

AVO (Association of Hospital Volunteers) was created by Doctor Longhini in Milan in 1975.

The elderly in hospitals were regarded very poorly at the time and Dr Longhini had the ambition to change this and humanise the quality of care inside the hospital.

Due to the overwhelming drive of the organisation in 1991 AVO became officially part of the hospital organisation. As a result 25 cities in Tuscany use AVO in their hospitals, and their organisation has grown to 260 AVO stations across Italy with 25,000 volunteers.

In Florence alone there are 800 AVO volunteers working in hospitals with children and the elderly to ensure they maintain their dignity and receive the care they deserve to get better.



AVO approached Alde rather humbly to create a brand that would help them raise funds and increase the number of volunteers.

### *Just the beginning...*

The starting point for the AVO brand has been redesigning their logo. Alde's creation uses rounded lines for approachability, the shape links the letters "A", "V" & "O" subliminally, the cross represents hospitals and the final image forms a figure almost foetus-like to express the care AVO provides and the vulnerability that they address.

This logo will now be incorporated in the redesign of all of AVO's corporate and internal materials which Alde is creating.

### *Reaching out*

As a part of a suite of brand products to communicate to AVO patients and volunteers Alde suggested a friendly cartoon character to convey important messages. "Candù" is a hand drawn character created by Prof. Gianni Brandolino that will be used in a fun and clever way to pass on important messages to patients, hospital staff and volunteers.

### *Continuing the relationship...*

Alde's work for AVO is ongoing and a dedicated website and fund raising campaigns are in progress.

