



د افغان ټولنيزې بازار موندنې مؤسسه (اسمو) / مؤسسه بازاریابی اجتماعی افغان (اسمو)

**Afghan Social Marketing Organization**

**Partner for better life**

روغه ټاکنه - روغه کورنۍ  
انتخاب سالم - خانواده صحتمند

زندگی بهتر برای همه

# ASMO Branding Guideline

**A Guide to Our Identity, Voice, and Legacy**

**Partner for a better life**

Social Marketing & Behavioral Change Communication Organization,  
Established in 2008

[www.asmo.org.af](http://www.asmo.org.af)

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## Brand Essence

### Mission

Enhance the well-being of millions of Afghans, particularly women and children, through sustainable access to essential health services, strengthening local health systems, and empowering individuals to make informed health choices."

ASMO is driven by its mission to deliver affordable, high-quality RMNCH, Nutrition and WASH solutions through institutional partnerships, innovative social marketing and behavior change strategies, empowering Afghan households to access essential service and products and make informed health choices in a fragile context

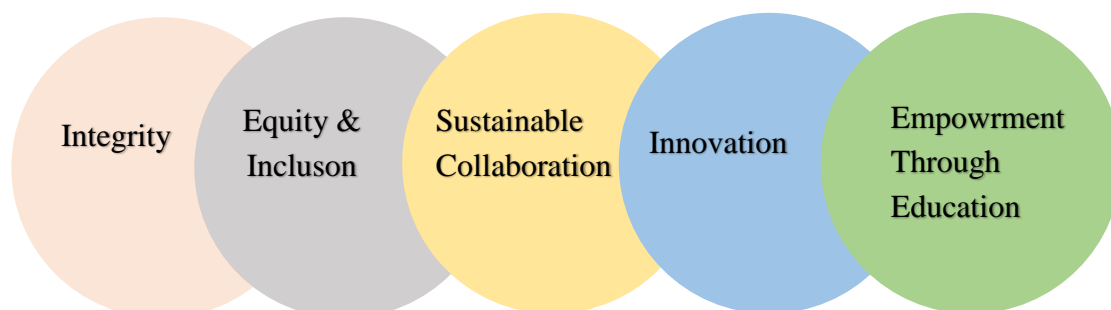
### Vision

A healthier Afghanistan where 10 million vulnerable people experience transformative change through sustainable access to essential health and nutrition products and services, and where the burden of preventable diseases and deaths is significantly reduced".

We envision a healthier Afghanistan where every family, whether urban or rural, rich or poor, has equitable access to essential health, nutrition, and WASH products and services. Our commitment encompasses a comprehensive approach that includes digital transformation in the health industry, encouraging healthy behavioral choices, and improving health services quality. Our dream is to be a nation where:

- Maternal deaths are rare, not a tragic norm, preserving families and futures for generations to come.
  - Children thrive, not merely survive, growing strong and healthy to lead tomorrow with hope and potential.
  - Families rise above the health burdens imposed by poverty, building resilience that empowers future generations.
- People are well informed and educated to make healthy behavioral choices within communities.

### Core Values (Guiding Everything We Do)



#### 4. Logo Usage

- Logo



A4 Sized



## 5. Color Palette

- Blue 2e3192
- Green bccb37

## 6. Typography

### Font Families

Limit to two or three complementary fonts:

**Primary font:** for body text (e.g., Calibri ,)

**Secondary font:** for headings or emphasis (e.g., Calibri (Body), Arial )

**Accent font:** optional, for slogans or callouts (e.g., Calibri (Body),)

### Font Sizes

**Headings:** 24–36 pt (web: 1.5–2.5em)

**Subheadings:** 18–24 pt

**Body text:** 10–14 pt (web: 1em or 16px)

**Captions:** 8–10 pt

**Line Spacing** (Leading)

**Body text:** 120–150% of font size (e.g., 12pt font → 14–18pt leading)

### Alignment

Left-aligned text is standard for readability.

Avoid full justification unless carefully managed.

### Contrast and Color

Maintain high contrast between text and background.

Use brand colors sparingly for emphasis.

## 7. Imagery Style

### Purpose

Imagery should evoke ASMO’s core values: community, dignity, health, and transformation. Every visual element must reinforce the organization's role as a “Partner for a better life.”

### Image Types

- **Human-Centered Photography**

Focus on Afghan families, healthcare workers, educators, and community gatherings.

Subjects should appear empowered, connected, and hopeful.

Avoid overly posed or commercial stock imagery.

- **Symbolic Illustrations**

Use stylized icons or drawings to represent abstract concepts like health, unity, or growth.

Favor culturally resonant symbols (e.g., pomegranate for fertility, flame for transformation).

- **Environmental Contexts**

Showcase real Afghan settings—clinics, schools, homes, markets.

Highlight resilience and everyday beauty in local environments.

- **Color and Tone**

Warm and Natural Palette

Earth tones, soft greens, and sky blues to reflect trust, vitality, and nature.

Avoid harsh filters or overly saturated edits.

- **Lighting**

Prefer natural light or soft ambient lighting.

Shadows should never obscure faces or symbolic gestures.

- **Composition and Framing**

**Inclusive Framing**

Capture groups and interactions, not just individuals.

Leave space for multilingual overlays (Dari, Pashto, English) when needed.

**Focus and Depth**

Use shallow depth of field to highlight subjects while keeping context visible.

Avoid cluttered backgrounds that distract from the message.

**Imagery to Avoid**

Generic stock photos with no cultural relevance

Images that portray pity, despair, or passive recipients of aid

Overly abstract visuals that lack narrative clarity