Rïse
AGAINST HUNGER

BRAND STANDARDS & STYLE GUIDE
2022

About
WHO WE ARE

Rise Against Hunger, an international humanitarian organization, is growing a global movement to end hunger by empowering communities, nourishing lives and responding to emergencies. With locations across the U.S. and five international offices, the organization provides immediate nourishment for those facing hunger today and implements sustainable solutions that will lift entire communities for years to come. Rise Against Hunger has facilitated volunteer meal packaging of more than 540 million meals to be distributed to countries around the world.

Please use the above text when talking about who Rise Against Hunger is and what we do.

❗ IMPORTANT

When using the Rise Against Hunger name, be sure to spell it out fully in every instance.

DO NOT
use "RAH" or "Rise."

Our VOICE

WHAT IS 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...	THIS MEANS...	OUR COMMUNICATIONS ARE...
Bold	We serve as a lightning rod for people around the globe to take action. We're not afraid to set, and share, ambitious goals.	Clearly share our vision, asking people to participate in our movement in an actionable way.
Engaging	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.	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.
Trustworthy	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.	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.

Let's Get Started

BRANDING 101

LOGO MARK

TYPEFACES

Avenir Black
Avenir Book
Noto Italic

COLORS

BRAND IDENTIFIER

When a 1-color option is needed then the black only version of the logo can be used.

When logo is used on a color background without significant contrast the reversed white logo should be used.*

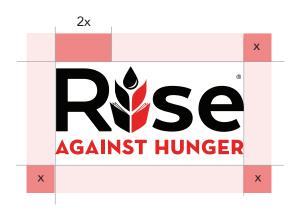**Do not use any other variation. More on pages 6 & 7.*

LOGO SIZING & SPACE

Rise AGAINST HUNGER .5"

For 2-color version of logo, the logo can be scaled down to a minimum height of .5".

Rise AGAINST HUNGER .2"

For 2-color version of logo, the logo can be scaled down to a minimum height of .2".

2x

x

Rise AGAINST HUNGER

x   x

The amount of clear space around our logo should be equal to or greater than 50% the width of the 'R' in Rise.

Do Not

OFFICIAL LOGO

Do not add any drop shadow
or glow effects to logo.

Do not crop the logo.
The logo should always be
used in its entirety.

Do not change the
logo's proportions.

Do not deviate from the
approved 2-color artwork. A white and red
logo version is not an approved use. Use
the 2-color black and red, 1-color black or
1-color reverse (white) only.

Do not alter the logo
contents of the in any way.

Do not typeset the logo
in any way.

SEATTLE

Do not add location name
under logo.

IMPORTANT:
Use of a location name beneath our Rise Against Hunger
logo is not acceptable; our trademark is for the primary logo
mark only. Any deviation to the mark like adding a location
name underneath is a violation of the trademark legally and
diminishes its strength.

Using Our Logo

OVER PHOTOGRAPHY

DO

- **Do** use a solid white background with 2-color logo. Background can be slightly transparent, but no less than 80%

- **Do** use 2-color over photography over highly contrasted portion of photo (example: white cloud, light gray concrete)

- **Do** use reverse logo over red or black box.

- **Do** use black logo on white or red background.

  For corporate use, reverse and black logo can be used over partners primary color. Consult Marketing & Communications team first.

DO NOT

- **Do not** use 2-color logo over photography with shadow or glow effect.

- **Do not** use reverse or black logo over photography with shadow or glow effect.

- **Do not** use any use of logo over faces of volunteers or beneficiaries.

- **Do not** use any variation of 2-color logo.

Co-Branding of
OFFICIAL LOGO

VERTICAL RULE

CO-BRANDED
LOGO

NO TAGLINE LOGO

CO-BRANDED LOGO

MINIMUM SIZE

.5"

CO-BRANDED
LOGO

NO TAGLINE LOGO

Overview of
BRAND FONTS

Header & Sub-headers

For all advertising and marketing communications. These fonts establish the current look and feel of our brand. Please feel free to use these in combination with one another to "liven-up" your communications.

AVENIR BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÎabcdefghijklmno
pqrstuvwxyzàåéîõ&
1234567890($£.,!?)

NOTO SERIF ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()_+-=[]{};:' "\|/.,*

Body Copy

AVENIR BOOK

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÅÉ
ÎÕØÜabcdefghijklmn
opqrstuvwxyzàåéîõø
&1234567890($£.,!?)

Lifestyle

PHOTOGRAPHY

There's nothing more powerful than a smile. These beautifully shot lifestyle photographs highlight families, ethnic diversity, volunteers and faces from around the world.

When using lifestyle photography it is important to always use our Rise Against Hunger approved photography. Our photos have all of the appropriate, signed release forms. Using unauthorized photography infringes on intellectual property rights. This is especially important with photos of famous people. If you have any questions regarding the usage of lifestyle photography, please contact our Marketing & Communications Team.
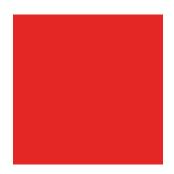
Importance of

COLOR USAGE

We have selected the colors below to best represent us in our communications. These are colors that pay homage to our history and help to deliver our organization around the world with a uniform appearance.

PRIMARY COLORS

BLACK
C75 M68 Y67 K90
R0 G0 B0
HEX #000000

PANTONE 485 C
C5 M98 Y100 K0
R221 G39 B38
HEX #e32726

SECONDARY COLORS

(Do not use to alter our logo, these colors are designed to compliment graphic design accents or elements)

PANTONE 2726 C
C79 M69 Y0 K0
R69 G92 B197
HEX #455cc7

PANTONE 7549 C
C0 M31 Y100 K0
R253 G183 B20
HEX #fcb614

PANTONE 390 C
C35 M13 Y100 K0
R179 G189 B53
HEX #b2bc35

Current
TRADEMARKS

Use TM 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.

EXAMPLE:
The Chef Showdown is a World Food Day activation of Rise Against Hunger's campaign, **It Starts with a Meal™**, which inspires people across the globe to take action today and end hunger tomorrow.

EXAMPLE:
On your mark. Get set. Leave world hunger in the dust! You are invited to sponsor **Rise & Stride™**, a virtual 5k/10k fundraiser happening this spring.

IMPORTANT:
Please reach out to the Marketing & Communications team for logo files and terms of usage.