



Humanity & Inclusion

Brand presentation

Brandbook
September 2017

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INTRO / WHO ARE WE?

Our vision

Outraged by the injustice faced by people with disabilities and vulnerable populations, we aspire to a world of solidarity and inclusion, enriched by our differences, where everyone can live in dignity.

Our mission

Humanité & Inclusion is an independent and impartial aid organisation working in situations of poverty and exclusion, conflict and disaster. We work alongside people with disabilities and vulnerable populations, taking action and bearing witness in order to respond to their essential needs, improve their living conditions and promote respect for their dignity and fundamental rights.

Our values

Humanity

Our work is based on the value of humanity. We include everyone without exception and champion each individual's right to dignity. Respect, kindness and humility guide our work.

Related concepts: humanitarian principles (humanity, impartiality, independence, neutrality), human rights, solidarity.

Inclusion

We advocate inclusion and participation for everyone, upholding diversity, fairness and individual choices. We value difference.

Related concepts: listening, open-mindedness, working together.

Commitment

We are resolute and bold in our commitment to developing tailored, pragmatic and innovative solutions. We take action and rally those around us to fight injustice.

Related concepts: courage, passion, generosity, initiative, agility, advocacy.

Integrity

We work in an independent, professional, selfless and transparent manner.

Related concepts: rigour, accountability, trust

1 / HUMANITY & INCLUSION

Our name

HI, Humanity & Inclusion

Our organisation's new name is Humanity & Inclusion or HI, Humanity & Inclusion. HI is how we often refer to ourselves internally. It is also what professional and institutional contacts regularly call us. Previously the acronym for Handicap International, it is now that of Humanity & Inclusion.

Inclusion

For our organisation, the most distinctive and specific of these two words is 'inclusion'. Inclusion is the governing principle of all our work. We are inclusion experts, specialists in the inclusion of people with disabilities and the most vulnerable people.

The word 'inclusion' is not common in everyday French (more so in English), so it will need explaining to people who are not familiar with it. The simplest way is to say that it is the opposite of exclusion, that it means fighting exclusion, giving a voice to and promoting the participation of those who have been left behind.

For 35 years, we have been working to promote the inclusion of people with disabilities and vulnerable groups in order to 'make the invisible visible', meet their essential needs and improve their living conditions.

For us, inclusion is a very important word which characterises us and sets us apart from other organisations. It expresses a strong and clear ambition.

Humanity

So, 'I' for inclusion - and 'H' for humanity. The word 'humanity' does not refer to the 'human race' here, rather humanity as a value: adopting a kind approach, showing empathy, standing alongside others and considering each person as an individual. It is a very strong value that expresses our mindset and the way in which we carry out our work to promote inclusion.

'Humanity' also reflects the word 'humanitarian'. This brings to mind emergency responses to humanitarian crises and our humanitarian action more broadly.

So, with these two words, 'humanity' and 'inclusion', we can express the full range of our activity. If we take our movement's previous name, Handicap International, the reference to disability (handicap) is now conveyed by the word 'inclusion', and the 'international' dimension can be found in the universality of 'humanity'. Whilst remaining true to its meaning, we have simply expressed our former name differently.

For the first time in our history,
our logo contains a symbol.
This symbol is a highly effective
communications tool for connecting
with people and explaining who we are.

Our symbol

Our symbol is immediately recognisable. It transcends language and culture, with no need for an explanation in words. The acronym 'HI' is clearly visible in our symbol.

The hand

The first thing you see is a hand. The hand is a universal symbol, very widely seen as positive and understood by everyone, everywhere. This hand is offering a greeting, welcoming, saying "Hi". Some people also see a smiley. In any case, it sends a warm, friendly and positive message, and expresses the same values of humanity and kindness reflected in our name. For us, it represents support, protection and care, but also communication and dialogue. This hand is also saying "Stop!". Stop exclusion, stop injustice and human rights violations, and stop the bombing of civilians. This hand expresses our advocacy mission loud and clear.



Our logotype

Our logo is a combination of our name and our symbol. The symbol with the acronym is the dominant feature in this logo. We wanted it to stand out as it will act as a link between our organisation's different institutional sub-brands. The font used for our name is deliberately quite rounded. It reflects the soft curves of the hand. Our name is written in lower-case to express our close relationship to people based on simplicity and humility.

The colour blue

Blue has always been the colour of our organisation's logo. It was chosen to represent freedom of action and opinion, but also because it symbolises tranquility, stability and responsibility, all of which are necessary to carry out our work in an impartial and neutral way. We wanted the blue of our new logo to be slightly darker than the original to provide a clearer contrast with the white and meet visual accessibility criteria.



2/HOW TO USE OUR LOGOTYPE

A bilingual logotype

For reasons of coherency and economy our new name will only exists in French and English. The French version will be used in French-speaking countries and the English version in the rest of the world.



English version



French version

One logo, two versions



File:
[Logo_Hi_FR_Verti_blue_rgb.eps](#)



File:
[Logo_Hi_FR_Horiz_blue_rgb.eps](#)

Two versions of the logotype are given here.
This allows the logotype to be adapted to the medium
and ensures good-quality visibility. For example, if the
height of the medium or layout is limited, it is better to
use the horizontal version.

Making sure the logotype is clear

Reserve logo

The logo will usually be used in blue against a white background (1st exemple). However, if the contrast between the background and the blue (Pantone 3005) of the logotype is not strong enough and makes it less legible, the white version of the logo should be used (2nd exemple).

Logo black & white

When printing in black and white, and only in this case, the black logo (3rd exemple) is used against a white background, and the white logo (4th exemple) against a dark-coloured background to ensure it is legible.



1st exemple



2nd exemple



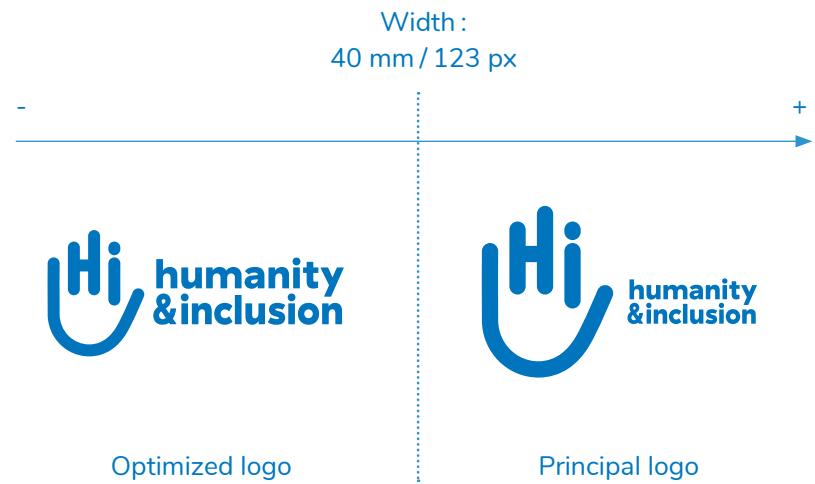
3rd exemple



4th exemple

Alternative logo when space is limited

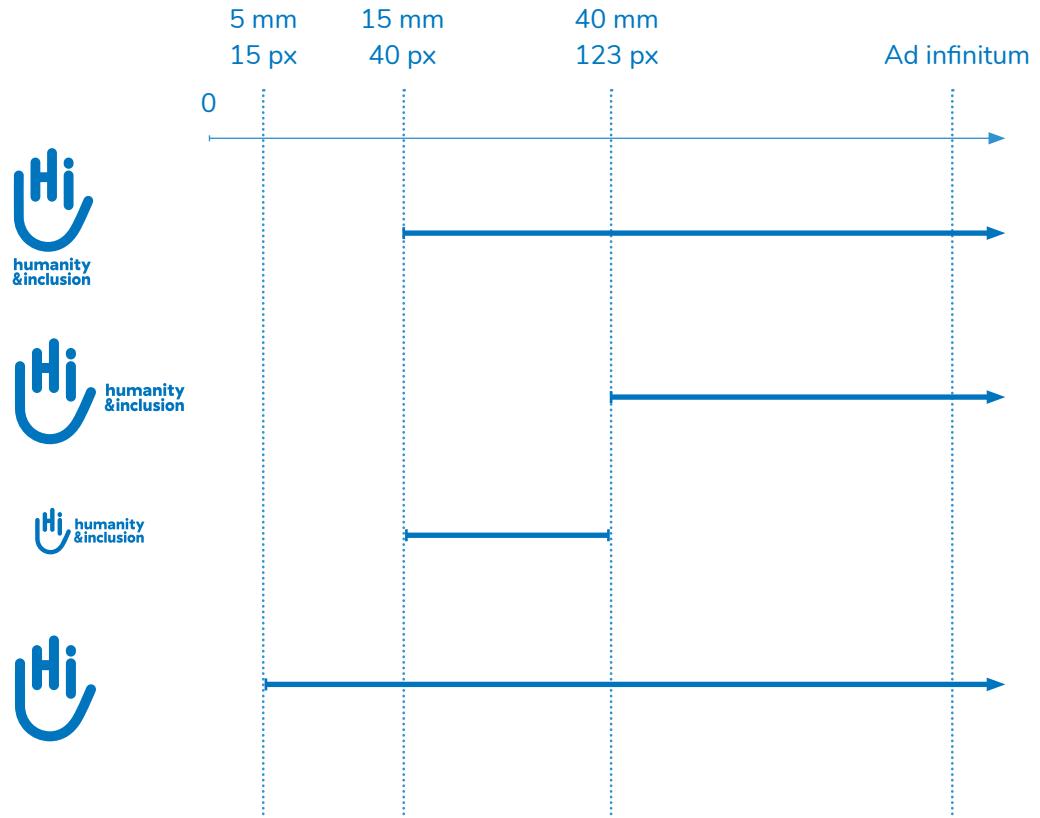
We have an alternative version of the horizontal logo, designed for use in small spaces. Its proportions ensure typographical clarity in a reduced space, i.e. a width of between 15mm (millimeters) and 40mm.



Summary of uses

To make sure it is legible, each logotype has a mandatory minimum width. The table opposite shows the different possibilities according to the space available.

Each logotype has a mandatory minimum width.





Buffer zone

In order to preserve their integrity and not affect the visibility of the different versions of the logotype, a breathing space or exclusion zone. This space must not be used for any graphic or typographic elements that are not part of the logotype. It is equal to the width of the line used to draw the symbol.



Protected logo

This protected logo, in the shape of a shield, should be used to make the brand visible against very busy backgrounds. For example, a photo against which the logo would not show up sufficiently. It can also be used when our logo is included in a logo strip. See following pages.

For legibility purposes and depending on use, this protected logo exists in white against a blue shield (Pantone 3005) or in blue (Pantone 3005) against white shield.

When to use the protected logo?

The protected logo should only be used in exceptional cases. The examples below show the environments in which it can be used. The vertical version is given here as an example. The same rules apply to the other versions of the logo.



White background
Main logo



Light background
Main logo



Dark background
Reserve logo



Bright picture
Main logo



It's complicated
Protected logo



In short:
When integrating the logo, if it's complicated, use the protected version.

Don't even think about it!



It is strictly forbidden to:

- 01/ Change the colours
- 02/ Add special effects, such as shading
- 03/ Change the typography
- 04/ Cut, stretch or compress the logo
- 05/ Modify the make-up
- 06/ Rotate the logo
- 07/ Add a border
- 08/ Change the proportions

3 / VISUAL IDENTITY

Think of the visual identity as a toolbox, a springboard to creating homogeneous communication items – for internal as well as external use. Provided to respect a few rules.

Toolbox

Our identity is based on four pillars:

1. The logo and its variants (see previous part)
2. A typography
3. A range of colours
4. A principle of composition

Typographies

Nunito
Nunito
Nunito
Nunito
Nunito
Nunito
Nunito

Main typography

We have opted for Nunito. It has many of the same qualities as the lettering used for our logo, such as openness and accessibility; Nunito is also an open font available to everyone.

Arial

Alternative typography

Arial is a contemporary typeface, widely used as a default typeface due to its universal usability, availability, and because it's easy to read on any type of device. Use this typography for office software applications (Word, PowerPoint, etc).

Example of document hierarchy

We present here an example of proportions between the different components of a text. The size of them can be adjusted. You can, for example, swell the size of all the fonts if necessary.

Titles	Example
Title 1 st level Nunito Bold / Regular Font-size: 24 pt / Line-height: 27 pt	Créée en 1982
Title 2 nd level Nunito Bold / Regular Font-size: 18 pt / Line-height: 22,5 pt	Créée en 1982
Title 3 rd level Nunito Bold / Regular Font-size: 14 pt / Line-height: 18 pt	Créée en 1982
Body text	
Paragraph Nunito Bold / Regular Font-size: 10 pt / Line-height: 13,5 pt	Créée en 1982, HI est une organisation de solidarité internationale indépendante et impartiale.
Annotation Nunito Regular Font-size: 8 pt / Line-height: 9 pt	Créée en 1982, HI est une organisation de solidarité internationale indépendante et impartiale.

Colour range

A range of colours has been selected and is presented here. They are the priority colours for use in our communications. Of course, illustrations (drawings, photos, etc.) can include other colours.

Supplementary blues

pantone 3025
CMYK 100 27 10 56
RGB 0 79 113
HTML #004f71

pantone 2738
CMYK 100 92 00 01
RGB 06 03 141
HTML #06038d

pantone 2985
CMYK 60 00 03 00
RGB 91 194 231
HTML #5bc2e7

Hi blue

pantone 3005
CMYK 100 31 00 00
RGB 00 119 200
HTML #0077c8

Supplementary colours

pantone 325 CMYK 53 00 23 00
RGB 100 204 201
HTML #64ccc9

pantone 109 CMYK 00 09 100 00
RGB 255 209 00
HTML #ffd100

pantone 719 CMYK 00 14 26 01
RGB 255 209 00
HTML #edc8a3

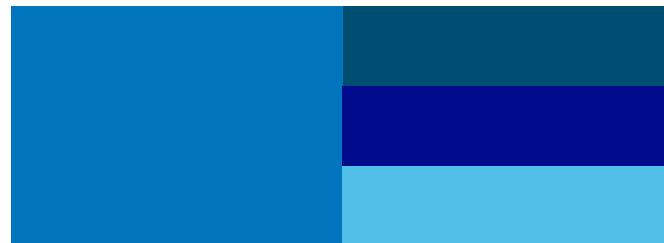
pantone 166 CMYK 00 76 100 00
RGB 227 82 05
HTML e35205

pantone 7651 CMYK 42 92 00 47
RGB 106 42 91
HTML 6a2a5b

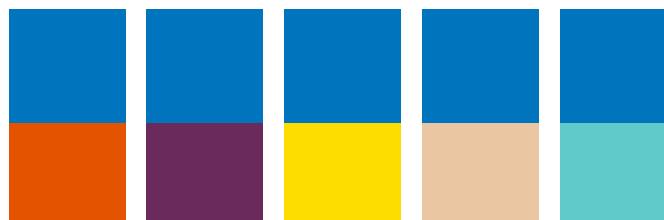
Colour combinations

A suggested combination of colours is given here for everyday use. It is essential to maintain a level of sobriety and avoid using too many colours and too many combinations of colours.

The combination principle can be summed up with two simple rules:



The four shades of blue are all compatible.



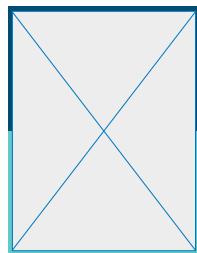
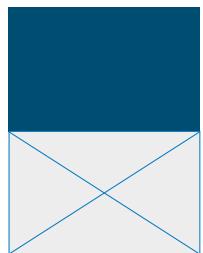
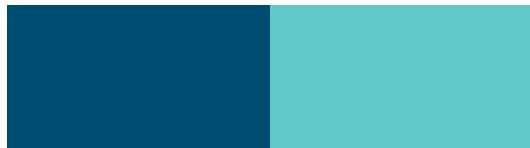
Each supplementary colour is only compatible with the blues. For instance, combinations are here presented with HI blue.

Split!

Our identity is designed to be aesthetic and provide structure. To this end, a space-sharing principle is applied. Here are few examples of how page space can be split into two or several parts, into halves or thirds.

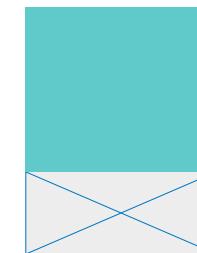
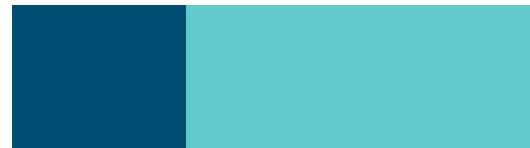
1/2 split!

A page split in two equal parts provides a zone for text and a zone for illustration, using a solid-colour background, a photograph or a drawing. These two parts can also be used for two text zones, two illustration zones or a single text or illustration zone with two colours used in the border.



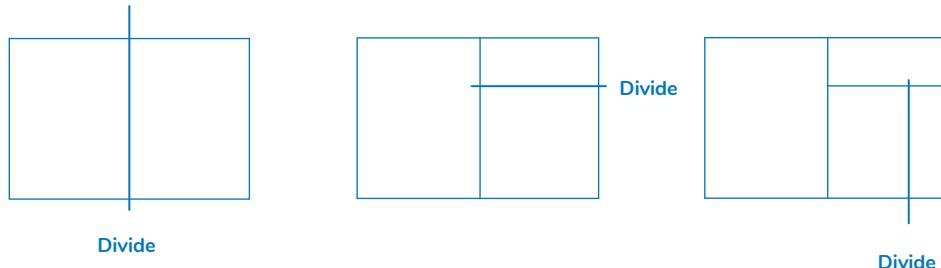
2/3 split!

Here the page is split into two parts according to the following ratio: 1/3 - 2/3. In the same way as for 1/2 splits, these two parts can define a zone for text and an illustrated zone, using a solid-colour background, a photograph or a drawing. They can also provide two text zones, two illustration zones or a single text or illustration zone with two colours used in the border.



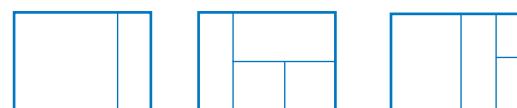
Building a document

With this layout principle, structuring a document is very simple. The page must first be divided into two parts, either equal or with the one-third / two-thirds ratio. The same division principle is then applied to each of the parts to obtain sub-parts. The examples below illustrate this layout principle.



Folio	Chapter
Title	
Ra verum voluptatem estotat ionsequunt vendisquia auditat autemosandi dolorion earcia deligen ihictore eum aut quis ulparum esto ea is rem aut earum ressimio ditio. Ut et eria voluptatur atatio et millabore nuscis eaDoluptat. Pere as rem et expe praepates dit reprete mporia none iunto iit omnihic aborem adis arumquam fuga. Equides verro eume niaepta dolor accatem que simolumque cumquidus ni num quam volererie cumquidus ni num quam voleroris ipsantr ? Ectotatur moditib usdandi cus Ra verum voluptatem estotat ionsequunt vendisquia auditat autemcus	
	Notes / contact

Alternatives



4 / APPLICATIONS

Our visual identity through ready-to-use applications and examples of page layout.

Letter-head paper

Paper size:

A4

210 x 297 mm

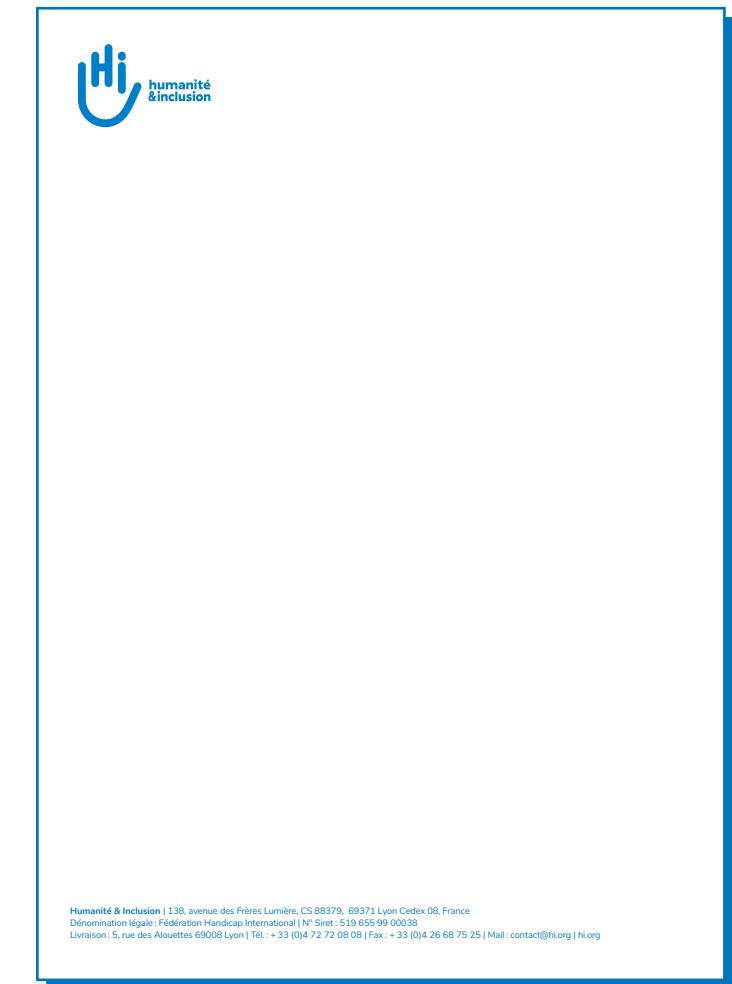
If the Nunito font is not available,
Arial is the alternative font.

 File
available



Size 8pt / 10pt

Letter-head & consecutive paper



Business card

1 / 2

.....



Printing:

Recto

Paper size:

55 x 85 mm

Ink :

Pantone 3005

or CMYK equivalent:

100, 31, 00, 00

Correspondence

Printing:

Recto

Paper size:

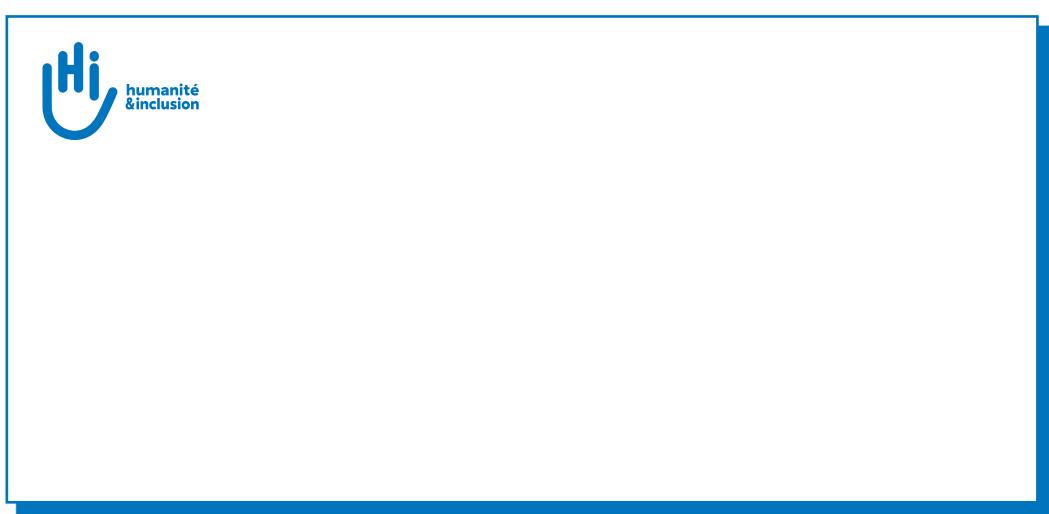
210 x 99 mm

Ink:

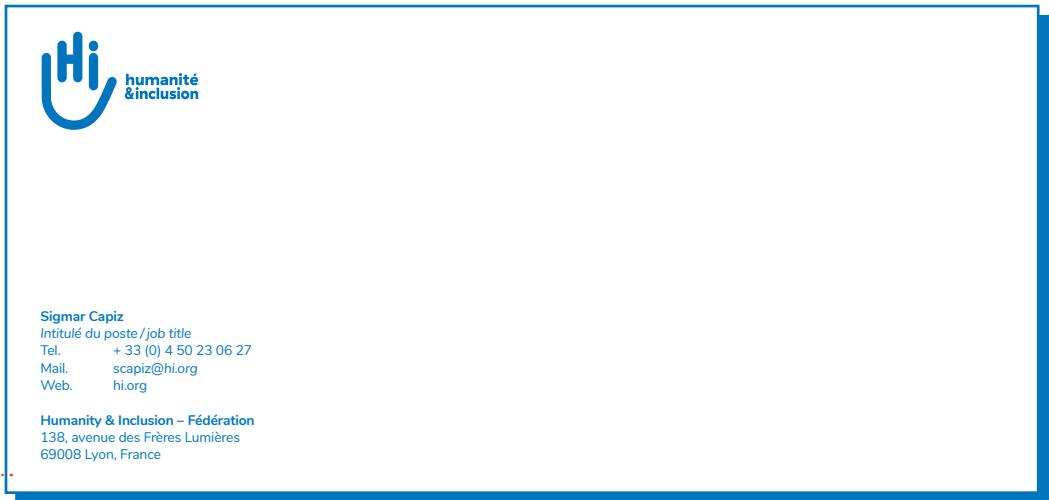
Pantone 3005

(or equivalent CMJN)

↓ Files available



Marge : 7mm

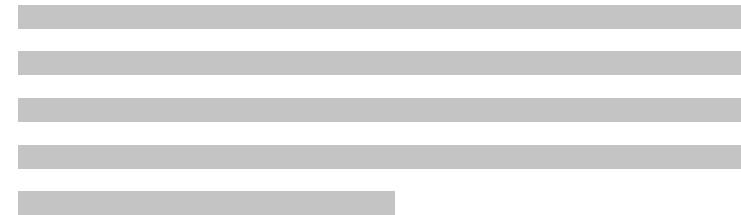


Email signature

Typography: Arial

Size: 10pt

Color: 0, 119, 200 (RGB)



John Doe | Humanity & Inclusion

Desk officer | *Responsable programmes*

138, avenue des Frères Lumière, 69008 Lyon - France

Tel. : +33 04 77 88 88 88

Skype : Johndoe_hi

www.hi.org



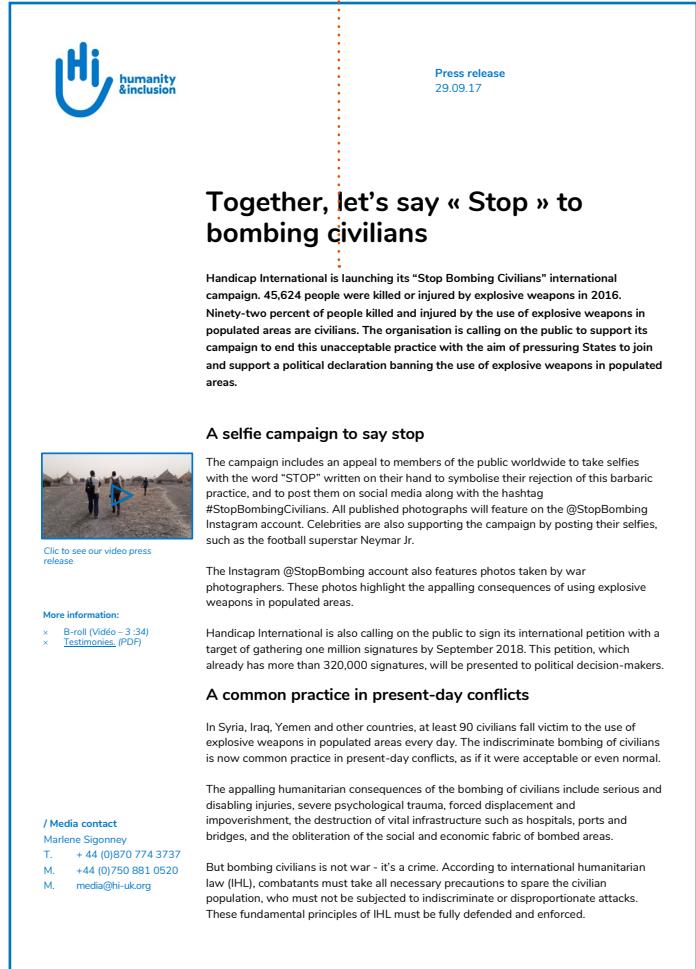
Press release

 File available

Quick access :
photo/video
quotes
...

Think to enable
hyperlink!

Headline :
Synthetize informations
in a few line



Press release
29.09.17

Together, let's say « Stop » to bombing civilians

Handicap International is launching its "Stop Bombing Civilians" international campaign. 45,624 people were killed or injured by explosive weapons in 2016. Ninety-two percent of people killed and injured by the use of explosive weapons in populated areas are civilians. The organisation is calling on the public to support its campaign to end this unacceptable practice with the aim of pressuring States to join and support a political declaration banning the use of explosive weapons in populated areas.

A selfie campaign to say stop

The campaign includes an appeal to members of the public worldwide to take selfies with the word "STOP" written on their hand to symbolise their rejection of this barbaric practice, and to post them on social media along with the hashtag #StopBombingCivilians. All published photographs will feature on the @StopBombing Instagram account. Celebrities are also supporting the campaign by posting their selfies, such as the football superstar Neymar Jr.

The Instagram @StopBombing account also features photos taken by war photographers. These photos highlight the appalling consequences of using explosive weapons in populated areas.

Handicap International is also calling on the public to sign its international petition with a target of gathering one million signatures by September 2018. This petition, which already has more than 320,000 signatures, will be presented to political decision-makers.

A common practice in present-day conflicts

In Syria, Iraq, Yemen and other countries, at least 90 civilians fall victim to the use of explosive weapons in populated areas every day. The indiscriminate bombing of civilians is now common practice in present-day conflicts, as if it were acceptable or even normal.

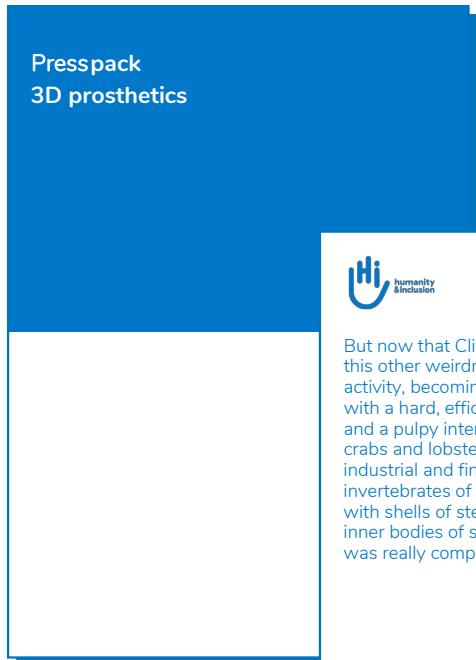
The appalling humanitarian consequences of the bombing of civilians include serious and disabling injuries, severe psychological trauma, forced displacement and impoverishment, the destruction of vital infrastructure such as hospitals, ports and bridges, and the obliteration of the social and economic fabric of bombed areas.

/ Media contact
Marlene Sigonney
T. +44 (0)870 774 3737
M. +44 (0)750 881 0520
E. media@hi-uk.org

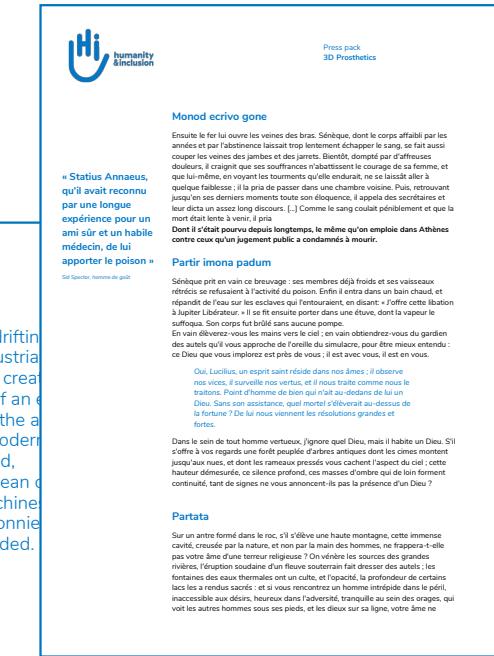
But bombing civilians is not war - it's a crime. According to international humanitarian law (IHL), combatants must take all necessary precautions to spare the civilian population, who must not be subjected to indiscriminate or disproportionate attacks. These fundamental principles of IHL must be fully defended and enforced.

Press pack

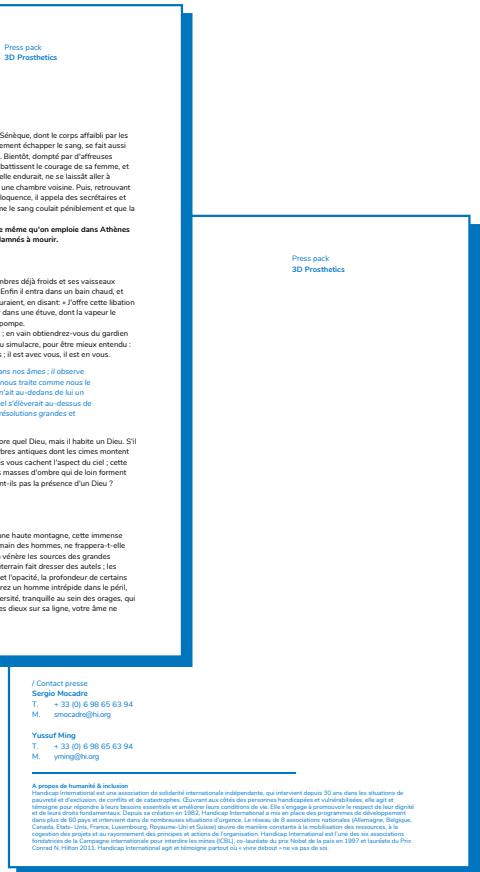
 File available



Cover



Headline + Sum-up



Closing

Slideshow



Ordre du jour

- / Pourquoi changer
- / Atlas Logistique
- / Recommandations de l'agence et de l'équipe projet
- / Point d'étape sur l'architecture de marque
- / Le travail sur les plans de déploiement

2 Vers une nouvelle marque

1

Pourquoi changer ?

3

4 Vers une nouvelle marque

Les trois raisons du changement

- La connotation négative du mot « handicap » en anglais
- Un nom qui évoque seulement une partie de notre champ d'actions
- De nouvelles perspectives ouvertes par la stratégie 2016-2025
 - / Développer et faire mieux connaître nos actions sur différents types d'activités (plateformes logistiques...)
 - / Se positionner sur de nouveaux marchés (Inde, Autriche, Pays-Bas...)
 - / Élargir la « famille Handicap International » :
 - Créer des partenariats stratégiques
 - Constituer des consortiums

5 Vers une nouvelle marque

2

L'architecture de marque

6 Vers une nouvelle marque

Favoriser une approche monolithique

Cela permet de garantir la cohérence, et donc la force, de notre marque
C'est le système le moins coûteux et le moins complexe à gérer

6 Vers une nouvelle marque



Institutional slideshow



Ordre du jour

- / Pourquoi changer
- / Atlas Logistique
- / Recommandations de l'agence et de l'équipe projet
- / Point d'étape sur l'architecture de marque
- / Le travail sur les plans de déploiement

Vers une nouvelle marque 2 HI

1

Pourquoi changer ?

3 HI

Les trois raisons du changement

- La connotation négative du mot « handicap » en anglais
- Un nom qui évoque seulement une partie de notre champ d'actions
- De nouvelles perspectives ouvertes par la stratégie 2016-2025
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Vers une nouvelle marque 4 HI

2

L'architecture de marque

HI

Favoriser une approche monolithique

Cela permet de garantir la cohérence, et donc la force, de notre marque
C'est le système le moins coûteux et le moins complexe à gérer

6 HI



Document folder

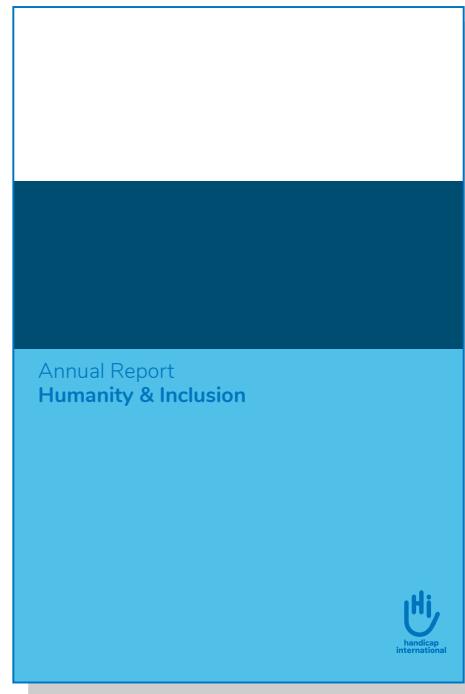
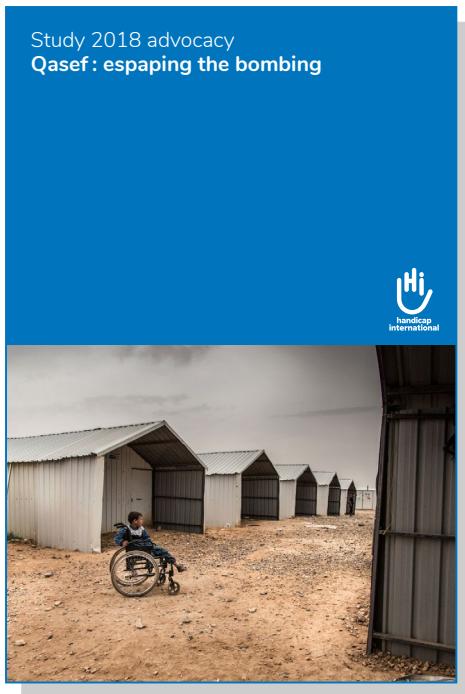


Example



External publication

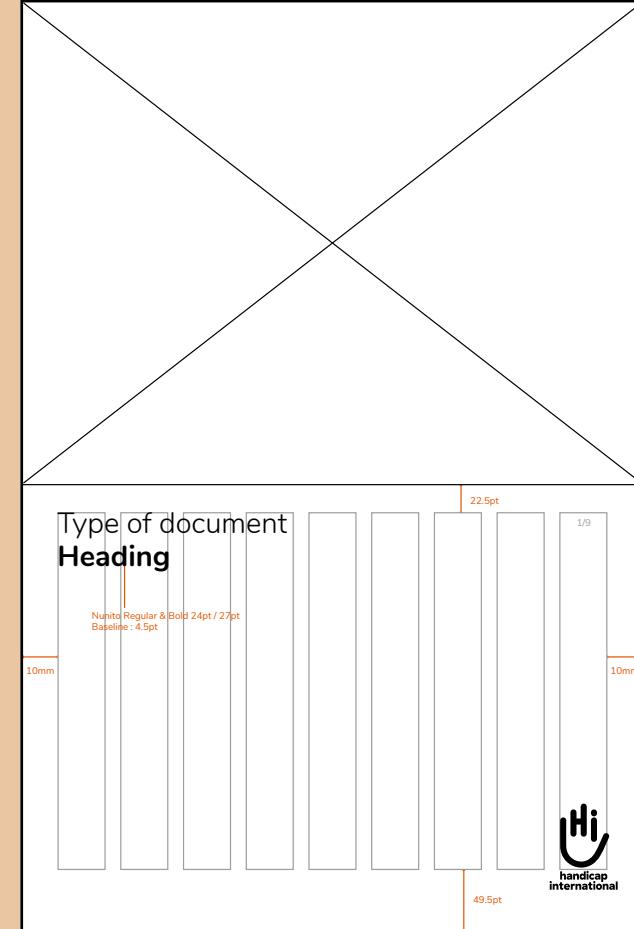
Cover examples







Annual Report
Humanity & Inclusion



Inside pages



/ Irak

3 millions de personnes déplacées dont 80% vivent dans des camps.



Aider les personnes déplacées.
Depuis l'offensive sur Mossoul, lancée en octobre 2016, ce nombre a considérablement augmenté. Et si 11 millions de personnes ont vraiment besoin d'assistance dans le pays, Humanité & Inclusion fait partie d'un réseau d'acteurs qui intervient à la fois dans les camps et dans les communautés où est hébergé le reste de cette population déplacée. Il identifie les personnes en situation de handicap, blessées ou très vulnérables qui ont des besoins spécifiques. Les blessés arrivent en nombre dans les zones sécurisées, bien en compte la spécificité des besoins des personnes en situation de handicap et des plus fragiles, plupart des personnes déplacées vivant dans des conditions terribles aux bombardements, à la faim, aux proches, beaucoup sont aussi en déresse psychologique. L'association propose des services de soutien ouverts à tous.

Des restes explosifs de guerre
Les personnes qui ont été blessées reçoivent ensuite un soutien psychologique et l'appui d'un psychologue. L'Irak est l'un des

 **65%**
des victimes du BASM
étaient des civils (sur 9785
personnes en 2015)

prodiguer des soins de réadaptation physique afin de prévenir de graves complications ou de leur éviter de développer une dépendance.

Elle fournit également des aides à la mobilité, telles que des bâquilles ou des fauteuils roulants. Les personnes handicapées sont suivies de manière identique. Il travaille également avec les autres acteurs humainitaires afin de s'assurer que leurs réponses prennent

Handicap International organise des sessions d'éducation aux droits pour apprendre aux personnes déplacées à reconnaître le danger et à se protéger de ces armes. La contamination massive est aussi un facteur qui empêche le retour

Données clés

120 000 bénéficiaires.
100 000 personnes ont participé à des séances d'éducation aux risques et de sensibilisation des jeunes enfants expulsés de leurs maisons.
5 100 personnes ont bénéficié de services de protection ou d'aide psychologique et santé mentale.
107 000 personnes ont bénéficié de services de réadaptation.

Rapport d'activité 2016

03 / Stratégie

Une croissance continue pour asseoir notre stratégie

En 2016, première année de mise en œuvre de notre stratégie à dix ans, nous avons atteint les objectifs que nous étions fixés. Le volume d'activité de la mission sociale est en très légère progression, de +2% et les ressources de l'association sont en croissance. Malgré une année marquée par l'absence de collecte de dons exceptionnels ou généreux, nous avons atteint un niveau satisfaisant. Quant aux fonds propres, ils ont augmenté de 10%.

L'influence de l'ampli de notre réponse humanitaire. Nous sommes vigilants à diversifier une importance parmi nos ressources. Le résultat 2016 présente un déficit comptable de 1,2 millions d'euros qui a été clos et non pas subi. Il correspond exclusivement à des décisions de dépenses pour le démarrage de notre stratégie 2016-2026 et il est partiellement compensé par la vente de l'immeuble qui orbitait jusque-là sous siège bretzellois.

Le défi est le relatif des investissements liés aux projets de notre stratégie : ressources engagées pour le développement de l'innovation et des missions sociales (développement de l'accès universel aux services et des plateformes logistiques...), la mise en place de la simplification de nos processus, ainsi que le renforcement des compétences managériales et de la communication interne. Si nous n'avions pas mis en oeuvre tous ces projets stratégiques, notre résultat 2016 serait largement positif. Nous consommons ainsi une partie marginale de nos fonds associatifs (d'un montant total de 273 millions d'euros) sans à aucun moment, mettre en œil notre sécurité financière.

Éric Van De Kerkhove,
Trésorier



/ Money

Inclure les personnes handicapées dans l'aide d'urgence

Aujourd’hui, plusieurs millions de personnes handicapées vivent dans des contextes de crise humanitaire aiguë et donc de grande précarité. Leur handicap exacerbe la difficulté de fuir une zone sinistrée ou un conflit pour accéder à

des ONG et des réseaux internationaux, et de nombreuses organisations représentant les personnes handicapées ont très vite soutenu cette charte. Les signataires s'engagent sur cinq principes pour délivrer une aide qui a pour



Un jeune garçon avec sa maman, qui vient de recevoir des orthèses à l'hôpital Mama Yemo General en avril 2016, dans le cadre du projet de réadaptation TEAM



Jalawla, Irak.
Décembre 2016

/ Irak

3 millions de personnes déplacées dont 80% vivent dans des camps.



Aider les personnes déplacées.

Depuis l'offensive sur Mossoul, lancée en octobre 2016, ce nombre a considérablement augmenté. Et 11 millions de civils auraient besoin d'assistance dans le pays. Humanité & inclusion fait partie d'un réseau d'acteurs qui intervient à la fois dans les camps et dans les communautés où est hébergé le reste de cette population. L'association identifie les personnes en situation de handicap, blessées ou très vulnérables qui ont des besoins spécifiques. Les blessés arrivent en nombre dans les zones sécurisées. Les équipes de l'association leur



65%

des victimes de BASM
étaient des civiles (sur 9785
personnes en 2015)

prodiguent des soins de réadaptation physique afin de prévenir de graves complications ou de leur éviter de développer un handicap permanent. Elles leur fournissent des aides à la mobilité, telles que des bâquilles ou des fauteuils roulants. Les personnes handicapées sont suivies de manière identique. HI travaille également avec les autres acteurs humanitaires afin de s'assurer que leurs réponses prennent

bien en compte la spécificité des besoins des personnes en situation de handicap et des plus fragiles. La plupart des personnes déplacées ont vécu des situations terrifiantes. Suite aux bombardements ou à la perte de proches, beaucoup sont en état de détresse psychologique. L'association propose des services de soutien ouverts à tous.

Des restes explosifs de guerre

Les personnes qui en ont besoin reçoivent ensuite un soutien psychosocial et l'appui d'un psychologue. L'Irak est l'un des pays au monde les plus contaminés par les restes explosifs de guerre. Handicap International organise des sessions d'éducation aux risques pour apprendre aux personnes déplacées à reconnaître le danger et à se protéger de ces armes. Cette contamination massive est aussi l'un des facteurs qui empêchent le retour sans

Données chiffrées

120 000 bénéficiaires.
105 000 personnes ont participé à des séances d'éducation aux risques des restes explosifs de guerre.
5 111 personnes ont directement bénéficié de services de protection ou d'aide psychologique et santé mentale.
5 073 personnes ont directement bénéficié de services de réadaptation.

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18 mars 2018 — 19h30
Lyon, salle Lumière

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The logo consists of a stylized blue 'H' and 'i' intertwined, followed by the text "humanité & inclusion".



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**Ts reheni ditisquam
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03.18.18

Kakemono

Technical specificities to design a Roll-up
are presented here

Printing :
Recto

Dimensions :
60 x 200 cm

Typography :
Nunito Regular & Bold
Size ≈ 170pt





