




VISUAL IDENTITY

Guidelines



*Our meals provide more than food.
They provide hope.
That's the key to ending hunger.
– Ray Buchanan*

OUR ROOTS

- Founded in 1998 by Dr. Ray Buchanan, a United Methodist minister
- Previously founded Society of St. Andrew, focused on gleaning for US food banks
- Vision to end world hunger in our lifetime and create a global volunteer movement

Organizational Goals



Impact Partners
***BROADEN
IMPACT***



Volunteers/Donors
***CREATE
CHAMPIONS***



Rise Against
Hunger Team
***UNLEASH
POTENTIAL***


MISSION *and* VISION

We seek to end world hunger in our lifetime by providing food and life-changing aid to the world's most vulnerable and creating a global commitment to mobilize the necessary resources.

The mission will be accomplished by broadening our ability to create measurable impact through global partnerships, and identification of new pathways of ending hunger.

In pursuit to end world hunger, Rise Against Hunger will strive to foster a global unity of brand champions through an engaged network of volunteers and donors, and optimize operations to increase growth all while creating a strong organizational culture.

Our organization strives to become a globally recognized, best-in-class social impact organization dedicated to food, community and sustainability. We expect our associated and partner organizations to be forward-thinking responsible global citizens focused on the commitment to serve humanity by ending worldwide hunger by 2030.



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...

Intentional

We look at problems from different angles and apply our expertise to address social issues in well chosen ways others cannot. We are insightful and discerning.

**Knowledgeable
Perceptive
Confident**

Compassionate

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

**Thoughtful
Sincere
Engaging**

Persevering

We find lasting solutions to systemic problems on developing countries with the most need. We speak with clarity, purpose and conviction.

**Bold
Purposeful
Courageous**

Inspiring

Motivated by an enduring passion to create a movement of positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and a sense of purpose

**Upbeat
Hopeful
Visionary**



Brand Positioning

For the altruist in each of us Rise Against Hunger is the one social impact organization dedicated to ending world hunger by 2030 that nourishes our passion to feed humanity because it:

- Speeds immediate nutrition to those in crisis
- Supplies education to allow families to be self-sufficient
- Secures thriving, sustainable communities for the future

Let's Get Started

BRANDING 101

Rise Against HungerSM is a powerful brand. Our water droplet, architectural imagery, open book, fonts, tagline, and red and black coloring all combine to create a distinctive brand image in the minds of consumers. The mark depicts the opening of arms and education needed to help obtain a world free of hunger. Below are some basic terms to get started on our branding basics.

LOGO MARKS

Marks that separate our brand from competitors.



TYPEFACES

Specific fonts that convey our brand's style and feel.

Avenir Black
Avenir Book
Noto Italic

COLORS

Specific and iconic colors that needs to be used the right way.



BRAND IDENTIFIER

Elements that ladder up to overall brand.



The Do's

OFFICIAL LOGO



The official, 2 color logo.
These logos are provided as scalable vector artwork (EPS)



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 can be used.

Co-Branding of

OFFICIAL LOGO

VERTICAL RULE



RAH LOGO



CO-BRANDED
LOGO

CO-BRANDED LOGO

Email

SIGNATURE



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International

LOGO VERSIONS



The Dont's

OFFICIAL LOGO



DO NOT deviate from the approved 2-color artwork.



DO NOT crop the logo. The logo should always be used in its entirety.



DO NOT outline the logo.



DO NOT change the logo's proportions.



DO NOT alter the logo contents of the in any way.



DO NOT typeset the logo in any way.

Minimum

LOGO SIZING



5"

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



.2"

For 2-color version of logo without tagline, the logo can be scaled down to a minimum height of .2".

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. You should never use photography where you are not authorized to do so and are not infringing on any 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 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 company around the world with a uniform appearance.

PRIMARY COLORS



BLACK

C75 M68 Y67 K90
R0 G0 B0
HEX #000000

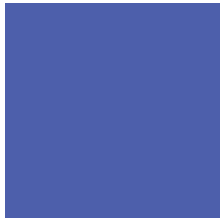


PANTONE 485 C

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



PANTONE 7572 C

C22 M60 Y94 K7
R188 G114 B49
HEX #bc7230

Overview of

BRAND FONTS

Headlines & Subheadlines

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
ÅÊËäåæçèéîïð
ñ&
1234567890(\$£.,!?)**

NOTO SERIF ITALIC

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

Body Copy

AVENIR BOOK

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÅ
ÊËÏÖØÜäåæçèéîïð
&1234567890(\$£.,!?)

Contact

INFORMATION



For additional information or questions regarding our graphic resources

marketing@riseagainsthunger.org

riseagainsthunger.org