

MARCH 2021



BRAND PARTNERSHIP GUIDELINES

Thank you so much for partnering with us in our mission of feeding families today and uniting them to a healthier tomorrow. We are excited that you want to use our brand to show others the steps you are taking in this journey. We created this short guide to help you use our logo to represent our partnership.

DOWNLOAD OUR BRAND ASSETS AT:
[USHUNGER.ORG/MEDIA-CENTER](https://www.us hunger.org/media-center)



OUR VOICE

WE LOVE OUR BRAND. PLEASE HANDLE WITH CARE.

Our brand guidelines were created to encourage creativity while maintaining organization and consistency. Everything created within the brand should feel empowering, intentional, and bold.

We believe a strong brand is important to share our message, as we work with businesses, organizations and Hunger Heroes all around the globe to pursue a hunger-free world.

BRAND TONE

Above all, we want our brand to be empowering, intentional, and bold.

Keep our five keys to culture in mind when communicating our brand visually or in writing. We are *impact-focused*. We are *pioneers*. We are *better together*. We are *authentic*. We have no *limits*.

Whether we're collaborating with international events, with our biggest donors across the nation or with members of the local community, our goal is to show impact through all communications. We also want our brand to feel clear, in both message and design. We are mission-driven and solution-focused. We like to highlight a hope for the future instead of the problem.

U.S. Hunger (USH) is known for high-energy environments and events! When representing our brand, be professional, while also allowing our company culture to shine through.

EMPOWERING
INTENTIONAL
BOLD

LOGO VARIATIONS

Our primary logo is the stacked version and is our preferred option unless there is a design reason to use the horizontal version. If an area has a light background, use the navy text logos. Alternatively, if you have a dark background, use the white text logos. You may also use a completely white or black version in cases where you need a single color option, please contact us if those are necessary.

Please only use the provided files at ushunger.org/media-center

STACKED - PRIMARY VERSION



HORIZONTAL



HORIZONTAL + DBA STATEMENT



LOGO SIZING

Below are the minimum sizes for our logos. Please do not go smaller than these dimensions so the logotype remains legible and continues to make a visual impact.



LOGO SPACING

Giving the logo room to breath is essential. When using elements near the logo, always make sure you have a space that is at least the same width as the half world mark. This is the minimum space needed around the logo, but in many cases, more space is even better.



LOGO CHANGES

1. Never distort, skew or stretch.
2. Never rotate.
3. Never add effects or noticeable drop shadows.
4. Never change the font.
5. Never change the proportions or spacing.
6. Never use it on a distracting background (i.e. logo isn't easily readable).
7. Never use a white logo on a light background or the navy version on a dark background.
8. Never alter the logo color.



OUR COLORS

We strive to make our projects fun and bold while still maintaining a clean, intentional look. USH navy and USH blue are our primary colors. All other colors shown are secondary colors.

USH NAVY

HEX CODE

#253763

C 98	R 32
M 87	G 52
Y 35	B 96
K 26	

USH BLUE

Hex Code

#2496D1

C 75	R 36
M 28	G 150
Y 1	B 209
K 0	

DARK GRAY

Hex Code

#D8DBE3

C 14	R 216
M 10	G 219
Y 5	B 227
K 0	

LIGHT GRAY

Hex Code

#F2F2F4

C 4	R 242
M 3	G 242
Y 2	B 244
K 0	

TRUE WHITE

Hex Code

#FFFFFF

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

USH BLUE (25% OPACITY)

Hex Code

#2496D1

C 75	R 36
M 28	G 150
Y 1	B 209
K 0	

FEEDING CHILDREN EVERYWHERE DOING BUSINESS AS



LOGO APPROVAL

When using our logo, please share your final design with creative@ushunger.org and your existing U.S. Hunger point of contact for approval.

BRAND AGREEMENT

By my signature, I acknowledge that I have read, understand, and agree to seek and gain written and/or electronic approval for each use of the U.S. Hunger logo and additional USH branding per our brand guidelines.

X _____