



A sign composes the brand, sign of something new, something spontaneous.

Like the hand of an artist paints with the brush on the canvas with a single gesture, the sign of the association borns spontaneously to protect everyone's rights.

The circle is the symbol of perfection but also sign of protection meaning home and at the same time it represents the world spreading of this mark.

Another element is the one at the center which looks like a flame, which is also a sign of hope, life and something which grows and heats.... in some languages fire is also intended as home's fireplace, so like the family or group....

This young flame, which represents the association, is free to grow protected in the surrounding sphere.

Also the choice of the color is not casual: the light blue is like the color of the water which is life and also the color of our planet with its immense oceans.

Light blue is also the color of the air which feeds the fire, so we'll find in this mark the nature's four elements (air, water, land and fire).... Light blue is the counterpart of the red color: fire's color but also blood's color, so the mark of an association which protects one of the fundamental right of a human being.

The istintive and continuous gesture which composes the mark is intended to represent also the same rights which belongs to everyone, rights which aren't often respected, so the mark brings on this equity rights.



**International Alliance of Inhabitants
Zero Evictions Campaign**

