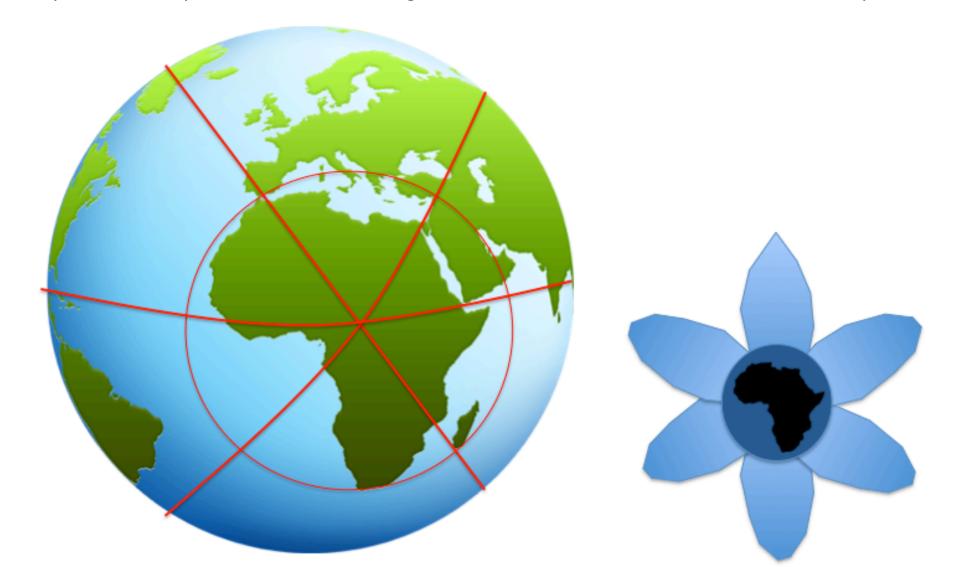First idea – probably hard unless there is mapping software out there. Or maybe just take a globe and trace paper and do it by hand.

Take a globe and put Africa in the center. Draw great circles from the center of Africa to the antipodes, then spread them out flat to get a flower with the continents in each of the petals.

Or go the other way. Get contours of the main continents (skip antartica!!) and put them inside the Africa contour. Sort of like these graphics, but with continents.

[A MESSAGE FROM AFRICA]

OK. That doesn't work too well (see left image) ….its too complicated for a logo
Maybe just the names inside in nice script evocative of the culture? (right side)
Or maybe we go with 2 things: A simple logo without anything inside (just the heart and africa).
This is a true logo. But then later the same logo writ large comes out. And inside the Africa
contour, it's chock full of everything from religious symbols from all faiths, animals from all
continents, people in heritage dress, foods, cultural symbols crammed inside the Africa contour
like one of those pictures made up of other tiny pictures. At first glance you might think it is the
logo but then you look closer and find all the detail and it tells you what its about and is fun to
look at and try to find all the symbols. Comes out later on a poster or something.