OCTOBER 2016

BRAND GUIDELINES

ACTION AGAINST HUNGER

CONTENTS

INTRODUCTION AND BRAND NARRATIVE

ACTION AGAINST HUNGER IS AN ACTIVE, POSITIVE, DYNAMIC ORGANISATION. NOW WE HAVE THE BRAND TO MATCH. A BRAND THAT CLEARLY STATES WHAT WE ARE FOR. AND WHAT WE ARE AGAINST. A SYMBOL THAT CAN WORK IN ANY COUNTRY, IN ANY CONTEXT. TOGETHER WE CAN MAKE OUR BRAND STRONGER BY PUTTING THESE GUIDELINES INTO ACTION.

FOR A WORLD FREE FROM HUNGER

THE LEAF AND DROPLET IN OUR SYMBOL REPRESENT FOOD AND WATER. WE WORK FOR A WORLD WHERE EVERYONE HAS ACCESS TO BOTH.
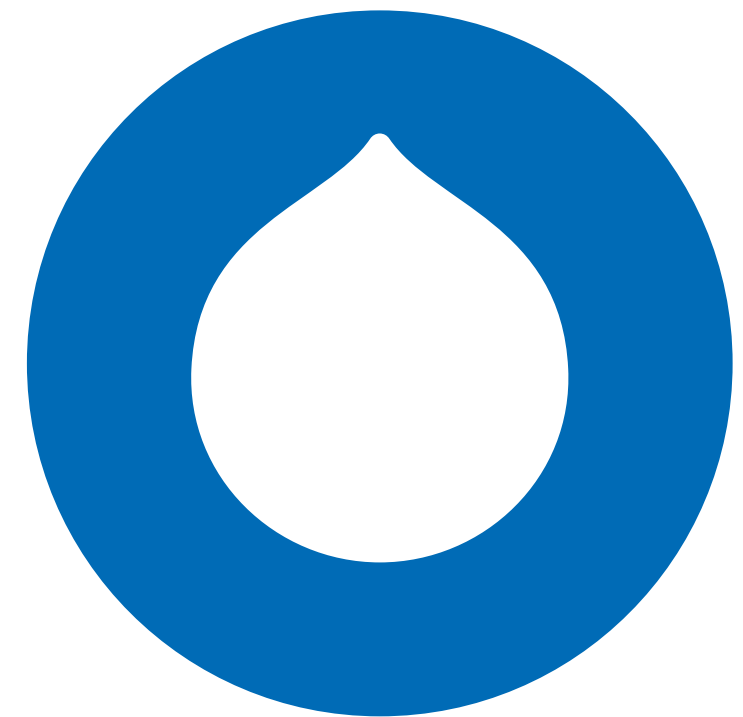
FOR ACTION AGAINST HUNGER

FOR FOOD.
AGAINST HUNGER
AND MALNUTRITION.

FOR CLEAN WATER.
AGAINST KILLER DISEASES.

**FOR CHILDREN THAT GROW
UP STRONG.**
AGAINST LIVES CUT SHORT.

**FOR CROPS THIS YEAR,
AND NEXT.**
AGAINST DROUGHT
AND DISASTER.

FOR CHANGING MINDS.
AGAINST IGNORANCE AND
INDIFFERENCE.

**FOR FREEDOM FROM HUNGER.
FOR EVERYONE.
FOR GOOD.**

FOR ACTION.
AGAINST HUNGER.

Short form

**FOR FOOD.
FOR WATER.
FOR HEALTH.
FOR NUTRITION.
FOR KNOWLEDGE.
FOR CHILDREN.
FOR COMMUNITIES.
FOR EVERYONE.
FOR GOOD.
FOR ACTION.**
AGAINST HUNGER.

WHAT WE DO AND HOW WE DO IT

For almost 40 years, across nearly 50 countries, we have led the global fight against hunger.

We save the lives of children and work with their communities before and after the disaster strikes.

We enable people to provide for themselves, see their children grow up strong, and build prosperous communities.

We constantly search for more effective solutions, while sharing our knowledge and expertise with the world. We push for long-term change. We will never give up. Until the world is free from hunger.

OUR DESCRIPTOR

Action Against Hunger is a global humanitarian organisation that takes decisive action against the causes and effects of hunger.

We save the lives of malnourished children. We ensure everyone can access clean water, food, training and healthcare. We enable entire communities to be free from hunger.

WHAT WE VALUE MOST

ACTING COURAGEOUSLY

We will do whatever it takes to help the marginalised and most at risk, always acting with integrity and respect. No matter how hard, no matter how long it takes.

IMPACT THAT LASTS

Whether immediately in a crisis, or incrementally in the long term, our actions make a measurable impact. We provide evidence, take responsibility, and are always accountable.

CONSTANTLY LEARNING

We are always innovating, always seeking the next breakthrough. Radical, ingenious ideas are waiting to be discovered. There is always a better way.

LEADING BY EXAMPLE

We are the nutrition experts, trusted and respected across the world. We analyse, we problem-solve, we share knowledge — and we inspire others to get involved.

WORKING BETTER TOGETHER

We cannot solve these problems on our own. So we work in partnerships to maximise the impact we make — and to create a worldwide movement for change.

Action Against Hunger tackles the causes and effects of hunger and diseases that threaten the lives of vulnerable children, women and men. Established in France in 1979, we are a non-governmental, non-political, non-religious, non-profit organisation.

We act wherever there are:

- Natural or man-made disasters that threaten food security or result in famine.

- Situations of social/economic breakdown, linked to internal or external factors that put people in extremely vulnerable positions.

- Emergencies where survival depends on humanitarian aid.

Action Against Hunger acts either during the crisis through emergency interventions, or afterwards through rehabilitation and sustainable development programmes. We also intervene early to prevent certain high-risk situations.

Our goal is to enable people to regain their autonomy and self-sufficiency as quickly as possible.

WHEREVER WE ACT, WE RESPECT THESE PRINCIPLES:

INDEPENDENCE

Our policies are not defined in terms of domestic or foreign policies, nor in the interest of any government. We act according to our own principles, to maintain our moral and financial independence.

NEUTRALITY

A victim is a victim. Action Against Hunger maintains a strict political and religious neutrality. Nevertheless, we will always denounce human rights violations and speak out against obstacles put in the way of humanitarian action.

TRANSPARENCY

Action Against Hunger aims for total transparency. Whether for partners, donors or beneficiaries of our work, we make clear information available on the allocation and management of our funds, and provide guarantees of good management.

FREE AND DIRECT ACCESS TO VICTIMS

Action Against Hunger demands free access to victims and direct control of our own programmes. We denounce and act against any obstacle preventing this from happening. We verify the allocation of our resources to ensure they reach the right people. Under no circumstances will partner organisations working with us become the ultimate beneficiaries of our aid programmes.

NON- DISCRIMINATION

Action Against Hunger rejects all discrimination based on race, sex, ethnicity, religion, nationality, opinion or social class.

PROFESSIONALISM

Action Against Hunger is committed to the highest professional standards in all aspects of our programmes, from conception to realisation, management and assessment. We draw on years of experience and aim for continual improvement.

All members of Action Against Hunger follow these principles in every area of our work.
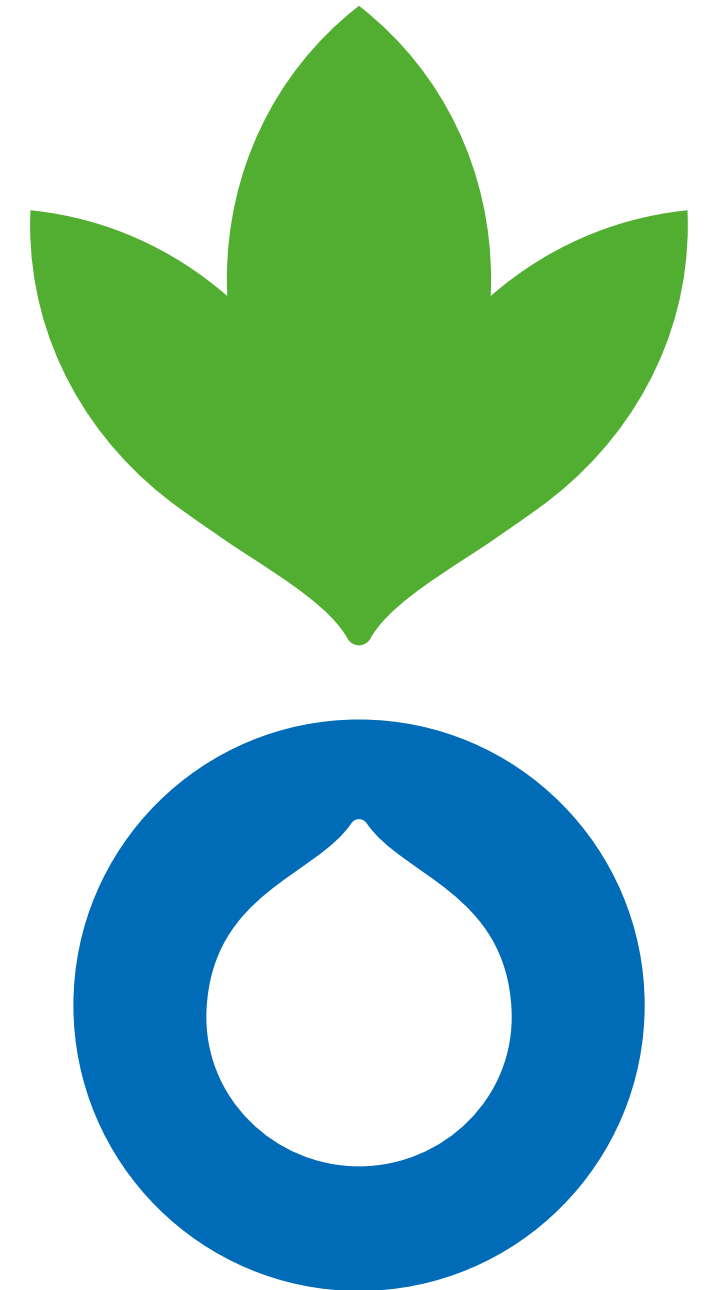
LANGUAGE
AND NAMING

Our international name should always have initial capitals on all three words – Action Against Hunger. When writing our name in other languages, please follow the capitalisation rules of the langauge.

Never use the abbreviation AAH or ACF, or a country variant (eg ACF-UK) in the public domain. Our name, Action Against Hunger is powerful and strong, and clearly explains what we do. It also translates into all languages. So we should always use our long-form name for external audiences.

The initials ACF are only acceptable in abbreviated contexts such as file names (e.g. acf_proposal.pdf) or social media handles (e.g. @acfusa / @acf_uk). In these cases, always use ACF not AAH – no matter what language you are using.

By using our full name consistently in internal and external contexts, we can strengthen our brand and communicate more clearly.

To avoid the naming confusion of using a French acronym for international organisation, there is no ACF logo any longer. Always use the full country name or the agreed international name.

✓ Action Against Hunger is a global humanitarian organisation that takes decisive action against the causes and effects of hunger.

We save the lives of malnourished children. We ensure families can access clean water, food, training and healthcare. We enable entire communities to be free from hunger.

✗ ACF is a global humanitarian organisation that takes decisive action against the causes and effects of hunger.

We save the lives of malnourished children. We ensure families can access clean water, food, training and healthcare. We enable entire communities to be free from hunger.

✓ For almost 40 years, across nearly 50 countries, Action Against Hunger has led the global fight against hunger. We enable people to provide for themselves, see their children grow up strong, and for whole communities to prosper.

✗ For almost 40 years, across nearly 50 countries, ACF has led the global fight against hunger. ACF enables people to provide for themselves, see their children grow up strong, and for whole communities to prosper.

✓ For almost 40 years, across nearly 50 countries, Action Against Hunger UK has led the global fight against hunger. In the UK we focus particularly on the UK Government, which provides the largest amount of humanitarian assistance after the United States.

✗ For almost 40 years, across nearly 50 countries, ACF UK has led the global fight against hunger. ACF UK focusses particularly on the UK Government, which provides the largest amount of humanitarian assistance after the United States.

1 Use the logo in the most appropriate language for your audience. So if a programme works in a French-speaking country, use French. If Spanish-speaking, use Spanish. Always use the language that is most appropriate taking in account country strategy and security.

2 Bilingual versions are available but these can only be used for pre-agreed cases such as Canada, or certain regions of Spain.

3 Use the agreed international English name if in doubt.

4 Mission or department names in logos are not permitted – it creates confusion and too many logos. See rule five below for the solution.

5 Country names and/or department names can be added at the first level of stationery or the profile name in social media.

We use 'for' and 'against' as a flexible device to explain and bring to life what we do. It is a powerful tool for communicating complex ideas quickly – especially in headlines, report titles, or short lines on t-shirts, posters and so on.

By talking about what we're against, we unpack all the issues related to hunger – its causes, effects and associated challenges. By talking about what we're for, we emphasise the positive – the specific actions that are necessary, and the benefits they will deliver.

MAKE SURE IT FLOWS NATURALLY AND GRAMMATICALLY:

✔ For changing minds

✘ For change minds

✔ Against famine

✘ Against famine affects millions of people

AVOID FOLLOWING 'FOR' WITH A NEGATIVE:

✘ For combating malnutrition

✔ Against malnutrition

KEEP IT BRIEF

'For' or 'against' should be followed by a single word or short phrase (5-6 words):

✔ Against drought and disaster

✘ Against the way that drought and disaster continue to damage people's lives all around the world

MAKE THE CONTRAST MEANINGFUL

The 'for' and 'against' elements should have a logical relationship, usually presenting two perspectives on the same issue – don't mix different issues.

✔ For clean water for everyone.
Against killer diseases.

✘ For protecting aid workers.
Against acute malnutrition.

VARY THE PACE FOR EFFECT

Wherever there is an 'against' there should be a 'for'. However, the order and proportion can vary for effect.

For example, a list of 'fors' can be followed by a single 'against'.

✔ For emergency aid. For hygiene kits.
For seeds. For tools.
Against more lives lost in Syria.

The order of 'against' and 'for' can switch to end on a positive:

✔ Against apathy. Against ignorance. Against cynicism. For action.

AVOID DUPLICATION

Rather than restating the problem, the 'For' and 'Against' should develop the argument and create a meaningful contrast.

✘ For clean water. Against dirty water.

✔ For clean water. Against killer diseases.

We stand for action and that should come across in the words we use.
We write because we want to make things happen. That means using clear, direct, simple language. It also means using language that reflects our values.

ACTING COURAGEOUSLY

1. Think in verbs

Our writing contains lots of active verbs. We make, solve, help, do, analyse, share, act, speak, campaign, save, improve, enable. Avoid turning verbs into nouns – this makes the writing less dynamic.

✔ We analyse and inspire.

✘ We offer analysis and provide inspiration.

✔ We save the lives of malnourished children.

✘ Our priority is to save the lives of malnourished children.

2. Use 'will' to express determination

✔ We will do whatever it takes to help the marginalised.

✘ We aim to do whatever it takes to help the marginalised.

✘ We are committed to doing whatever it takes to help the marginalised.

LEADING BY EXAMPLE

3. Use motivational language

✔ No matter how hard, no matter how long it takes

✔ Until the world is free from hunger

✘ Even if it sometimes feels hopeless

✘ Until hopefully hunger can one day be reduced

4. Don't be afraid to give clear instructions

✔ Donate now

✘ Donations are welcome

✔ Sign our petition

✘ Please consider signing our petition

IMPACT THAT LASTS

5. Use specific facts

✔ In 2014 we helped 13.6 million people in 46 countries.

✘ In recent years we have helped millions of people around the world.

6. Use the active voice

The passive voice ('This will be done') sounds evasive and impersonal. Take responsibility by making it active ('We will do this').

✔ We will raise awareness.

✘ Action will be taken to raise awareness.

✔ We will launch a new campaign next week.

✘ A new campaign will be launched next week.

7. Use short sentences for impact

✔ We lead the global fight against hunger. We save the lives of children and their families. We are there for them before and after disaster strikes.

✘ We lead the global fight against hunger, saving the lives of children and their families, and ensuring we are there for them before and after disaster strikes.

WORKING BETTER TOGETHER

8. Use 'you' and 'we' to make it personal

✔ We will do whatever it takes to create a world free from hunger. Will you help?

✘ Action Against Hunger staff will do whatever it takes to create a world free from hunger. But more support is urgently needed.

9. Use language the reader will understand

Avoid jargon except in specialist contexts. In the first instance, spell out the full name of an organisation, then use the acronym. (See below for separate guidance on using our name.)

✔ We receive funding from the Department for International Development (DFID). Last year DFID provided 53% of our funding.

✘ We receive DFID funding. Last year DFID provided 53% of our funding.

10. Avoid wordplay and local idioms

Our writing has to work in multiple languages and cultures, so avoid anything that doesn't translate easily.

✔ Acute malnutrition is a global challenge that we can't ignore.

✘ Acute malnutrition is the elephant in the room.

CONSTANTLY LEARNING

11. Invite involvement

Include links, further reading and instructions for readers who want to find out more or get involved. Make it specific.

✔ Donate now at actionagainsthunger. org/take-action/donate

✘ Find out more about donating on our website.

12. Show your writing to others

From an email to a press release, take every piece of writing as an opportunity to learn. Read it aloud. Show your colleagues Ask them for feedback.

OUR VISUAL IDENTITY

Our visual identity is more than decoration – it's a tool to connect, communicate and inspire action around the world. To do that, we need to use these elements consistently.

Logos

Colour

Icons and diagram style

70%

Typography

FUTURA LT PRO BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Photography

Layout inspiration

FOR
FOOD
WATER
HEALTH
NUTRITION

Applications

FORENAME SURNAME
TITLE GOES HERE

DL +XX 1234 5678
initial.surname@actionagainsthunger.org

Action Against Hunger USA
1 Whitehall Street
New York
NY 10004
United States of America
actionagainsthunger.org

We are one organisation with one logo.

All that changes is the language of the logotype.

Whatever the language, our logo always contains our full name. Never use initials. Every time our logo appears, it's a chance to communicate what we do, so let's use it.

If you need a logo containing other languages, please request from the communication department.

Single language

ACTION AGAINST HUNGER

ACTION CONTRE LA FAIM

ACCIÓN CONTRA EL HAMBRE

AKTION GEGEN DEN HUNGER

AZIONE CONTRO LA FAME

Minimum size

15mm (h)
45 pixels (h)

If the format demands a logo smaller than this, use the symbol on its own.

Please don't adapt the colours within the logos provided.

When choosing which coloured version of the logo to use, ensure that the best contrast between the logo and the background is achieved.
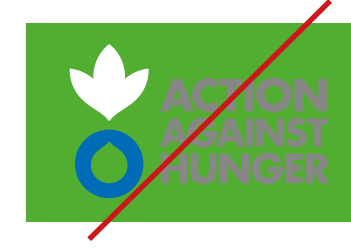
Colour-ways

When using the logo in mono, you can choose white-on-black or black-on-white.

Don't use a colour for the whole logo which is not black or white.

Don't adapt the colours in the logo to suit the background colour.

When placing the logo on a coloured background, please choose the logo to have the best contrast against the background colour. For example, the full colour version of the logo may be used on light natural colours such as cream and ivory, however the black or white versions should be used on other colours to give the best contrast.

When placing the logo on grey backgrounds, please do not place the logo on a tint of black which is higher than 30%. Please use the black or white versions of our logo when placing onto 31% black and above.

10% Black

20% Black

30% Black

40% Black

100% Black

40% Black

100% Black

If we're producing a report in French, we use the French logo. If it's in English, we use the English logo. Sometimes we may need a bilingual logo – for example, on business cards for countries or regions with 2 official languages.

We have a few 'format variations' of the logo, which should only be used in special cases where space restrictions leave no other option.
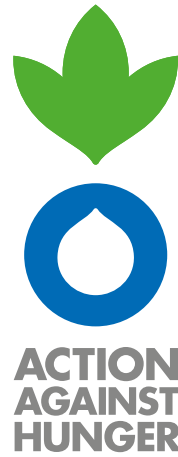
The colour version of our logo should only appear on a white or light-coloured background. On other backgrounds, use the black or white version.

Bilingual option

Format variations

Restricted space

Fundraising logos

Options we can allow other people or organisations to use if they're supporting us

Our logo is the main way people identify us, so always give it space. Whatever size you use, keep at least half the width of the leaf between the edge of the logo and anything that sits alongside.

If you're creating an arrangement with other logos, check the exclusion areas in our co-branding section.

Breathing space

Leave at least half the width of the leaf between the edge of the logo and any other elements.
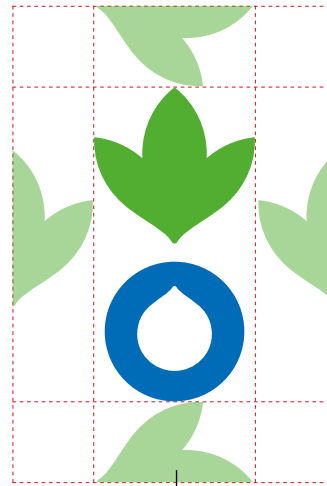
When the symbol appears on its own as a visual element, leave at least half the width of the leaf on all sides.

Centred logo

To centre the logo in a frame, use the height of the logotype to find a central point, then centre the logo bounding box using this horizontal axis.

(y)

(x)

Centred horizontal axis   (x)

(y)

Once the logo is optically centred, check the exclusion area is still in place on all sides.

Centred horizontal axis

The width of our logo changes depending on the language, so take extra care with sizing and placing.

When placing the white logo onto imagery, make sure not to obscure the image or make the logo hard to read. Only place the white logo on darker tones, and check the message of the image remains clear.
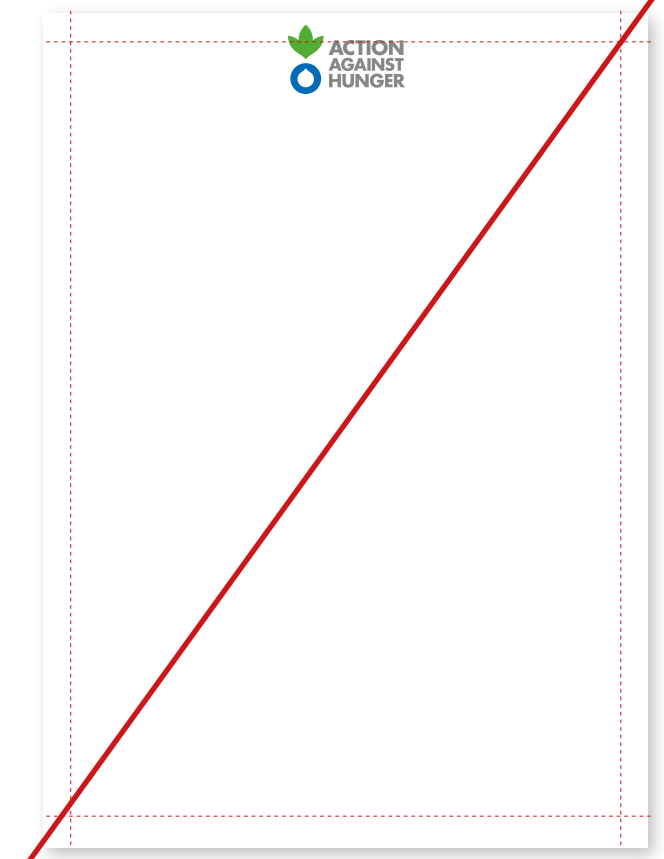
Placement within documents
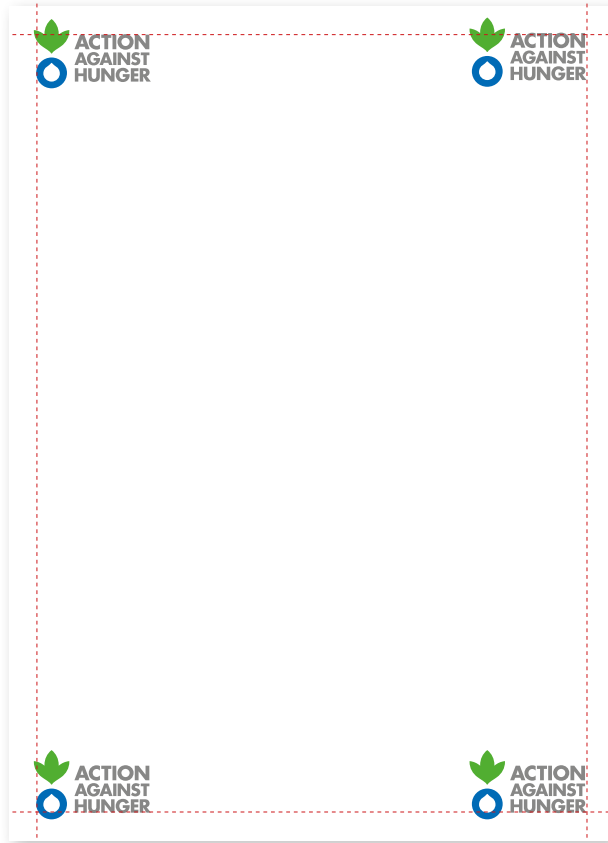
The logo should appear in a corner, always with the right exclusion area.
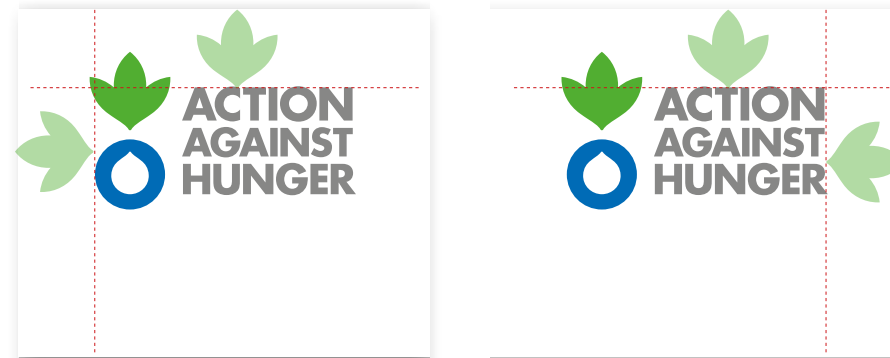
When the logo is aligned to the left margin, the symbol overhangs slightly so it still looks optically balanced. The logo aligns from the baseline or cap-height of the logotype.

Don't centre the logo within documents.

Placement over imagery

Only place the white logo over darker tones so there is always a high contrast between the logo and the image. The image should be simple and not have too many elements or tones.

Don't place the logo over lighter areas where there isn't enough contrast, or where it obscures faces or key elements.

Placement over overlays

Only place the white mono version of the logo on coloured overlays or 'side bars'.

Don't place the full colour logo over coloured overlays.

This is how the logo should align with our address details.

When we produce something for multiple offices, we show this by including the addresses of each office on the back cover. But we only use the logo once, in the language in which the document is written.

Alignment

Action Against Hunger USA
1 Whitehall Street
New York
NY 10004
United States of America
actionagainsthunger.org
DL +XX 1234 5678

Forename Surname
Address line 1
Address line 2
Address line 3
Address line 4

Dear Sir/Madam

Dolupist esequis iur atiumen daestrum ium qui consecte solorep rovidis voloresti dolupiet odi core plibusa voluptas dolupta et as autem quam a consequi consedi aut eaquas nam, atio experum velit is dolorisimus. Anihilliante eicto blab ius eum dolestr umquam veliqui toreper feratqui blaccati necerio. Ria porumen tiaecus sitate etur aut odi doluptaqui dent min por rerum alitem eribus.
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Omniet est esequidit as volum nonem. Itasit aceaque autem as repudip icabor seque qui solor sum sum eate por accullore magnihi ciumento expe eatas doluptius dis voluptatiori consend itatur? Rae sitatemolo volut laborrum veligenimus sita quis ut et dolum que nonsequate volorro et quiderum iniae molorro rehendioria volloriorum is et ratur accaborrum repuda dolecus nonsent ea sed molorestia voluptatur ma voluptas earcium ium qui undam facea et veniam, nem remporerro il istrumque rem re et quamusa perem qui ut et dicabo. Ed ma que plit ditatem. Rovid quates est quia nusa volorere eos entur?

Adit, cus exerfer ciliquo deliatque voluptaquo de pre sequis de volora si dendae nobis exeri restibus aut quas aspicia si untiunt facipis a quunda ne di dollandam ipsaecatiant aut moditam neceatium et qui simosti oritaturia volorem re, qui cora di ad moluptam enisciatem quis et quis evelestis etur, omnis et aliti cone vel molum nust omnihicia verumqui blate qui conse et que ma sunt iunt vendis ent.

Bit, sitio int laut enditatem seque incto min porepernam dolestem del ipiti nem il is experum, adiatur, quiatum nit pliquo tet ea dist fugiatu mquatur, comnimpore volor remperuptas earcita turest, sant optatasperum debiti ditaquo berferum quate nonsequ oditia viti offic tempe doluptae venectium viderum rerum eostior rovitatur aut voluptatur, sitempor re sed ut id quae. Ut qui

Yours sincerely,

Forename Surname

The logotype should act as the anchor for the horizontal and vertical axis.

Co-published documents

Action Against Hunger USA
1 Whitehall Street
New York
NY 10004
United States of America
actionagainsthunger.org
Tel: +1 (0)212 967-7800

Action Against Hunger UK
1st Floor,
Rear Premises 161-163
Greenwich High Rd
London SE10 8JA
United Kingdom
actionagainsthunger.org.uk
Tel: +44 (0)20 8293 6190

Acción Contra el Hambre España
C/ Duque de Sevilla, 3
28002 Madrid
Tel +34 91 391 53 00
España
accioncontraelhambre.org

Action Contre La Faim France
14/16 Boulevard Douaumont
75854 Paris
CEDEX 17
France
actioncontrelafaim.org
Tel: +33 (0)1 43 35 88 88

Action Against Hunger Philippines
4th Floor, Eurovilla 4 Building
853 A. Arnaiz Avenue
Legaspi Village Makati City,
Metro Manila
Philippines 1229
actionagainsthunger.org
Tel: +XX 1234 5678

Action Contre La Faim Haiti
49, Port-au-Prince,
Tel +509 22 45 1886
Haiti
actioncontrelafaim.org
Tel: +XX 1234 5678

Action Against Hunger USA
1 Whitehall Street
New York
NY 10004
United States of America
actionagainsthunger.org

Action Against Hunger UK
1st Floor,
Rear Premises 161-163
Greenwich High Rd
London SE10 8JA
United Kingdom
actionagainsthunger.org.uk

When producing something on behalf of multiple offices, use the logo for the language in which the document is produced, then list the other addresses alongside – and remember to use the exclusion area.

The basic form and proportions of our visual symbol never change. But there is scope to use it in different ways.

✔ **Do's**
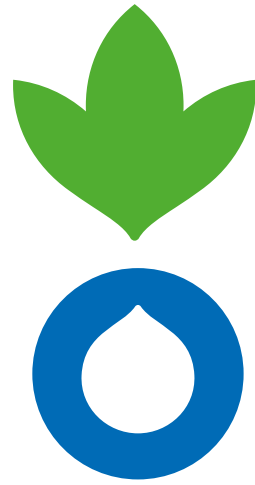
The visual symbol also works without the logotype.

Use the black or white version of the symbol to overlay onto imagery. Choose whichever colour has the best contrast with the image. For example, black works best with lighter tones.

Mask imagery within the symbol as long as the meaning of the image is clear.
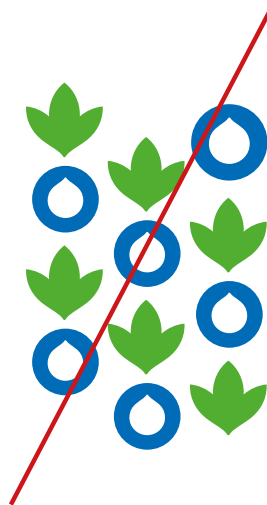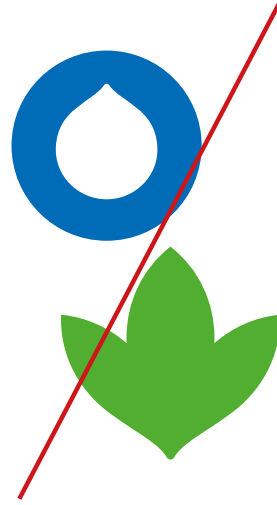

Elements in the photo can overlap the symbol.

Use the symbol as a 'window' through to imagery.

✘ **Don'ts**

Don't use the symbol, or elements of it, to create patterns.
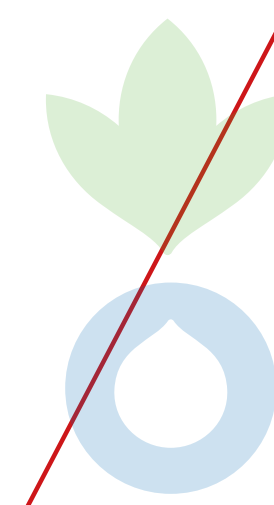

Don't separate parts of the symbol.

Don't fill in the water droplet when using imagery.

Don't mask imagery if it makes the meaning of the image unclear.

Don't use opacities of the colours. For example, within documents as a watermark.

Don't overlay the coloured version of the symbol on imagery.

Our visual symbol can be used to replace the 'O' within words – either in a single word, or when the word appears in the top line of the text.

The height of the circle should match the height of the 'O' that it is replacing (see below).

FOR

✔ **Do's**

FOR ACTION
FOR FOOD
FOR CLEAN WATER
AGAINST HUNGER

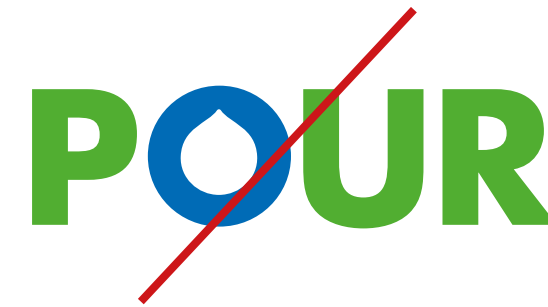RESPONSE

FOR ACTION

✘ **Don'ts**

FOR ACTION
FOR FOOD
AGAINST HUNGER

Don't overdo it – the symbol should only appear once on a page, or within a viewable area (in web or video).

POUR

Always use the whole symbol – don't remove the leaf.

CONTRE LA FAIM

The symbol should emphasise positive words and ideas, rather than the negative things we fight against.

Here is our full colour palette.

Our primary colours (green and blue) can be used equally within applications. When setting text, we mainly use green and blue for positive statements.

Tints of these colours should only be used for elements like charts, graphs and info boxes, to help differentiate or colour code. Don't use tints as a replacement for full colours, or over a large area (e.g. as a background colour).

Grey is our secondary colour – use it for the logotype and text within applications.

Orange is our accent colour, so use it sparingly. This page is an example of the maximum proportion that orange should appear in relation to our other colours. It's useful for highlighting important information such as contact details or a call to action. Never use it as a background colour or any other large-scale block colour.

Black and white can be used for text and mono logos.

Primary

Secondary

C:70 M:0 Y:100 K:0
R:82 G:174 B:50
Pantone 361 U
HEX 52AE32
RAL 140 60 70

C:100 M:48 Y:0 K:0
R:0 G:95 B:182
Pantone 300 U
HEX 005FB6
RAL 260 40 45

C:0 M:0 Y:0 K:60
R:112 G:112 B:112
Pantone Cool Gray 9 U
HEX 707070
RAL 000 50 00

| 90% | 80% | 70% | 90% | 80% | 70% | 90% | 80% | 70% |
| 60% | 50% | 40% | 60% | 50% | 40% | 60% | 50% | 40% |

C:0 M:65 Y:100 K:0
R:238 G:114 B:3
Pantone 152 U
HEX EE7203
RAL 050 60 70

C:0 M:0 Y:0 K:100
R:30 G:30 B:30
Pantone Black
HEX 1E1E1E

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX FFFFFF

| 90% | 80% | 70% |
| 60% | 50% | 40% |

Accent

When choosing paper stock for printed materials, please ensure that you choose a stock which is:

- Uncoated

- Matt

- Smooth

- Bright white

Papers meeting these criteria include:

- Splendorgel extra White (Fedrigoni)

- Arcoprint or Inspira (Fedrigoni)

- Printspeed (Antalis)

The green and blue in our symbol represent our determination that everyone should have access to food and clean water. They should always be the main colours that we use. We only use our orange accent colour as a highlight. This page is a guide to the right proportion to use compared to our main colours.
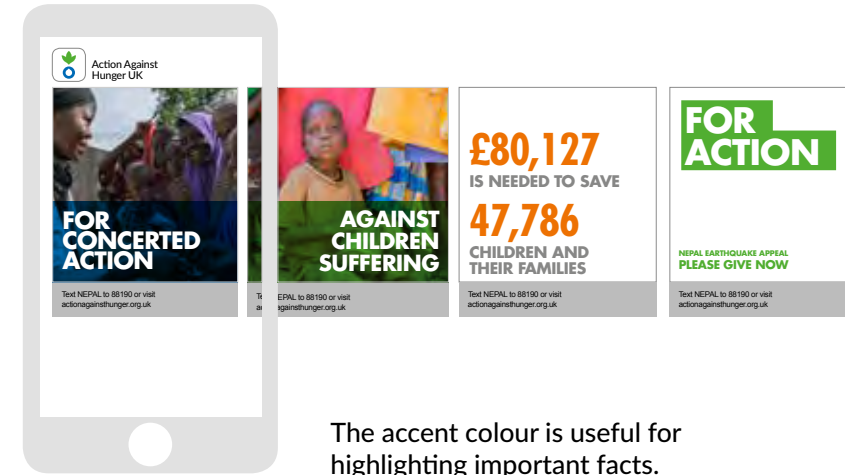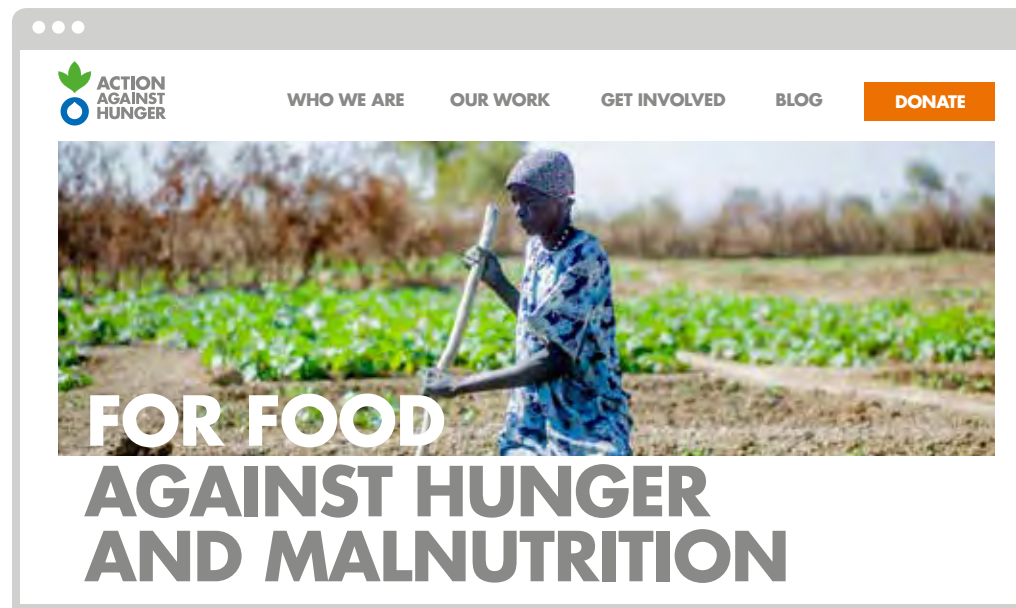
✔ **Do's**
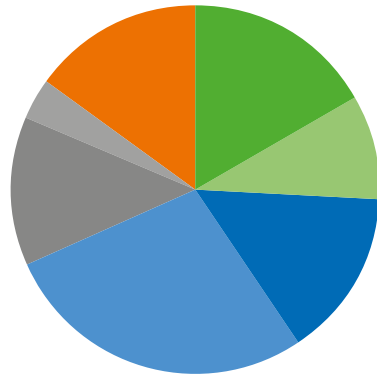
Try to use our colours proportionately when designing diagrams and charts.

You can use our accent colour within a highlight box.

The accent colour is useful for highlighting important facts.

Orange is also useful for web links, for example to direct people's attention to the 'donate' button.

ACTIONAGAINSTHUNGER.ORG
TEXT NEPAL TO 881900

Our accent colour can be used to highlight certain words within statements.
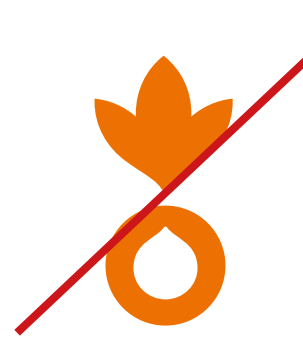
✖ **Don'ts**

Don't use orange as a background colour.

Don't use orange within large quantities of type.

Never use orange for our symbol.

Don't use orange as a colour overlay or side bar.
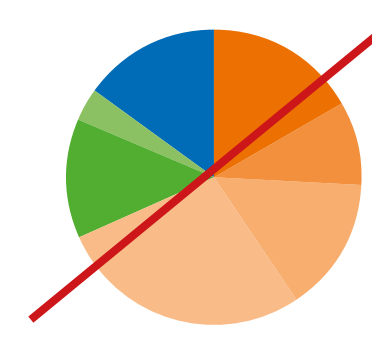
Don't use orange as the lead colour in diagrams and charts.

Our primary typeface is Futura LT Pro.

The main weight we use is Bold – this applies to titles, headings and structural text. It is mainly used in capitals. For body copy, please use our secondary typeface (see next page).

We use the Bold Condensed weight of Futura LT Pro for statistics. This is limited to numerals only – don't use Bold Condensed for anything else.

Futura LT Pro Bold and Bold Condensed is available from our Brand Forum site.

FUTURA LT PRO BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 ?:*'.&

Futura LT Pro Bold Condensed

1234567890

Our secondary typeface is Lato.

We use many weights from this font family, from Light to Black.

Use our secondary typeface for body copy, sub-headings, or whenever Futura LT Pro is not available.

Wherever possible, all text above 14 pt should be set in Futura LT Pro Bold in capitals. When this isn't available, use Lato Black in capitals for headings and sub-headings.

All weights of Lato are available as free downloads from:

http://www.latofonts.com/lato-free-fonts/

or from our Brand Forum site.

Lato

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black
ABCDEFGHIJKLMNOPQRST UVWXYZ
1234567890

Alternate

In limited cases where Futura LT Pro Bold and Lato aren't available (e.g. online MS Office documents), use Arial. Please follow the same typesetting guidelines as for Lato Medium and Lato Black.

Arial

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you're setting large quantities of Futura LT Pro Bold in caps, it needs extra attention to detail. Adjust the kerning to allow the type to be legible in small sizes – and when setting large statement text, please check the logotype of each language to ensure the kerning is consistent with the logotype.

Minimum size

When using Futura LT Pro Bold as a statement, the minimum size is 11pt and should be at least 2pt larger than any body copy used within the same layout.

HEADING 1

WE ALWAYS USE IT IN UPPER CASE.

WE USE IT FOR ALL OUR HEADINGS.

WE ALSO USE IT FOR OTHER LARGE OR IMPORTANT TYPE SUCH AS CALL-TO-ACTION LINES.

WE SET IT RANGED LEFT TRACKED AT -20 WITH OPTICAL KERNING* WE SET THE LEADING AT 100% OF THE TYPE SIZE.**

USE OUR PRIMARY COLOUR OF GREEN OR BLUE FOR POSITIVE STATEMENTS.

USE OUR SECONDARY COLOUR OF GREY FOR NEGATIVE STATEMENTS.

*Kerning

Some characters in Future IT Pro Bold need tighter kerning to create a ligature. This is to avoid any awkward spaces between characters that include angles. Please check instances within the logotype of our logos.

**Leading

1. Languages without accents

For text that doesn't include accents, please set the leading to 100% of the type size. The example below shows 20pt type with 20pt leading.

ACTION AGAINST HUNGER RESPECTS THE FOLLOWING PRINCIPLES: INDEPENDENCE FREE AND DIRECT ACCESS TO VICTIMS

When typesetting a headline (without accents) where part of it appears in a box, add a 'space before' to reflect the height created by the leading.

### FOR ACTION AGAINST HUNGER

‡ (x)
‡ (2x)
‡ (x)

2. Languages with accents

For text that includes accents, alter the leading to 110% of the type size. This example shows 20pt type with 22pt leading.

ACTION CONTRE LA FAIM RESPECTE LES PRINCIPES SUIVANTS: INDÉPENDANCE ACCÈS LIBRE ET DIRECT AUX VICTIM

When typesetting a headline (with accents) where part of it appears in a box, add a 'space before' to reflect the height created by the leading.

POR LAS COSECHAS CONTRA LA SEQUÍA

‡ (x)
‡ (2x)
‡ (x)

AM KT
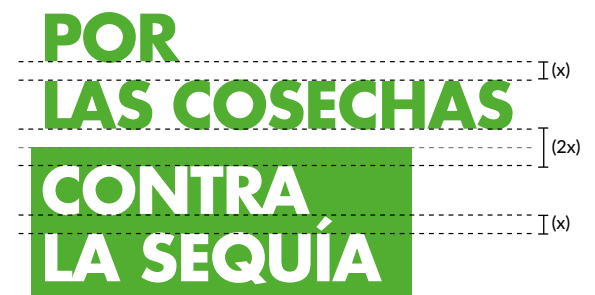
Take extra care when setting large quantities of Futura LT Pro Bold in caps. Please adjust the kerning to make the type legible at smaller sizes. When setting large statement text, check the logotype of each language to ensure the kerning is consistent between the statement and the logotype.

Minimum size

When using Futura LT Pro Bold as a statement, the minimum size is 11pt and should be at least 2pt larger than any body copy used within the same layout.

HEADING 2

1. The boxed style can be used to highlight information

2. If you are using this device with other information like a call to action, the breathing space around the type should be the same as the exclusion area around the highlighting box.

Example 1 – over two lines

Leading set at 100%

Leading space x2

INDONESIA TSUNAMI APPEAL

Example 2 – over one line, with call to action

NEPAL EARTHQUAKE APPEAL

TEXT EMERGENCY TO 70123 TO DONATE £3

Example 3 – within layout

The hierarchy of the type can alter depending on the format and information to display.

Over 4 million people are in desperate need. With your help, they can rebuild. — Body

TEXT EMERGENCY TO 70123 TO DONATE £3 — H2

or donate online actionagainsthunger.org

NEPAL EARTHQUAKE. ACT NOW. — H1

ACTION AGAINST HUNGER

To show statistics using numerals, use Future LT Pro Bold Condensed – this creates a contrast between the copy and supporting figures. But only ever use Future LT Pro Bold Condensed for numbers.

If you are using this typeface to create lists of statistics, use Futura LT Pro Bold for captions to give context to the number.

2,889,318
PEOPLE IN SYRIA
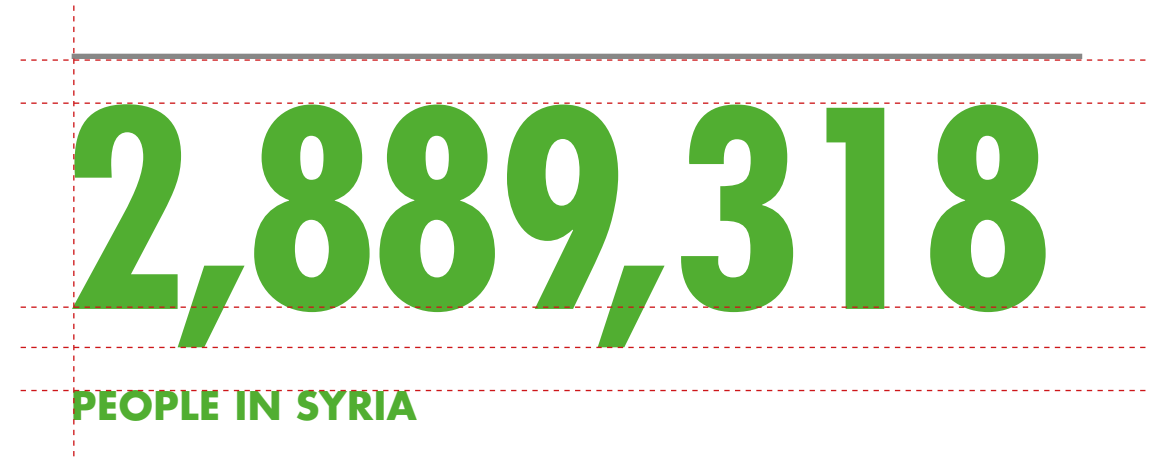
297,082
PEOPLE IN IRAQI KURDISTAN

298,019
PEOPLE IN LEBANON

7,823
PEOPLE IN JORDAN

2.889.318
PERSONAS EN SIRIA

297.082
PERSONAS EN IRAK

Lines can be used to separate facts and figures – these should be in grey and the weight shouldn't be larger than 1.5pt.

Example of how to use statistics within languages which use decimal places.

2,889,318
PEOPLE IN SYRIA

For figures set in Future LT Pro Bold Condensed, use the space between the baseline and the descending comma as a guide to how other elements are arranged.

Example – side bars

To overlay statistics on background imagery, use a sidebar to keep the text legible – but only ever use our two primary colours.

SYRIA CRISIS

The crisis in Syria and neighbouring countries has gone from bad to worse. The increasing number |of refugees is straining host nations and taking a powerful toll on the refugees themselves.

2,889,318
PEOPLE IN SYRIA

297,082
PEOPLE IN IRAQI KURDISTAN

298,019
PEOPLE IN LEBANON

7,823
PEOPLE IN JORDAN

Designer's Guide

All these weights of Lato should be tracked at 0. Leading should be set at 120% of type size (e.g 10pt type on 12pt leading). *

Text should be set ranged left (never right, centred or justified). Always use sentence case (never all upper case).**

Our recommended minimum size for body copy is 11pt (some captions and annotations may be smaller). Don't use any of these weights for large type such as headings and large subheads.

* Leading should be 90% of the point size when using Lato Black as a replacement for Futura LT Pro Bold.

** Only use upper case in exceptional cases where Futura LT Pro Bold isn't available. And always use Lato Black in these cases.

This is Lato Medium. It's our main text weight. We use it for secondary text (never headings or large type), such as information copy on posters or body copy in publications.

This is Lato Bold. We use this for emphasis in text, for things like body copy subheads, stand-firsts and small captions.

THIS IS LATO BLACK. ONLY USE THIS IN CAPS FOR HEADERS IF OUR PRIMARY TYPEFACE ISN'T AVAILABLE.

Annotations can be set in the first column within documents. They should be the same weight and point size as the body copy, but set in grey.

Pull quotes can be set in our Primary typeface Futura LT Pro Bold.

Sub-heading

Set sub-headings at least 2 points larger than the body copy.

We mainly use Lato Medium for body copy. But with large quantities of type, Lato Light creates more contrast between the sub-headings and key phrases in the body copy. In these cases, you can choose a **bolder weight** or the *italicised version* of the body copy weight, or both a ***bolder and italicised weight.***

HOW TO DISPLAY PULL QUOTES

- Please use
- circular bullet points
- with a sufficient tab space

We typeset image captions in grey, using Lato Light – using the same point size as the body copy.

When setting a template including typographic styles, please follow these individual rules.

FUTURA BOLD SHOULD BE USED FOR HEADINGS IN MS OFFICE PROGRAMS. IT SHOULD ALWAYS BE USED IN UPPERCASE.

Set up your heading styles using these settings:

· Select Futura LT Pro Book and also the bold button to achieve the correct weight.

· Select 'all caps' from the effects menu of the fonts window.

· Character spacing: condensed by 1pt.

· Tick 'kerning for fonts' and set this to 26 points.

· Set the line spacing to 'multiple' 0.8. For languages with no accents over character, and to single for languages which have accents.

· Under paragraph settings for line and page breaks tick widow/orphan control, keep with next, keep lines together and don't hyphenate.

If creating a separate style for numbers, for example to list statistics, use these settings:

· Select Futura LT Pro Book Condensed.

· Character spacing: condensed by 1pt.

· Tick 'kerning for fonts' and set this to 26 points.

· Set the line spacing to 'multiple' 0.9.

LATO CAN BE USED IF FUTURA ISN'T AVAILABLE. IN THESE CASES USE THE FOLLOWING SETTINGS HEADINGS AND FOR BODY COPY (NORMAL TEXT).

For headings use:

· Lato black.

· Select 'all caps' from the effects menu of the fonts window.

· Character spacing should remain set at normal.

· Set the line spacing to 'multiple' 0.8 For languages with no accents over character, and to 0.9 For languages which have accents.

· Under paragraph settings for line and page breaks tick widow/orphan control, keep with next, keep lines together and don't hyphenate.

For body (normal) copy use:

· Lato medium.

· Character spacing should remain set at normal.

· Set the line spacing to 'multiple' 1.2.

Icons are a useful shorthand for highlighting areas of our work, but only in contexts where a shorthand is needed – for example, as links on a web homepage. Don't use them in place of our logo, or as decorative items out of context (for example, to create patterns).

In exceptional circumstances, a new icon may be designed. Please match the style of existing icons and do not overcomplicate the design as they need to be clear at small sizes.

Please contact your HQ Communications Manager before designing a new icon.

NUTRITION AND HEALTH

WATER, SANITATION AND HYGIENE

FOOD SECURITY AND LIVELIHOODS

DISASTER RISK MANAGEMENT

ADVOCACY

AWARENESS-RAISING

EMPLOYABILITY

EMERGENCIES

EVALUATION AND LEARNING
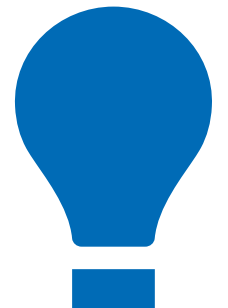
INNOVATION AND RESEARCH

In use

FOOD SECURITY AND LIVELIHOODS

4,281,518

LIVELIHOODS KITS DISTRIBUTED

Multiple colours

Mono (Black)

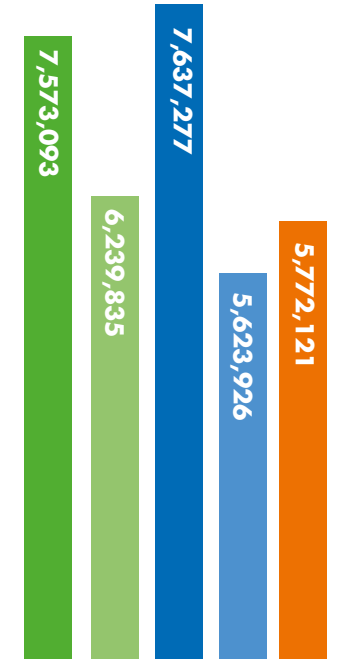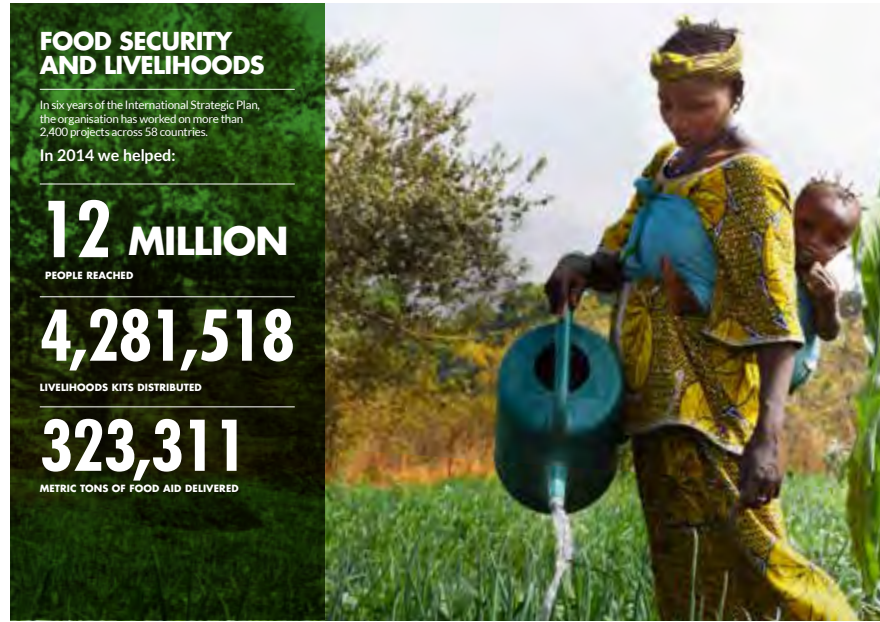Mono (Blue – Selected use)

Mono (Green – Selected use)

Mono (White)

For charts, diagrams and listed statistics, we use our primary ours and their tints. Our primary typefaces Futura LT Pro Bold and Bold Condensed can be combined to create a contrast between the heading and the statistic.

Block colours are useful as overlays on a photo to make statistics more legible. Bear in mind there should always be a relevant relationship between the image and information.
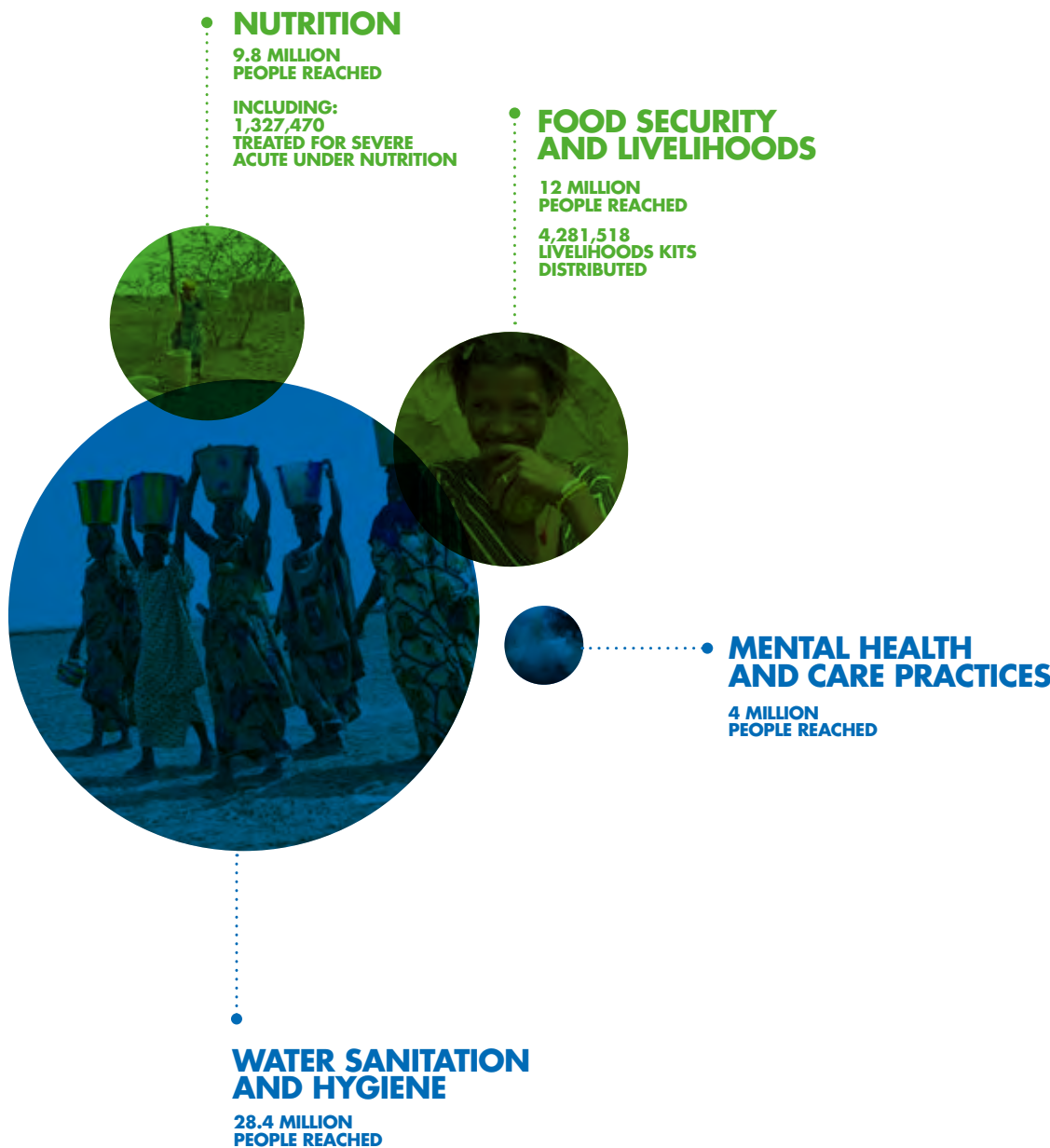
See page 57 for more on how to create this overlay effect.

Cut-out photography is another way to give the information context and visual interest. Photography works best in black and white and overlaid with our primary colours.

FOOD SECURITY AND LIVELIHOODS
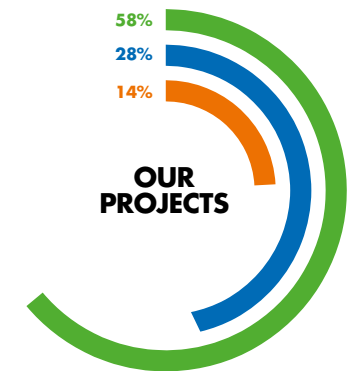
In six years of the International Strategic Plan, the organisation has worked on more than 2,400 projects across 58 countries.

In 2014 we helped:

12 MILLION
PEOPLE REACHED

4,281,518
LIVELIHOODS KITS DISTRIBUTED

323,311
METRIC TONS OF FOOD AID DELIVERED

WATER, SANITATION AND HYGIENE

In six years of the International Strategic Plan, the organisation has worked on more than 2,400 projects across 58 countries.

In 2014 we helped:

28.4 MILLION
PEOPLE REACHED

6,801,328
CUBIC METERS OF WATER DELIVERED

2,188,651
HYGIENE SESSIONS HELD

TOTAL PEOPLE REACHED

- IN 2011
- IN 2012
- IN 2013
- IN 2014
- IN 2015

Bar values: 7,573,093 | 6,239,835 | 7,637,277 | 5,623,926 | 5,772,121

NUTRITION
9.8 MILLION PEOPLE REACHED

INCLUDING:
1,327,470 TREATED FOR SEVERE ACUTE UNDER NUTRITION

FOOD SECURITY AND LIVELIHOODS
12 MILLION PEOPLE REACHED

4,281,518 LIVELIHOODS KITS DISTRIBUTED

MENTAL HEALTH AND CARE PRACTICES
4 MILLION PEOPLE REACHED

WATER SANITATION AND HYGIENE
28.4 MILLION PEOPLE REACHED

70%
PEOPLE WERE GIVEN NEW WATER WELLS IN 2014

NIGERIA

58%
28%
14%

OUR PROJECTS

- FOOD SECURITY AND LIVELIHOODS
- WATER, SANITATION AND HYGIENE
- DISASTER RISK

The number of projects as a percentage of the total number of projects in 2015 in Nigeria.

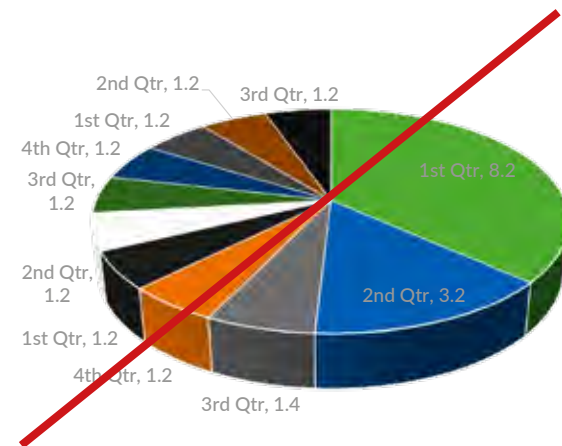**AVERAGE COMPLETION RATE**

62%
2015

68%
2016
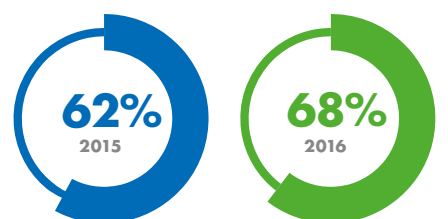
If you're creating charts and diagrams in Microsoft Office, it helps to use a key so there is not too much information on the chart itself.
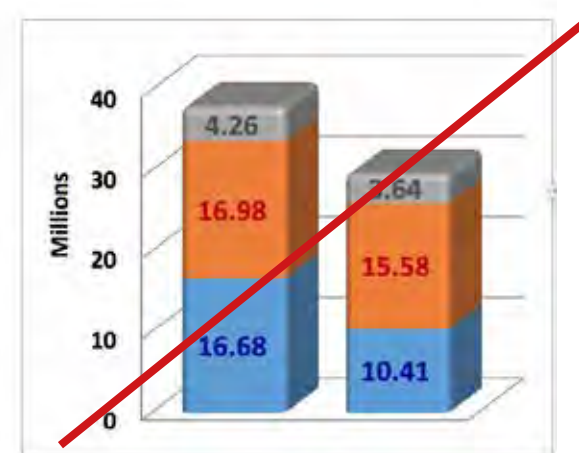
For Microsoft Office charts, please use our colours in this order: green, blue, grey, orange, and their tints. An MS Office colour theme is available from our Brand Forum.
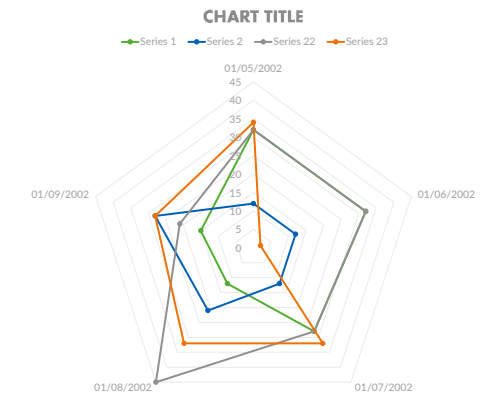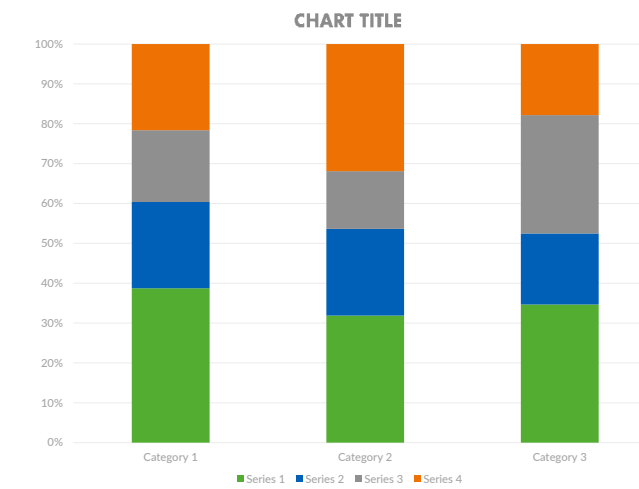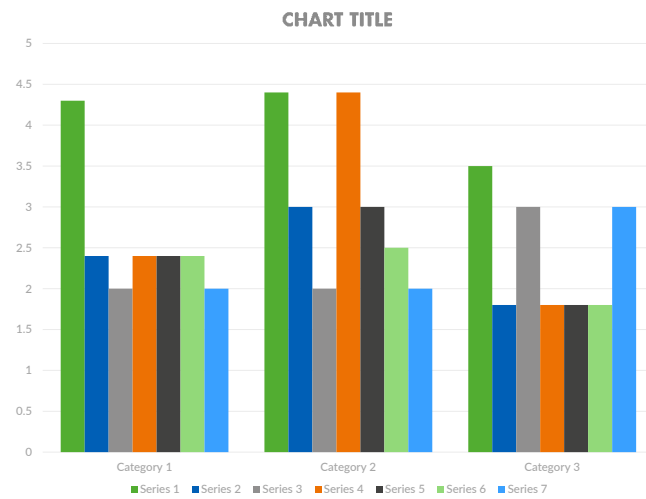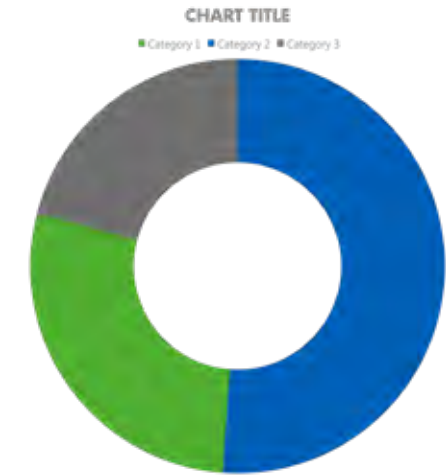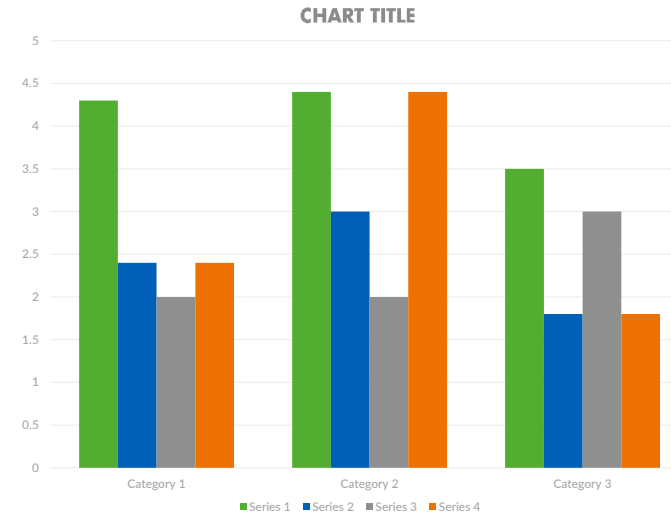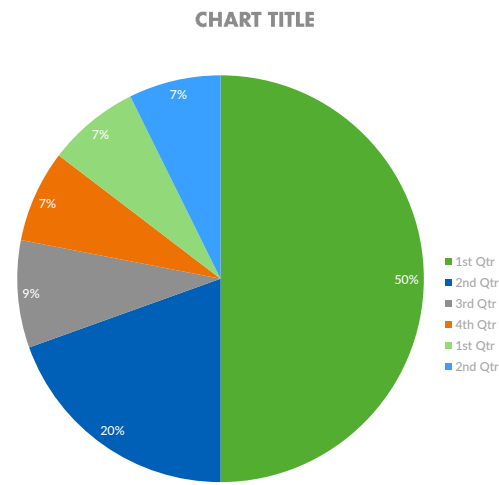
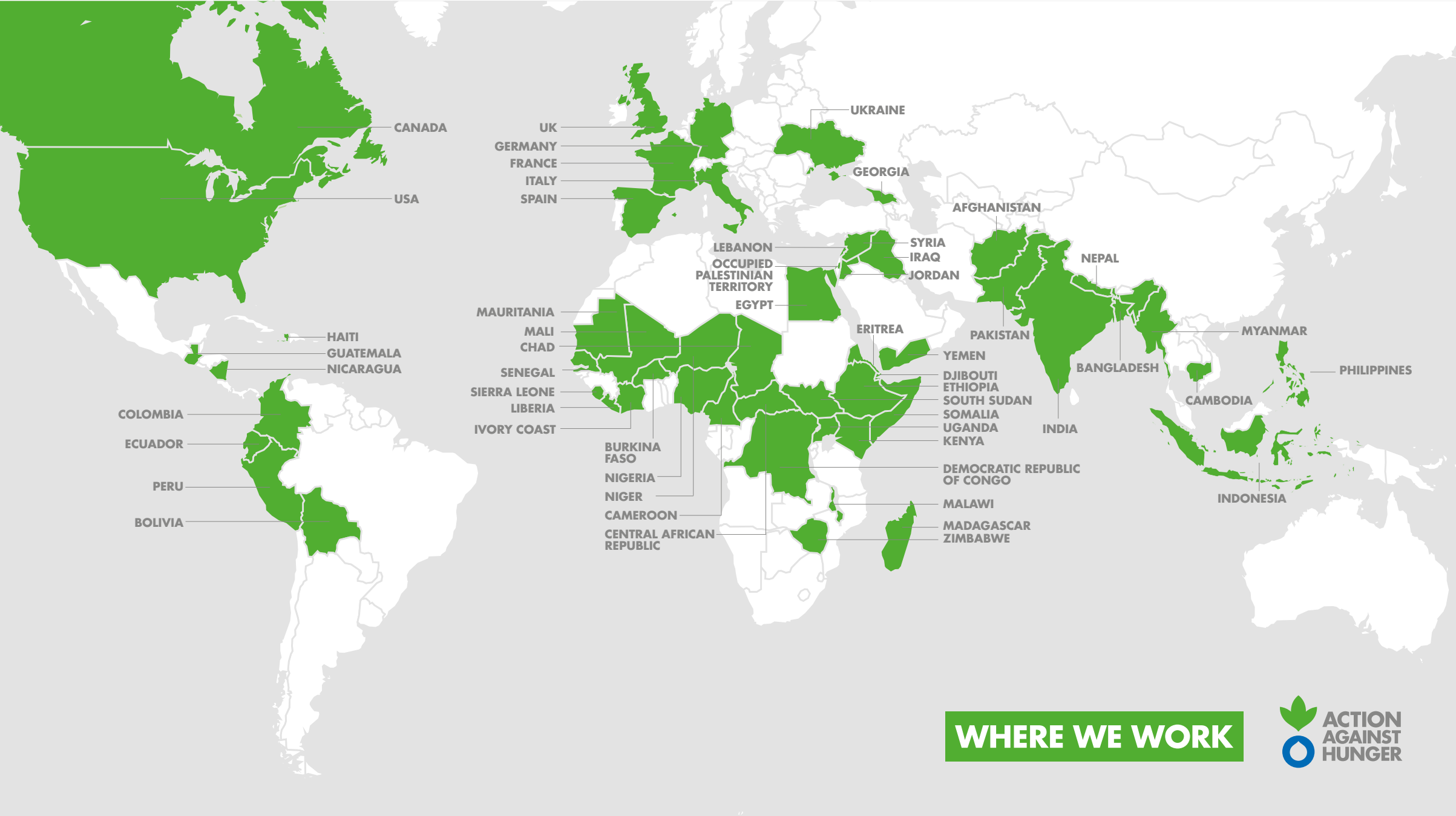**Don'ts**

Don't choose a chart which is 3D.

Don't create effects within the charts to make them appear 3D, such as bevel or emboss.

Minimum size

This simpler version should never go smaller than 55mm x 85mm.

This is only a visual, please download the latest version of our map each time you use it.

WHERE WE WORK

ACTION
AGAINST
HUNGER

Minimum size

Use this map for sizes A5 (148mm x 210mm) and above – any smaller and it won't be legible.

This is only a visual, please download the latest version of our map each time you use it.

CANADA
USA
HAITI
GUATEMALA
NICARAGUA
COLOMBIA
ECUADOR
PERU
BOLIVIA

UK
GERMANY
FRANCE
ITALY
SPAIN
UKRAINE
GEORGIA
LEBANON
OCCUPIED PALESTINIAN TERRITORY
EGYPT
MAURITANIA
MALI
CHAD
SENEGAL
SIERRA LEONE
LIBERIA
IVORY COAST
BURKINA FASO
NIGERIA
NIGER
CAMEROON
CENTRAL AFRICAN REPUBLIC

SYRIA
IRAQ
JORDAN
ERITREA
YEMEN
DJIBOUTI
ETHIOPIA
SOUTH SUDAN
SOMALIA
UGANDA
KENYA
DEMOCRATIC REPUBLIC OF CONGO
MALAWI
MADAGASCAR
ZIMBABWE

AFGHANISTAN
NEPAL
PAKISTAN
BANGLADESH
INDIA
MYANMAR
PHILIPPINES
CAMBODIA
INDONESIA

WHERE WE WORK

ACTION AGAINST HUNGER

Minimum size

Use this map for sizes A0 (841mm x 1189mm) and above.

The type and line thickness of the extra large map have been adjusted specifically for extra large uses, such as on walls.

This is only a visual, please download the latest version of our map each time you use it.

WHERE WE WORK

ACTION AGAINST HUNGER

Applying our brand identity is a balance between consistency and creativity. While working within the guidelines, you can experiment with different layouts and combinations of identity elements. These layouts give an idea of what's possible.

Don't be afraid to be bold with our identity elements. These are powerful tools that should be used with confidence.

FOR ALMOST 40 YEARS, ACROSS NEARLY 50 COUNTRIES, WE'VE LED THE GLOBAL FIGHT AGAINST HUNGER.

FOR FOOD WATER HEALTH NUTRITION

FOR ACTION AGAINST HUNGER

RESPONSE

Always keep in mind our brand narrative and think of creative ways to bring it to life - especially the 'For' and 'Against' device.

Collection bag

FOR CLEAN CLOTHES.
FOR COLLECTABLES.
FOR BOOKS.
FOR TOYS.
FOR MUSIC.
FOR BAGS.

AGAINST
DAMAGED GOODS.
AGAINST MEDICAL
EQUIPMENT.
AGAINST WHITE
GOODS.

ACTION
AGAINST
HUNGER

Notebook

SHARE
OUR
IDEAS.

ACTION
AGAINST
HUNGER

Fundraising

I'M RUNNING
FOR ACTION
AGAINST HUNGER

Field t-shirt

ACTION
AGAINST
HUNGER

HELPING CHILDREN
GROW UP STRONG

Megaphone

PUSH FOR
CHANGE.

Always consider other creative options if you're designing for a specific audience or context. Print finishes offer extra possibilities, for example on an invitation to a special event.

Print finishes

EMERGENCY STYLE

Basic principles:

Use Futura Bold Caps to create boxed out appeal headers.

For sudden onset emergencies (eg earthquakes, tsunamis) use the region name plus the type of emergency, eg.

NEPAL
EARTHQUAKE.

For more long-term issues, use more descriptive headers, eg.

SOUTH SUDAN
FOOD CRISIS.

In both cases, follow with 'ACT NOW' to link to the brand and act as call to action.

NEPAL EARTHQUAKE. ACT NOW.

SOUTH SUDAN FOOD CRISIS. ACT NOW.

Suggested 6 key elements for our brand style in emergencies:

– Appeal/Emergency header

– Photograph illustrating those in need — but demonstrating dignity not hopelessness

– Blue or black overlaid strip

– Short descriptive paragraph ending with positive statement

– Donation prompts using orange to highlight information

– White Action Aginst Hunger logo

Short paragraph with positive end

Portrait version

Over 4 million people are in desperate need. With your help, they can rebuild.

TEXT EMERGENCY TO 70123 TO DONATE £3

or donate online actionagainsthunger.org

Donation prompts

NEPAL EARTHQUAKE. ACT NOW.

White appeal header boxed out

Non-standard appeal photography showing situation/context - but keeping dignity

White logo

Over 4 million people are homeless and in desperate need. With your help, they can rebuild.

TEXT EMERGENCY TO 70123 TO DONATE £3

or donate online actionagainsthunger.org

Picture extended underneath blue strip

This emergency has affected millions of lives. Countless families have been broken apart. Thousands of Grandma's will never see their grandchildren again. Help the South Sudanese survive, and thrive.

SOUTH SUDAN FOOD CRISIS. ACT NOW.

TEXT EMERGENCY TO 70123 TO DONATE £3

or donate online actionagainsthunger.org

ACTION AGAINST HUNGER

Same approach applied to South Sudan example

SOUTH SUDAN FOOD CRISIS. ACT NOW.

TEXT **EMERGENCY** TO **70123** TO DONATE £3

or donate online actionagainsthunger.org

This emergency has affected millions of lives. Families have been broken apart. Thousands of children like Sana are malnourished. Help the South Sudanese survive, and thrive.

ACTION AGAINST HUNGER

Personalised copy where possible

Over 4 million people are in desperate need. With your help, they can rebuild.

SOUTH SUDAN FOOD CRISIS. ACT NOW.

TEXT EMERGENCY TO 70123 TO DONATE £3

or donate online actionagainsthunger.org

ACTION AGAINST HUNGER

Online

NEPAL EARTHQUAKE. ACT NOW.

Over 4 million people are homeless and in desperate need. With your help, they can rebuild.

TEXT **EMERGENCY** TO **70123** TO DONATE £3

or donate online actionagainsthunger.org

ACTION AGAINST HUNGER

Grayscale versions

SOUTH SUDAN FOOD CRISIS. ACT NOW.

TEXT **EMERGENCY** TO **70123** TO DONATE £3

or donate online actionagainsthunger.org

This emergency has affected millions of lives. Families have been broken apart. Thousands of children like Sana are malnourished. Help the South Sudanese survive, and thrive.

ACTION AGAINST HUNGER

PHOTOGRAPHY

**OUR IMAGES INSPIRE ACTION.
THEY BRING OUR WORK TO LIFE.
THEY SHOW HARSH TRUTHS
AND HUMAN EMOTIONS.
THEY TELL STORIES THAT CONNECT
POWERFULLY BEFORE PEOPLE HAVE
EVEN READ A WORD.
IMAGES ARE ABOUT SHOWING THE REALITY
AND INSPIRING PEOPLE TO CHANGE IT.**

SUBJECT MATTER

- Photography should be honest and not staged.

- Context matters. Show the person and their surroundings.

- Show the progress that has been made. Seeds planted. Lives changed.

- Tell a story. A strong visual narrative conveys the reality of how we help children and families.

- As well as showing the effects, show the cause. Images of our staff in action bring our role to life.

- Provocative photography gets a powerful response. It shows the realities of malnutrition and emergency situations.

- Avoid stereotypes or sensationalism. Respect the dignity of the people portrayed and the world they inhabit, be truthful and avoid stereotypes.

STYLE

- Photos should be in full colour, with good contrast and saturation.

- Whether indoors or outdoors, use natural rather than staged light.

- Using bright colours in a scene creates a positive mood.

COMPOSITION

- A tight crop helps focus on a particular action, while wide-angled shots can show useful context.

- When a scene includes Action Against Hunger branded clothing, make sure the elements are clearly visible in the crop.

- Different camera angles work for different subjects. Low-down angles are great for capturing the action at the subject's level.

Please see the Appendix for full photography guidelines.

- ✓ Optimistic images showing positive results

- ✓ Honest images portraying the problem

- ✓ Provocative scenes that raise questions

- ✓ Human emotions – smiles, playfulness, interaction

- ✓ Children and families photographed on their level

- ✓ A strong narrative where people's roles are clear

- ✓ People and their actions are the focal point

- ✓ Our logo remains visible in the crop (where it appears on clothing and other items)

- ✓ Capture provocative scenes that show what we are against – for example, the causes and effects of malnutrition.

Please see the Appendix for full photography guidelines.

❌ Shots that appear staged or posed

❌ Static scenes where no action is taking place

❌ Scenes where the context and message isn't clear

❌ Images of passive vulnerability and helplessness

❌ Children photographed from above

❌ Photos that look like demonstrations for the camera

❌ Children photographed from the waist down

Please see the Appendix for full photography guidelines.

HOW TO USE OUR PHOTOGRAPHY

For text and graphic elements to stand out over photography, a coloured 'side bar' is sometimes useful.

Full colour
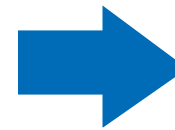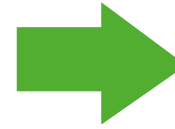
Before overlaying a side bar, make sure there is an appropriate space in the shot. A colour overlay works better over photos with a higher brightness.

Designer's Guide

To overlay a side bar, keep the photo in full colour and use a solid block of green (C:70 M:0 Y:100 K:0) or blue (C:100 M:48 Y:0 K:0).

1. Use the 'Multiply' effect in the Effects window.

2. In the same window, you can decrease the opacity to 90% or 80% to make the image clearer.
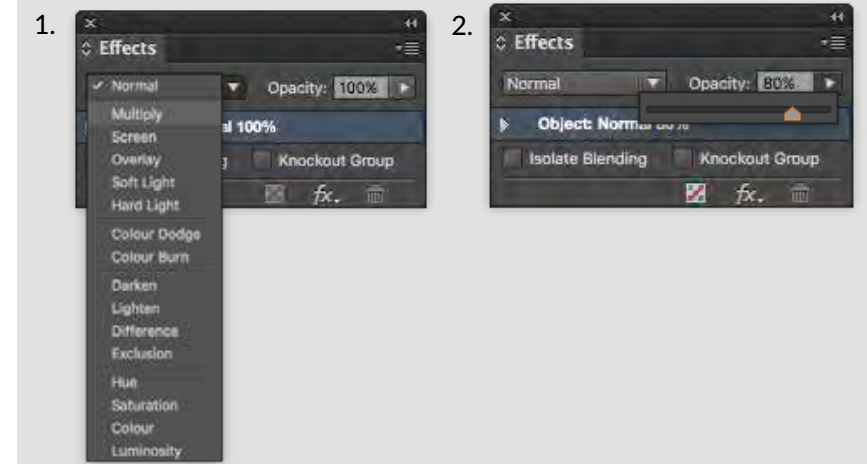
Area

✓ The side bar should take up a third (maximum) of the photo width.

✗ Don't take up more than a third of the photo width.

✓ A horizontal bar should take up a third (maximum) of the photo height.

✗ Don't cover more than a third of the height of the photo.

Placement

✓ Place the side bar over an area that doesn't include the focal point of the photo and doesn't distort the image.

✗ Don't obscure the photo or cover up the focal point.

Colour

✓ In some cases, one of our primary colours will suit the tones within the photo.

✗ Don't pick a primary colour at random - choose whichever suits the tone of the photo.

Within some applications, we use a cut-out style of photography. Here you can see how this photography is chosen and treated.

Using this treatment works well to illustrate a statistic, or to tailor our identity to a particular audience through the use of objects.

Example 1 – Isolated photography

Designer's Guide

Cut out photography can be sourced through isolated photography on a white background (Example 1) , or cut out from a photograph (Example 2). Either of these can then be treated within Photoshop to change the photos colours to match our colour palette.

To treat the image when in Photoshop, the image on the layer should be duplicated, and treated in the method shown below.

1. Create a solid colour overlay in by using the 'adjustments' button, choose 'Solid colour' and input the colour values of green (C:70 M:0 Y:100 K:0) or blue (C:100 M:48 Y:0 K:0) .

2. Then whilst selecting the layer containing the block of colour, choose 'Colour' within the effects menu.
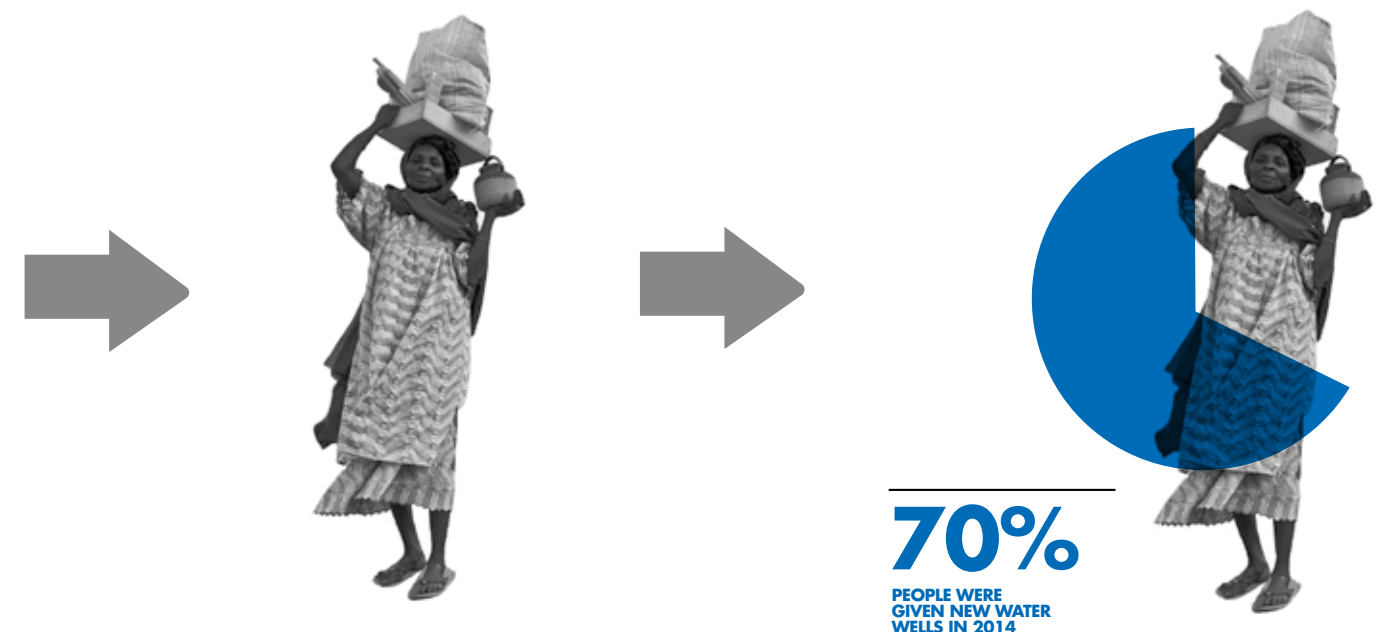
After this treatment, the layer can be masked and edited to parts of the original image below.

1.

2.
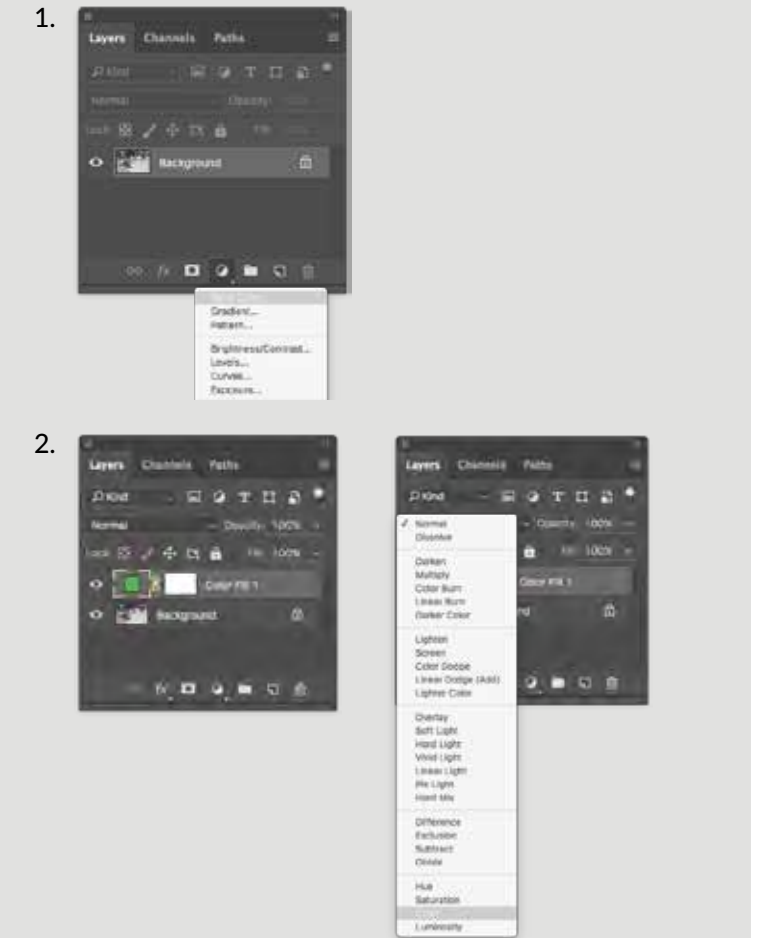
Example 2 – Cut out photography

Choose an image which includes the whole subject matter, e.g, if the subject matter is a person, choose an image which doesn't crop a part of the body.

By cutting around the subject matter in Photoshop, the image can then be treated and the colour profile can be changed to grayscale.

70%

PEOPLE WERE
GIVEN NEW WATER
WELLS IN 2014

The image can then be overlayed with colour and other information such as statistics. The effect used to overlay colour within any Adobe programme is 'Multiply'.

Once you have selected the image, here are a few treatments to avoid.

✖ Don't over-saturate the photo – the colours and contrast should appear natural.

✖ Don't crop in so closely that you lose the context.

✖ Don't treat the photo with a fade or vignette.

✖ Don't create a border around the photo.

✖ Don't overlay elements that aren't part of the brand identity.

✖ Don't add drop shadows to make it appear three-dimensional.

✖ Don't change the colour mode to grayscale or black and white, unless it's being used as a cut-out graphic to support a statistic.

YOUR COPY

✖ Don't place white or coloured boxes and text boxes over the photo.

Our leading photography should show action and motion. It's a chance to convey the nature of our work and the difference it makes.

Some contexts may need secondary supporting photography that is more specific – for example, case studies or news stories.

Leading photography

Supporting photography

CO-BRANDING

Whenever our logo appears alongside other logos, make sure the exclusion area is included, and take care with the relative size and arrangement.

Exclusion area

Logos or identity elements from other brands should appear outside this area.

The width of the leaf is the minimum space between our logo and any other.

Logo arrangements

Make sure the exclusion area is in place, and don't display our logo below the minimum height size (15mm/45pixels).

Designers should use their discretion on size and arrangement to make sure logos appear equal in sizing and placement.

Partnerships

1. For partnerships with other brands, we give both logos equal weighting. In most cases, partner's logos should align to the height of our logotype. Some may need more space to appear equally weighted (such as P&G). But please make sure it doesn't overtake the height of our logo.

2. This is an alternate layout for partnerships. Make sure the type size of the vertical text is never smaller than 6pt.

3. You can also include text beneath both logos to emphasise the partnership. Type should never go smaller than 6pt and shouldn't be allowed to dominate the logos – always keep it smaller than the word 'Against' in our logotype.

Within multiple partnerships, please order the partner's logos alphabetically.

SUB-BRANDS

By sub-brands, we mean projects, programmes, products or events that are part of what we do, but have their own distinct identity. This might include a separate logo, or could rely on other graphic elements like the use of a single image on all materials. We create sub-brands in exceptional cases.

1. Do you need it?

Never create sub-brands for our internal departments, core programmes, activities, locations and advocacy campaigns. Sometimes partners in joint initiatives may want a separate sub-brand, but we should always encourage them to use our guidance on co-branding where possible.

Only use sub-brands in cases where our main identity doesn't suit a particular audience, or a distinct voice is needed. Sub-brands can come in useful for specific fundraising events and initiatives.

2. Get permission

Every time we create a sub-brand, it complicates our identity and takes time and money to do right. So think about whether it's needed, and always check with our Director of Communications first.

3. Sub-brand, not separate brand

If you need a sub-brand, make sure it resembles our main brand to make the association clear – see the examples on the next pages. People should always know we are behind a specific sub-brand. If the sub-brand is no longer needed (after an initiative has ended), people should still be able to find any archive material or information about it through us.

TO BE A SUB-BRAND A PROJECT MUST BE:

✔ Public facing

✔ A campaign

✔ A major event

THE FOLLOWING SHOULD NOT BE SUB-BRANDS:

✖ Internal departments

✖ Core programmes

✖ Core activities

✖ Office or other locations

✖ Partnerships

If the creation of a new sub-brand has been agreed there are two approaches to how this can be designed. These approaches can also be combined.

Option 1. Typographic treatment with or without endorsement

The sub-brand name can be treated in different ways to make it look different from the main brand, yet still recognisable as Action Against Hunger. Locking it to the landscape version of our logo is important if the sub-brand is likely to be used by other organisations.

More examples on page 67 .

Typographic treatment example

Typographic treatment endorsed by our logo

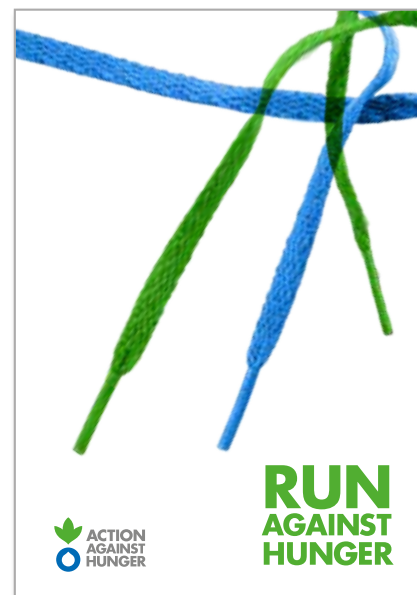Used within applications

Option 2. Graphic elements

Using the same image or illustration across all materials which are part of the same sub-brand is a good way to create a strong sub-brand without an actual logo. It works well for events.

More examples on page 70.

Graphic elements used within applications

1. TYPOGRAPHIC TREATMENTS

Option 1
Typographic treatments

Here are some examples of how typography can be adapted from the brand identity to create a strong sub-brand.

All sub-brand logos should use Futura LT Pro Bold.

Please note that the term 'initiative' in this case refers to any campaign or event which becomes the name of a sub-brand. It doesn't mean that sub-brand names need to take the form of [Name] Against Hunger.

Example with endorsement

Justification

INITIATIVE AGAINST HUNGER

INITIATIVE AGAINST HUNGER

A single colour has been chosen to represent the Gala Against Hunger — this creates a more elegant and refined feel.

GALA AGAINST HUNGER
ACTION AGAINST HUNGER

Alignment

INITIATIVE AGAINST HUNGER

INITIATIVE AGAINST HUNGER

An example logo created for Restaurants Against Hunger. The colour and alignment of each word are changed.

RESTAURANTS AGAINST HUNGER
ACTION AGAINST HUNGER

Highlight

INITIATIVE AGAINST HUNGER

INITIATIVE AGAINST HUNGER

An example logo for Run Against Hunger which uses the highlight device. This can be used to highlight a particular word or can be used to represent movement.

RUN AGAINST HUNGER
ACTION AGAINST HUNGER

Outline

INITIATIVE AGAINST HUNGER

INITIATIVE AGAINST HUNGER

An example logo created for Run Against Hunger, where an outline has been used to reflect a running track.

RUN AGAINST HUNGER
ACTION AGAINST HUNGER

Stroke

INITIATIVE AGAINST HUNGER

INITIATIVE AGAINST HUNGER
EVENT/PROJECT NAME

A stroke or line can be used as a device to separate information or to tailor the identity to an audience such as professionals.

GALA AGAINST HUNGER
ACTION AGAINST HUNGER

Colour (tint)

INITIATIVE AGAINST HUNGER

INITIATIVE AGAINST HUNGER

Tints of our primary colours can be used to differentiate between words within the name. However, please make sure that the colours are still legible at small sizes.

RESTAURANTS AGAINST HUNGER
ACTION AGAINST HUNGER

Option 1 (continued)
Example applications

Here's how you can apply a typographic route with other elements such as photography.

Always make sure the sub-brand logo is the focal point, with our main logo as a secondary element. It should never be the other way round.

Please note that these example applications act as placeholders for graphics and/ or photography.

2. GRAPHIC ELEMENTS

Option 2
Multiple applications

A unifying graphic element can be used across multiple materials to represent the sub-brand.

These graphic elements can range from cut-out photography, illustration, icons or typography.

Please ensure when using these devices, that are in keeping with our brand identity in their style, colour and typography.
For example, images used should primarily contain blue and green*, any illustrations should be vector and any typographic design should use Futura LT Pro Bold.

*Photography which includes our symbol does not have to include our primary colours.

**Option 2 (continued)
Examples**

Here are a few examples to show how a unifying graphic element can create a consistent sub-brand such as Restaurants Against Hunger.

These examples are for inspiration only – the key is to make it distinct, but still consistent with our main identity.
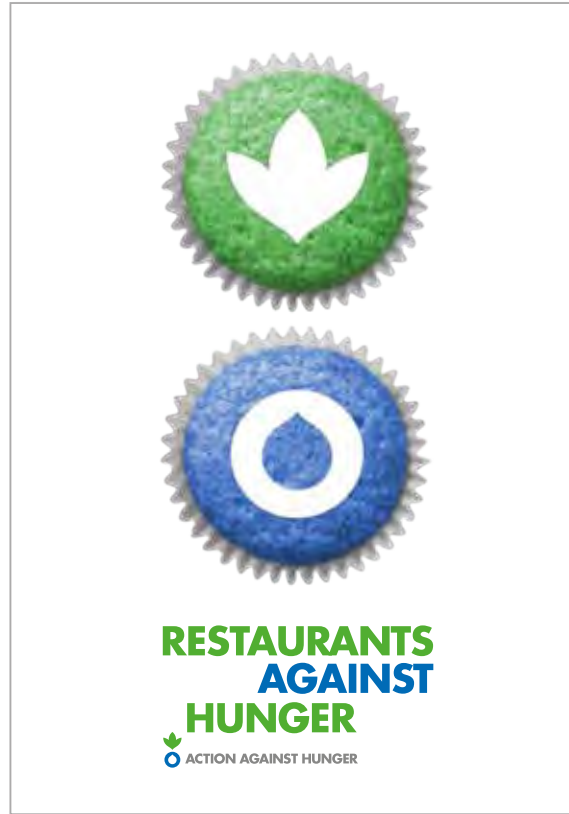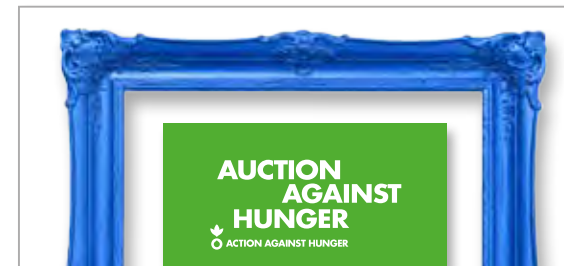
Option 2 (continued)
Examples

Here are a few examples to show how a unifying graphic element can create a consistent sub-brand such as Restaurants Against Hunger.
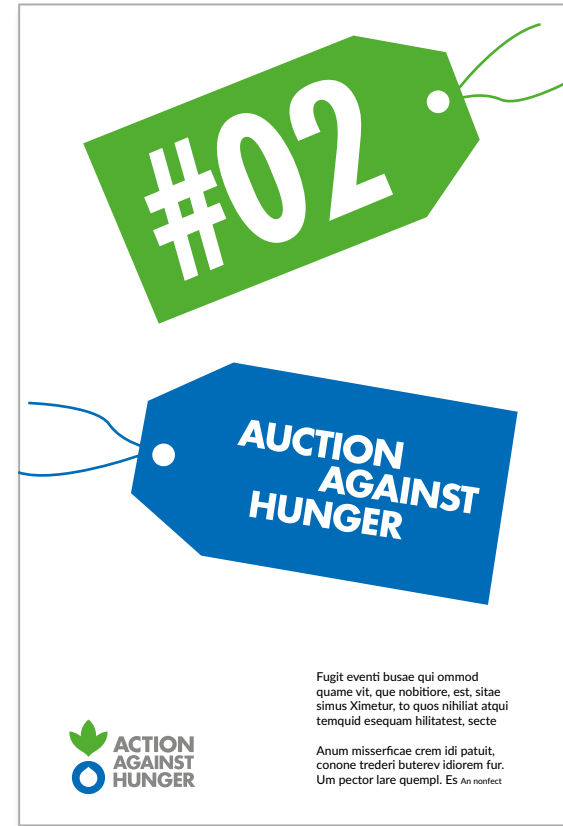
These examples are for inspiration only – the key is to make it distinct, but still consistent with our main identity.

Option 2 (continued)
Examples

Here are a few examples to show how a unifying graphic element can create a consistent sub-brand such as Gala Against Hunger and Auction Against Hunger.

These examples are for inspiration only – the key is to make it distinct, but still consistent with our main identity.

**Option 2 (continued)
Examples**

Here are a few examples to show how a unifying graphic element can create a consistent sub-brand such as the Fine Wine Auction.

These examples are for inspiration only – the key is to make it distinct, but still consistent with our main identity.

**Option 2 (continued)
Examples**

Here are a few examples to show how a unifying graphic element can create a consistent sub-brand such as Run Against Hunger.

These examples are for inspiration only – the key is to make it distinct, but still consistent with our main identity.

Option 2 (continued)
Examples

Here are a few examples to show how a unifying graphic element can create a consistent sub-brand for sporting events.

These examples are for inspiration only – the key is to make it distinct, but still consistent with our main identity.
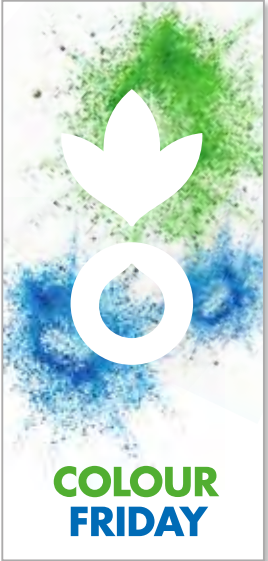
SUB-BRAND DON'TS

When creating a sub-brand logo, please ensure that the effects used are on brand as well as being legible when at small scale.

When applying a sub-brand, don't deviate from the guidance for our brand identity to suit the event or initiative. Within our guidance, elements of our identity can be adapted to suit the audience.
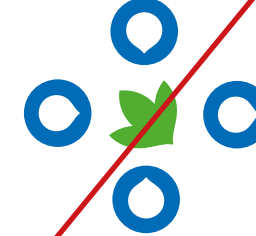

✖ Don't create a new symbol and lock it to the logotype.

✖ Don't use a distressed effect.

✖ Don't do anything that won't be legible at small sizes.

✖ Don't create a graphic or symbol that adapts our leaf and droplet.

✖ Don't use colours which aren't in our palette.

✖ Don't use colours which are not in our palette, which include other shades of blue and green.

✖ Don't use off-brand illustration styles, such as hand drawn, cartoons, watercolour etc.

✖ Don't use any other typefaces which are not part of our brand identity.

EVENT STYLE
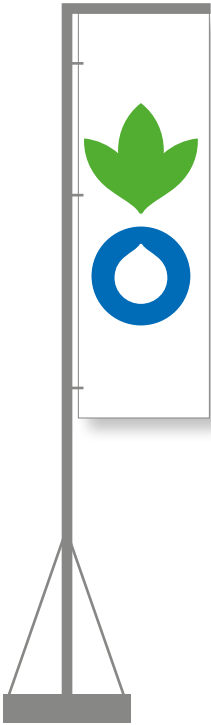
Here are some examples of how our identity can work for events, whether organised by us or someone else.

Running vest variations

Run Against Hunger example applications

Events are a chance to reinforce our brand and remind people why we're here. So while they may have their own sub-brands, it's important to link them strongly to our main brand.

We work on serious issues, but our events can be fun. When it comes to applying the identity, a lot of the fun comes from the physical applications that you choose.

RACE
AGAINST
HUNGER

High visibility running bibs

Temporary tattoo

Children's shoe laces

Bambams

Children's green hair spray

Children's facepaint

For special events, such as Gala Against Hunger, these examples show how a sub-brand can work with our main brand.

Event brochure

Badge

Auction paddle

Print finishes