

Concordis International is a charity that works impartially alongside those who are involved in or affected by armed conflict around the world.

Challenge

It is through dialogue and mediation that they build relationships of mutual trust in areas such as South Sudan and Mauritania. The need for a renewed brand and an effective communication programme was identified by the Trustees to help their people to build and sustain trust.

Approach

Having a close working relationship since 2011, we were able to understand the sensitive issues that Concordis advisors were facing. It was apparent that the need for clearer communications and the ability to demonstrate acute listening skills when in talks between tribes and communities. This sparked initial ideas that eventually translated to some powerful creative solutions.

Outcome

We identified that dialogue was central to the activity and success of a project should become a central theme for the brand.

During our exploratory process, we discovered the need for a supporting brand would spearhead the fundraising aspect of the Charity.

Our speech bubble visual concept is a visual symbol that transcends culture or language and effectively communicates the process and desired outcome. The closer and overlap of both bubbles indicate the levels of trust and the progress towards established peace.

A unified branding solution that incorporates the speech bubbles and supported by the 'Peace Together' funding brand.

The new brands were launched with great expectation and praise at Clifford Chance in Canary Wharf in late 2015. With guest speaker Terry Waite, the Peace Together Conference was a great opportunity to explain the new branding and to generate support from attendees with the new website launch in early 2016.



www.concordis.international

**AMIET MARKET:
LIVESTOCK, LIVELIHOODS AND PEACE**

be counted...

we'll give you a voice.
Thriving futures are being built on trust and hope of the people at the borders of Sudan. Can you help create a smile in Sudan?

concordis
BUILDING RELATIONSHIPS FOR SUSTAINABLE PEACE

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