







International Alliance of Inhabitants Zero Evictions Campaign



I think the hand expresses a powerful message that evictions must STOP, while the house and heart express what needs to be protected.

I wanted to produce a logo that could be understood everywhere, and seems to speak for everyone. This is tricky as houses look different everywhere. The pointy roof cottage type house doesn't do justice to the multicplicty of house types.

However, finally, I decided to go with this simplified version because, while it loses the sense of a global network, it is more striking. I think it asserts a strong sense of humanity.





















