptate vereped moluptata corepelis rectem utem. Citat ius.
Nim volor aut harum et re, velluptate venecercium quid quatis net et venitatem as abo. Ut fuga. Met fugia ditam qui ratist, ute ea dolupta sam quo molor aut ducias eatem illorum fugit faccabo rumqui dicat fugitatecum voluptibus, qui consedis sitem fuga. Untiisitat.
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Obitiunt eos ari volorem. Aquo quiam autestiur, sim ime cumendebit ommodiore nobis pro et fugitas aligentibust rendelit vero id qui nus dolorepelia cones sit quam, et undandi ipsandes quid ute cuptatquam, sus atiaeperum eiciaepudis dus, sum, volorporepta atur, que posto cus audis etur molor sitioss inction senditaes et enihill oratiist que aut earum natiae. Ga. Ut as expliaepro venimillam, consequae. Nempe vendae del magnihi lliquia voluptatem ipicil ma is dolessinus rectusc iatur? Isit, to volum faceped est, sed magnis mint volum exped quundus, to blam, conectatumet id etur? Officto iunt. to volum faceped est, sed magnis mint volum exped quundus, to blam, conectatumet id etur?
action-education.org
53 boulevard de Charonne • 75 545 Paris Cedex 11 • +33 (0)1 55 25 70 00 • info@action-education.org
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Elle est habilitée à recevoir les legs, donations et assurances-vie.

ACTION
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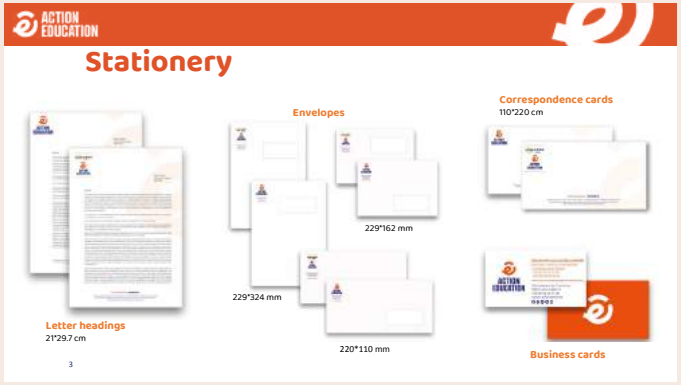
CORPORATE IDENTITY

ACTION EDUCATION
Communication kit
2022

ACTION EDUCATION
Marking
ACTION EDUCATION
It all starts with education
2


ACTION EDUCATION
Stationery
Envelopes
Correspondence cards
110*220 cm
229*162 mm
229*324 mm
220*110 mm
Letter headings
21*29.7 cm
Business cards
3

ACTION EDUCATION
Publications
Corporate brochures
Flyer
Press kit
4

ACTION EDUCATION
Exhibition: Education is an emergency
10 panels 80*60 cm
5

ACTION EDUCATION
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info@action-education.org
+33 (0) 1 55 25 70 00
action-education.org
9

PUBLICATIONS

ACTION
EDUCATION

ACTION
EDUCATION

ACTION
EDUCATION
2021
ACTIVITY
REPORT

Des millions d'enfants
toujours privés
d'éducation
Un défi à relever
L'éducation est le fil d'or
qui traverse les objectifs
de développement durable
L'impact positif de l'accès à l'éducation
258 millions
617 millions
160 millions
773 millions d'adultes
Aide et Action
becomes
ACTION
EDUCATION
It all starts
with education
action-education.org

ACTION
EDUCATION
My name

Notre mission

Association internationale de développement par l'éducation, Action Education assure, depuis plus de 40 ans, l'accès à une éducation de qualité pour les populations les plus vulnérables et marginalisées, en particulier les enfants, les filles et les femmes, afin que toutes et tous puissent maîtriser leur propre développement et contribuer à un monde plus pacifique et durable.

Parce qu'elle favorise l'apprentissage tout au long de la vie, Action Education porte une attention toute particulière à la protection et à l'éducation de la petite enfance, à l'accès et à la qualité de l'éducation aux niveaux primaire et secondaire, ainsi qu'à la formation professionnelle et à l'insertion sociale.

En fondant son intervention sur les valeurs que sont la dignité, l'inclusion et l'intégrité, ainsi que sur les principes d'action que sont la transparence, la redevabilité et la solidarité.

51 000 DONATEURS PARTICULIERS
85 PROJETS
19 PAYS
2,9 M JEUNES AIDÉS

"l'éducation change le monde, changez-le avec nous !"

L'origine de nos ressources (2020)

Financements publics 1%
Financements privés 5%
Générosité du public 10%
Autres produits 85%

Action Education est agréée par le ministère français de l'éducation nationale et membre du CHS Alliance. Elle est habilitée à recevoir les legs, donations et assurances-vie.

Ils témoignent

"Depuis que le gouvernement scolaire a été mis en place [par Action Education], la vie à l'école a bien changé. Comme nous devons donner le bon exemple en tant que ministres, on fait attention à nos comportements et on encourage nos camarades à faire pareil. J'ai été élue à mon poste, alors je ne crains pas de dire ce que je pense. Je suis fière de mon rôle de ministre du sport. Ce qu'un garçon peut faire, une fille peut le faire aussi. Il faut juste avoir confiance et ne pas trop douter. L'ambiance a changé à l'école. Il y a plus de respect et moins de violence."

Chiméne, 8 ans, élève en classe de CM2 à l'école Tchabi Copé au Togo

"La distribution de kits sanitaires permet d'améliorer l'hygiène et de mettre en œuvre les mesures de prévention contre la COVID-19. Un simple savon ne coûte pas cher, mais c'est important pour se protéger des maladies. En distribuant des brochures, en affichant des panneaux d'information dans les lieux publics et en diffusant les consignes par haut-parleurs, Action Education renforce notre information sur la situation sanitaire."

Trieu Van Dau, Chef du village Bal, au Vietnam, soutenu par Action Education lors de la crise de COVID-19

"C'est la première fois que je me rendais sur un projet d'Action Education et j'en reviens très enthousiaste. Le responsable de projet m'a très bien expliqué la problématique des migrants internes, que je connaissais peu. Je dois dire que j'ai vraiment été convaincu par la démarche d'Action Education qui ne se contente pas d'apporter son aide, mais qui joue vraiment un rôle de négociateur auprès des pouvoirs publics et des patrons qui embauchent les migrants. J'ai pu discuter avec des bénéficiaires et visiter une école. Ça m'a permis de constater la confiance de tous dans les équipes d'Action Education, qui sont d'ailleurs incroyablement motivées. Ça fait chaud au cœur de voir les enfants aussi confiants. C'était important pour moi de constater que l'association ne tombait pas dans les travers de l'humanitaire. En rentrant en France, j'ai d'ailleurs décidé d'augmenter le montant de mon parrainage."

Benoit Goldschmidt, 51 ans, parrain d'Action Education, suite à sa visite de notre projet en faveur des migrants internes, en Inde

COMMUNICATION

THIS IS A WEAPON
THAT CAN ERASE THE THREAT
OF EARLY MARRIAGE
AIDE ET ACTION HAS BECOME
ACTION EDUCATION
Support us
www.action-education.org
ACTION
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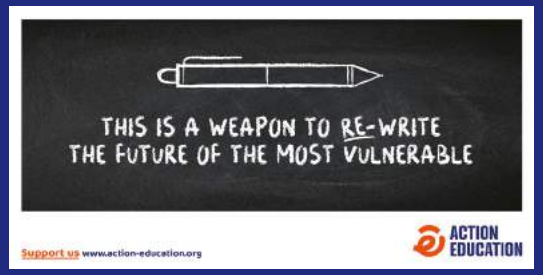
THIS IS A WEAPON TO RE-WRITE
THE FUTURE OF THE MOST VULNERABLE
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ACTION
EDUCATION

THIS IS A WEAPON
THAT CAN RULE OUT
POVERTY
AND EXCLUSION
IT ALL STARTS WITH EDUCATION.
FOR 40 YEARS, WE HAVE USED EDUCATION AS A WEAPON
TO FIGHT AGAINST INEQUALITIES AROUND THE WORLD
AND IMPROVE THE LIVES OF MILLIONS OF CHILDREN, YOUTH AND ADULTS.
AIDE ET ACTION HAS BECOME
ACTION EDUCATION
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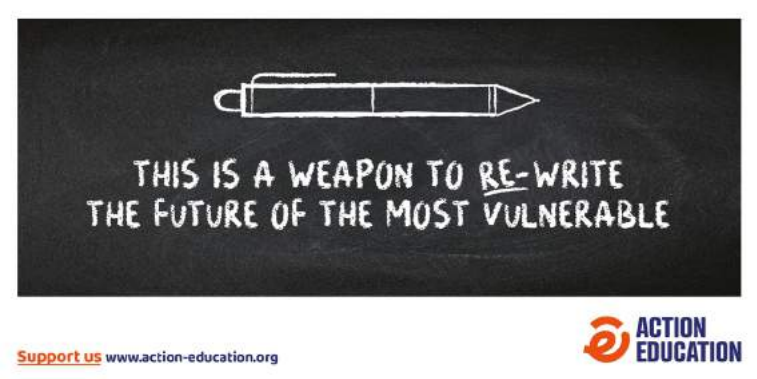
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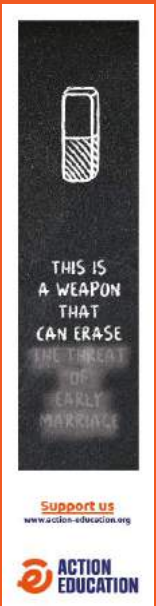
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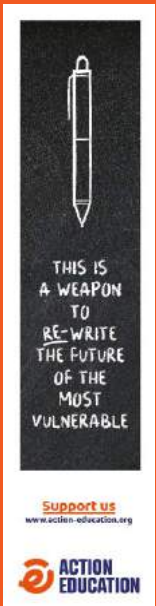
THIS IS
A WEAPON
TO
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THE FUTURE
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THIS IS
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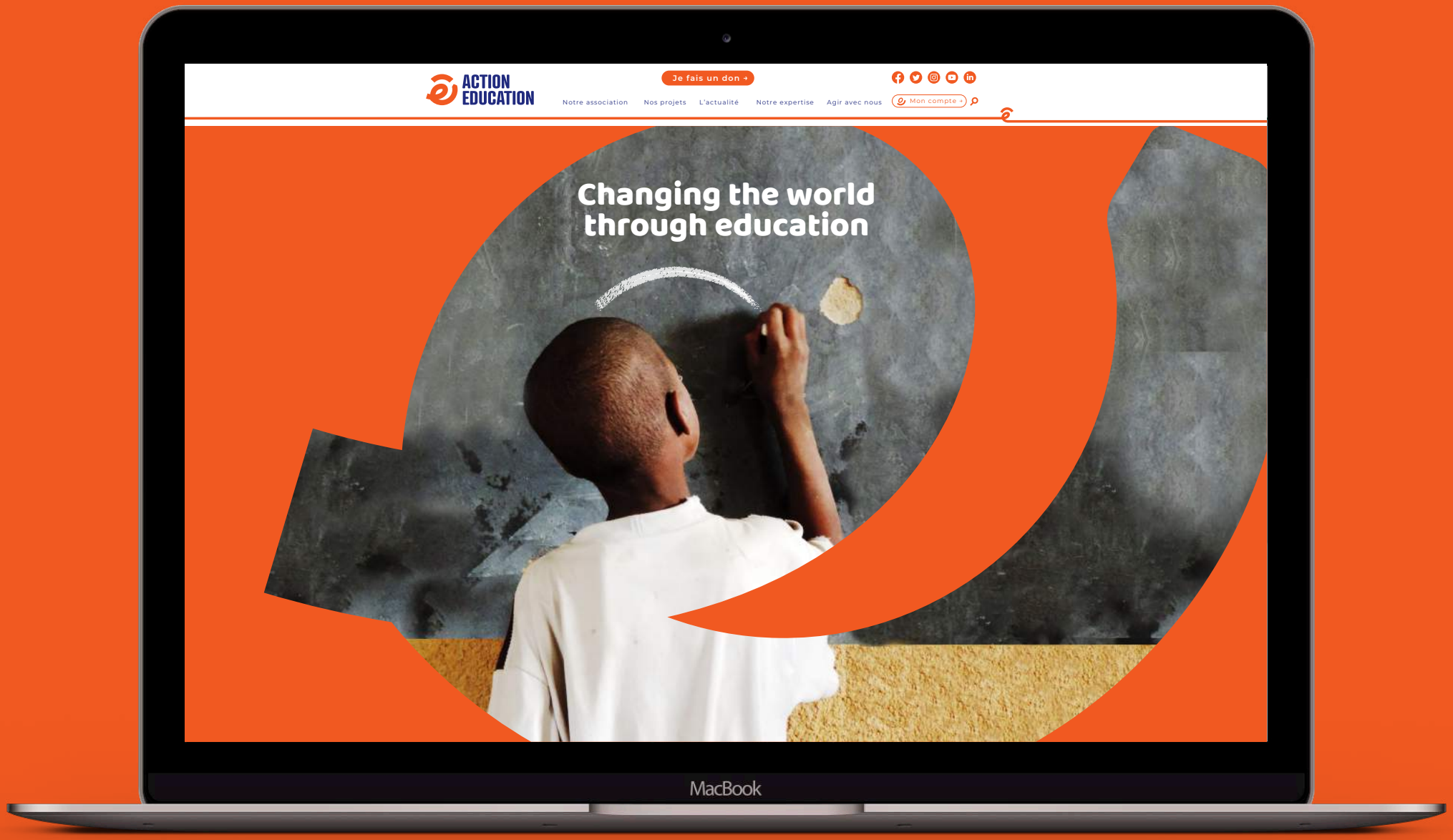
THE INTERNET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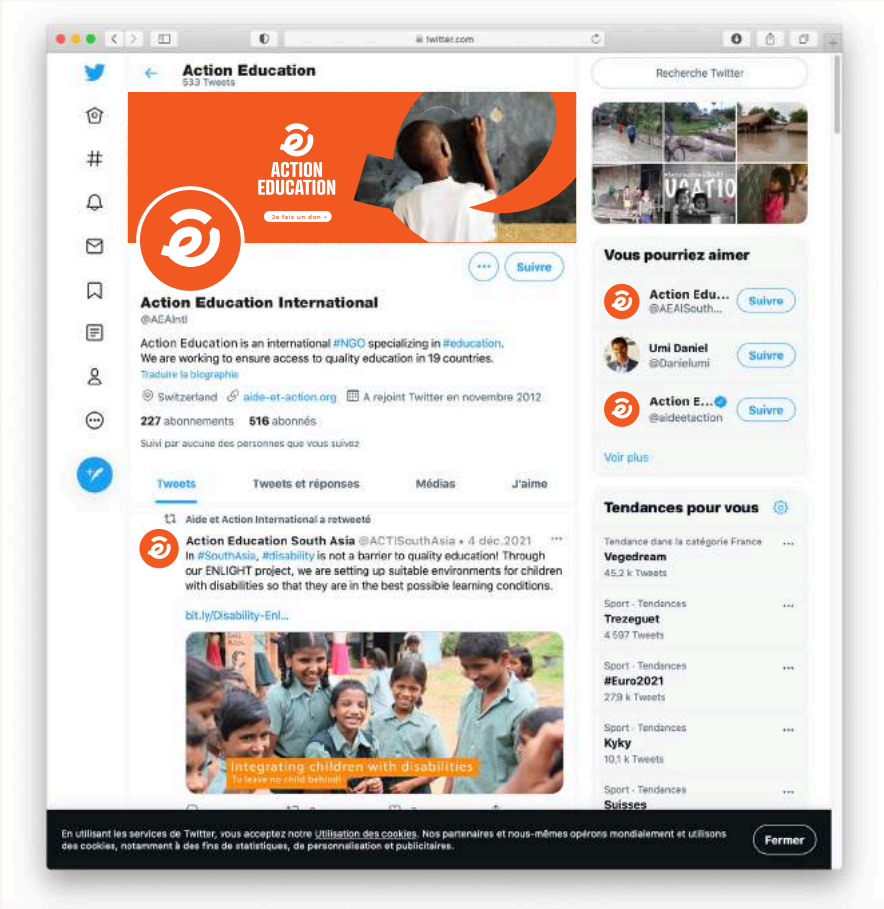
Je fais un don
Notre association
Nos projets
L'actualité
Notre expertise
Agir avec nous
Mon compte
Changing the world through education
MacBook


twitter.com
Action Education
533 Tweets
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Suivre
Action Education International
@AEAIntl
Action Education is an international #NGO specializing in #education.
We are working to ensure access to quality education in 19 countries.
Traduire la biographie
Switzerland
aide-et-action.org
A rejoint Twitter en novembre 2012
227 abonnements 516 abonnés
Suivi par aucune des personnes que vous suivez
Tweets
Tweets et réponses
Médias
J'aime
Aide et Action International a retweeté
Action Education South Asia @ACTISouthAsia • 4 déc.2021
In #SouthAsia, #disability is not a barrier to quality education! Through our ENLIGHT project, we are setting up suitable environments for children with disabilities so that they are in the best possible learning conditions.
bit.ly/Disability-Enl...
Integrating children with disabilities
Recherche Twitter
Vous pourriez aimer
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Umi Daniel @Danielumi
Action E... @aideetaction
Voir plus
Tendances pour vous
Tendance dans la catégorie France
Vegedream
45,2 k Tweets
Sport · Tendances
Trezeguet
4 597 Tweets
Sport · Tendances
#Euro2021
279 k Tweets
Sport · Tendances
Kyky
10,1 k Tweets
Sport · Tendances
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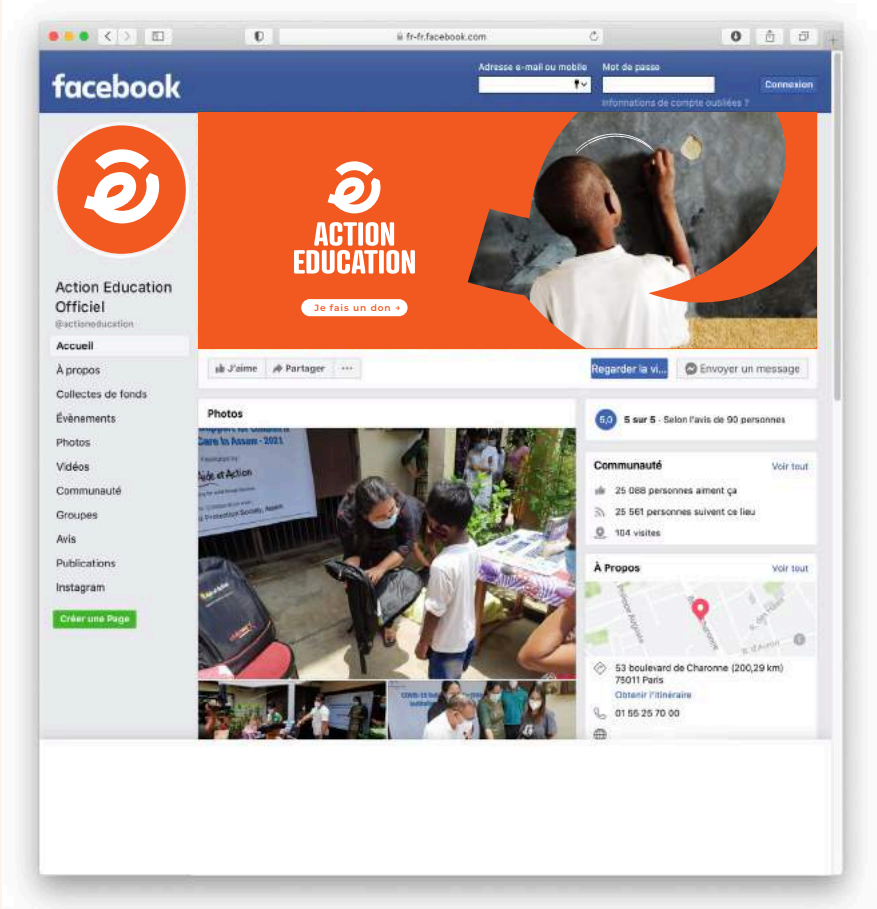
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Connexion
Informations de compte oubliées ?
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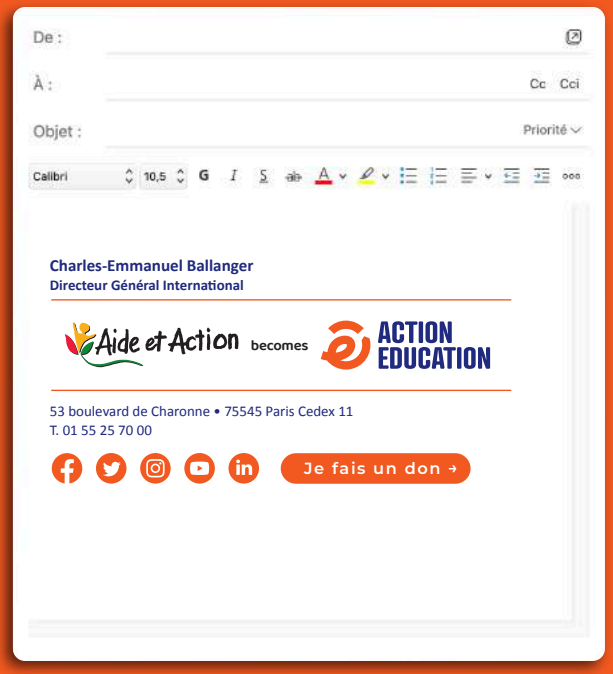
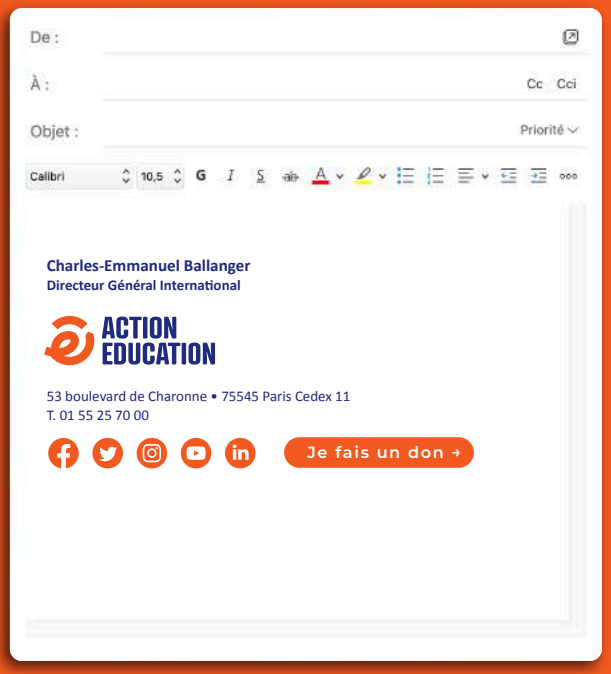
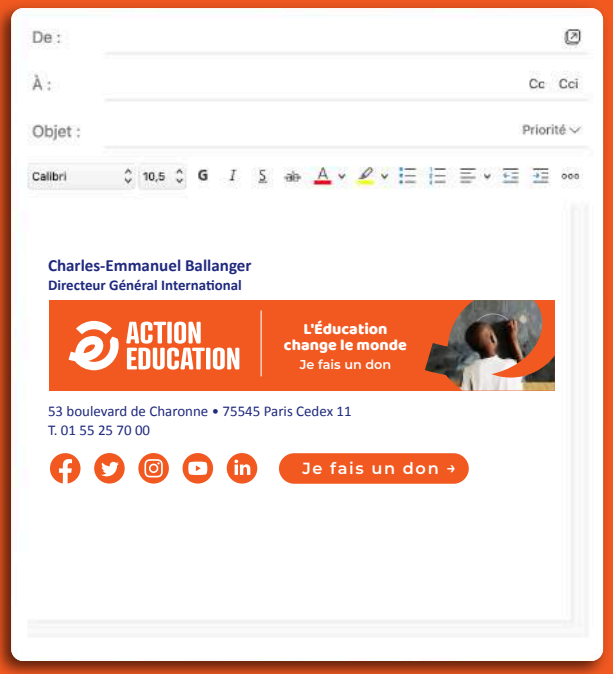
À propos
Collectes de fonds
Événements
Photos
Vidéos
Communauté
Groupes
Avis
Publications
Instagram
Créer une Page
J'aime
Partager
Regarder la vi...
Envoyer un message
Photos
5 sur 5 · Selon l'avis de 90 personnes
Communauté
Voir tout
25 088 personnes aiment ça
25 561 personnes suivent ce lieu
104 visites
À Propos
Voir tout
53 boulevard de Charonne (200,29 km)
75011 Paris
Obtenir l'itinéraire
01 55 25 70 00



WITH NAME CHANGE
TITLE BLOCK



WITHOUT BANNER



WITH BANNER

SIGNAGE

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53

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Changing the world
through education

Changing the world through education
Changing the world through education
Charles-Emmanuel Ballanger
Directeur Général International
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LAND CRUISER
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EDUCATION
LAND CRUISER

GOODIES

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L'Éducation change le monde
Janvier
2022
Lundi
Mardi
Mercredi
Jeudi
Vendredi
Samedi
Dimanche
Soutenez action-education.org

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EDUCATION
It all starts
with education

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