



To our partners, donors, fundraisers, friends, volunteers, followers and working team.

As Hand in Hand for Syria has grown over the years, so has our need for a more stream-lined, clearly identifiable brand.

Our re-branding project began in 2015 and we have slowly rolled out changes across the charity and the three countries we work in. Starting from new cheerful colours - all the way through to logo and branding changes and update to our website.

The final step in this process is the slight edit to our logo. Which will now include a abbreviation of our name Hand in Hand for Aid and Development *HIHFAD*.

All these changes are to unify our image across the countries that we work in, to make it easier for people to understand that we are one team, and that it is the same organisation.

Part of our ethos at Hand in Hand for Aid and Development is clarity and accountability and by ensuring that we have clear and consistent branding across all our locations we are able to uphold these standards.

Yours Sincerely,

Faddy Sahloul
Founder and Chairman

02/08/2018