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
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.
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>
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

• Supports education that promotes self sufficiency

• Secures thriving, sustainable communities for the future
Rise Against Hunger® 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.

**Avenir Black**
Avenir Book
Noto Italic

**TYPEFACES**
Specific fonts that convey our brand’s style and feel.

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

**BRAND IDENTIFIER**
Elements that ladder up to overall brand.
Co-Branding of OFFICIAL LOGO

Co-BranDED LOGO

RAH LOGO

CO-BRANDED LOGO

Email SIGNATURE

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Digital Media Design
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919.839.0689 office | 919.623.3434 cell
www.riseagainsthunger.org
#2030isPossible

Video: Our Mission
International LOGO VERSIONS

Rise® AGAINST HUNGER
food - community - sustainability
INDIA

Rise® AGAINST HUNGER
food - community - sustainability
PHILIPPINES

Rise® AGAINST HUNGER
food - community - sustainability
MALAYSIA

Rise® AGAINST HUNGER
food - community - sustainability
SOUTHERN AFRICA

Rise® AGAINST HUNGER
food - community - sustainability
ITALY
The Don’t’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 in any way.
- **DO NOT** typeset the logo in any way.
Minimum

LOGO SIZING

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”. 
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**
  - PANTONE 485 C
  - 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

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÉÎÎabcdefgijklmnopqrstuvwxyzàåéêøö
1234567890($£,!?)

NOTO SERIF ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
1234567890
!@#$%^&*_+=[]{}::;’“‘|/.,

Body Copy

AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
ÀÁÉÔØÜÎÏêêøöø
1234567890($£,!)
For additional information or questions regarding our graphic resources
marketing@riseagainsthunger.org