



Brand Guidelines

2025-2026

Version 1.0



01.

Who We Are

Rise Against Hunger works in countries worldwide to fight hunger, targeting communities facing high rates of food insecurity. We provide volunteer-packaged meals and other assistance, often through school feeding programs, to support nutrition, education and health for children and families facing hunger right now. We also partner with local leaders to implement sustainable agriculture and income-generating projects that support long-term solutions to food security and empower communities to become self-reliant and thrive.

In Communications

When using the Rise Against Hunger name, be sure to spell it out fully in every instance. Refrain from using 'Rise' or the acronym 'RAH'.



02.

Our Voice

Our voice is the unique tone and style in which we communicate. Why is a distinctive voice important for Rise Against Hunger? There is no organization quite like Rise Against Hunger. By using a unified voice in all our interactions, we ensure our communications capture our distinct character — and how people experience Rise Against Hunger. By speaking, writing and designing in one voice, our communications will look, feel and sound unmistakably like Rise Against Hunger. How should we use our voice? Our voice attributes serve as a guide for how we speak, write and design. Use them as criteria to evaluate your communications. A variety of visual and verbal tools (e.g., copy, imagery, information graphics, etc.) can help us infuse our voice into all of our communications.

OUR VOICE IS...

Bold

Engaging

Trustworthy

THIS MEANS...

We serve as a lightning rod for people around the globe to take action. We're not afraid to set, and share, ambitious goals.

We can't end hunger without the help of thousands of others, so our goal is to engage people in our movement. We serve as facilitators to enable people to take action.

We've done our research and covered our bases; we are aligned with leaders in the hunger space. We know our approach to ending hunger is sound.

OUR COMMUNICATIONS ARE...

Clearly share our vision, asking people to participate in our movement in an actionable way.

Use strong calls to action, and descriptive, creative language to capture our audience's attention. We treat our digital presences as a two-sided conversation.

Use metrics to show our impact and refer to key facts and findings by key leaders. We speak to our audience in knowledgeable, warm tones.

03.

Logo

This document outlines graphic identification guidelines for Rise Against Hunger and its global members. These guidelines help to ensure consistency and reinforce the Rise Against Hunger identity across communications and geography. Any questions regarding instances not outlined in this document or special use scenarios should be directed to the U.S. Marketing and Communications Team.



Color is a vital element of identification with respect to Rise Against Hunger Logo. Whenever possible, it should appear in Red (PANTONE® 485) and Black. When not possible to be used in color, the logo may appear as all black or all white.



This secondary orientation of our logo is acceptable in horizontal environments.



Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



PANTONE® 485
CMYK: 5, 98, 100, 0
RGB: 227, 39, 38
HEX: #E32726

03.

Logo

Clear Space & Reduction

The minimum size for reproduction of the Rise Against Hunger logo is 1.5 cm (1500mm) in width.

Appropriate clearance should always be given around Rise Against Hunger logo.

The spacing shown below is the minimum spacing required and should not be altered.

While Rise Against Hunger logo may be reproduced in any feasible size (1.5 cm or larger), in order to preserve both its recognition value and legal protection, its shape may not be altered.



The amount of protected space around our logo should be equal to or greater than 200% the height of the lettering below Rise.

03.

Logo

Global Member Logo Usage

The Rise Against Hunger name and logo is trademarked in all of our Global Member countries. The Global Member versions of our logo mark include the country designator beneath. These are the only variations of our primary mark that are acceptable.



In India, the tag line differentiator was required for trademark registration. A mixed use of either version is acceptable in India only.

03.

Logo

One Color & Knockouts

The black version of Rise Against Hunger logo should be used when printing in one color.

The “white” knockout version should be used when logo is against a solid background, gradient or photograph.



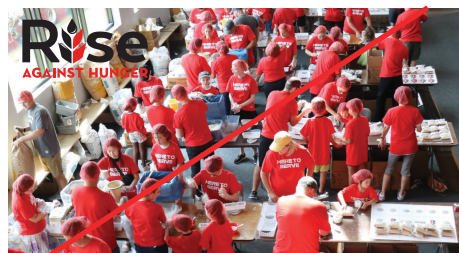
03.

Logo

Incorrect Logo Usage

To protect the integrity of the Rise Against Hunger logo, it must not be altered or modified in any way.

1. Do not add any drop shadow or glow effects to logo.
2. Do not use a different typeface for the logotype.
3. Do not alter the proportions of the logo.
4. Do not reproduce the logo in different colors.
5. Avoid placing the logo on a visually distracting background.
6. Do not combine the logo with any other logo, or develop logos that incorporate Rise Against Hunger logo.



04.

Typography

Utilize Brand Fonts for all advertising and marketing communications.

The Lato Font Family is a Google Font and available for use in the Google Suite online and for desktop use.

Amithen Regular is a licensed font owned by Rise Against Hunger and should be used for display use only and graphic elements.

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&

Amithen Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&

05.

Colors

Importance of Color Usage

The selected color palette below best represents Rise Against Hunger in our brand execution and communications. These primary and secondary colors pay homage to our history and help to deliver our organization worldwide with a uniform appearance. Any brand apparel or merchandise should align with this color palette. One-color versions of the logo (black or white) on primary or secondary-color brand apparel should be used.

Examples of unacceptable use: a purple, pink or teal staff shirt or T-shirt with any variations of logo.

Primary Color Palette



Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



PANTONE® 485
CMYK: 5, 98, 100, 0
RGB: 227, 39, 38
HEX: #E32726

Secondary Color Palette



Bolster
CMYK: 85, 75, 0, 0
RGB: 63, 83, 175
HEX: #3F53AF



Salmon
CMYK: 0, 80, 71, 0
RGB: 241, 91, 77
HEX: #FF5949



Prospective Yellow
CMYK: 0, 18, 75, 0
RGB: 255, 208, 91
HEX: #FFD05B



Agriculture
CMYK: 176, 6, 100, 0
RGB: 225, 199, 54
HEX: #B0C736

06.

Photography

Lifestyle Photography

High-quality storytelling photography is an essential part of the Rise Against Hunger brand. It shares real-life impact in the regions we serve and the volunteers supporting our mission across the globe. When incorporating lifestyle photographs, always use approved Rise Against Hunger photos, which include the appropriate, signed release forms. Using unauthorized photography infringes on intellectual property rights; this is especially important with pictures of celebrities and public figures. If you have any questions regarding the usage of lifestyle photography, please contact our U.S. Marketing and Communications Team.



🔔 When photographing meal packaging events, all volunteers should be wearing gloves and hairnets, and ensure there are no personal items in frame (water bottles, handbags, etc.)

07.

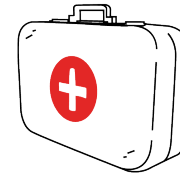
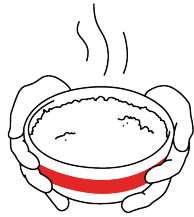
Icons

Icon Usage

Iconography can help simplify complex ideas or translate messages quickly. Icons should be clean and straightforward. When they are representational of a complex concept, we value simplicity over detail. Icons follow the same color guidelines as the Rise Against Hunger logo. Our official icons are illustrated below.

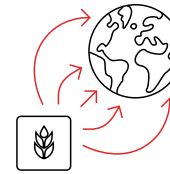
Pathways to End Hunger

Nourishing Lives,
Empowering Communities,
Responding to Emergencies
and Growing the Movement



Decorative

Not limited to the ones listed here in the guide. Can be used in 2-color (PANTONE® 485 and Black), white or black.



08.

Trademarks

It Starts with a Meal®

To protect the integrity of the Rise Against Hunger Trademarks, they must not be altered or modified in any way. Use ® designation on first references of these names within the body copy of any tactical execution. It is not necessary to use the designation beyond the first reference.

Whenever possible, it should appear in Red (PANTONE® 485) and Black.

When not possible to be used in color, the logo may appear as all black or all white.

Primary mark should be first choice when designing.

Secondary mark can be used; but should not outweigh Primary mark in campaign-wide use.

Primary Mark

IT STARTS
WITH A *meal*®

IT STARTS
WITH A *meal*®

IT STARTS
WITH A *meal*®

Secondary (Circle) Mark



🔔 Example: The Chef Showdown is a World Food Day activation of Rise Against Hunger's campaign, It Starts with a Meal®.

08.

Trademarks

Rise and Stride

To protect the integrity of the Rise Against Hunger Trademarks, they must not be altered or modified in any way. Use ® designation on first references of these names within the body copy of any tactical execution. It is not necessary to use the designation beyond the first reference.

Whenever possible, it should appear in Red (PANTONE® 485) and Black.

When not possible to be used in color, the logo may appear as all black or all white.

Horizontal



Vertical



Rise and Stride Logo Mark
Logo mark can be used on its own in 2 color, black or white for promotional purposes.