Rise Against Hunger operates meal packaging locations in 28 cities throughout the U.S. and five international locations in South Africa, Malaysia, the Philippines, Italy and India. In the past year, more than 430,000 volunteers from corporations, churches, schools and civic organizations packaged Rise Against Hunger meals. Since 1998, volunteers in the U.S. and worldwide have packaged about 500 million meals and provided aid in the form of emergency relief, medical supplies, clothing, school supplies and more to people in need.

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

<table>
<thead>
<tr>
<th>OUR VOICE IS...</th>
<th>THIS MEANS...</th>
<th>OUR COMMUNICATIONS ARE...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intentional</td>
<td>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.</td>
<td>Knowledgeable Perceptive Confident</td>
</tr>
<tr>
<td>Compassionate</td>
<td>Tackling the world’s toughest challenges requires empathy. We champion real people and stories that are relatable and universal.</td>
<td>Thoughtful Sincere Engaging</td>
</tr>
<tr>
<td>Persevering</td>
<td>We find lasting solutions to systemic problems on developing countries with the most need. We speak with clarity, purpose and conviction.</td>
<td>Bold Purposeful Courageous</td>
</tr>
<tr>
<td>Inspiring</td>
<td>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</td>
<td>Upbeat Hopeful Visionary</td>
</tr>
</tbody>
</table>
Let’s Get Started

BRANDING 101

When using the Rise Against Hunger name, be sure to spell it out fully in every instance. Always avoid using “RAH” or “Rise”. Below are some 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 need to be used the right way.

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 can be used.
LOGO SIZING & SPACE

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

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

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

CO-BRANDING VERTICAL RULE

MINIMUM SIZE
NO TAGLINE LOGO
The Don’ts

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.

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

Do not typeset the logo in any way.

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.

Do not add location name under logo.
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 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.
Co-Branding of OFFICIAL LOGO

IMPORTANT:
For smaller instances of co-branding, such as on smaller print material, t-shirts, buttons, etc., Rise Against Hunger logo with no-tagline may be used. Both in full color, reverse and black. Minimum size for such logos are .5”

*If a partner makes a request for smaller use, please consult the marketing team.
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 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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

NOTO SERIF ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

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

Body Copy

AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

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