



style guide



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Welcome_ Stop Hunger is changing, and so is our visual identity. This style guide is a working document which is intended to help you communicate. It includes the rules, guidelines, recommendations and language to use in order to ensure the integrity of our communication and recognition of our brand. It provides all the best practices to keep the Stop Hunger spirit alive, whatever form of communication media you use. Read on — it's your move!



I. The fundamentals

By combining the power of an organization and people at work in the field, the Stop Hunger brand is the rallying point for all our stakeholders. The brand fundamentals symbolize and epitomize the spirit and purpose of Stop Hunger.

01. The logotype



stop
hunger

 Pantone 185 C
M100 Y100
R227 G6 B19

 Pantone 2747 C
C100 M95
R45 G46 B135

The logotype is the key element of our identity. It is the distinctive emblem which ensures recognition and memorisation. It also serves as the common denominator for every act of generosity around the world.

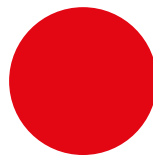
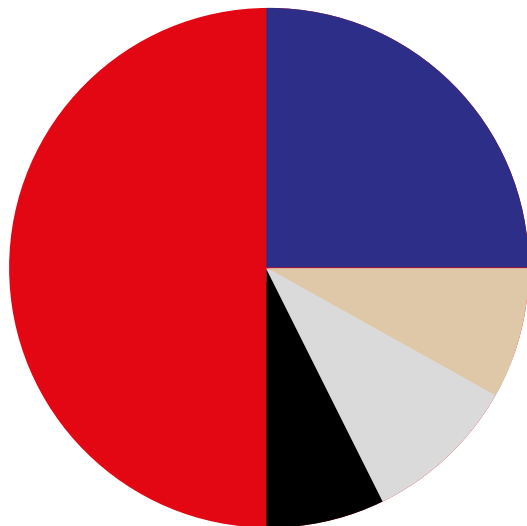
How it reflects us

It embodies the universal vision of our mission, and the emotional richness of our commitment. The heart, drawn by hand, symbolizes the people behind everything we do. The warm and vibrant red color expresses the generosity and passion invested in each of our actions. The power of the name Stop Hunger is softened by the simple, lowercase lettering, underlining the humility and drive of our everyday struggle.

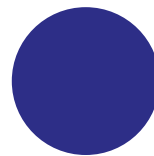
Applications

For the practical applications of the logotype, see page 38.

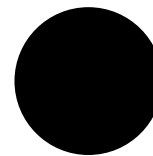
02. Colors



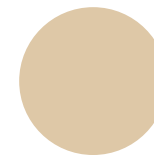
Pantone 185 C
M100 Y100
R227 G6 B19



Pantone 2747 C
C100 M95
R45 G46 B135



Pantone Black C
B100
R0 G0 B0



Pantone 875 C
C10 M18 Y35 B7
R215 G199 B167



Pantone Cool Gray 1C
B20
R217 G217 B217

Colors are an immediate visual cue for our audiences.

They help structure the layout and contribute to the recognition of our brand identity. Therefore, it is important to use them appropriately in our messages.

How they reflect us

Red is a warm, energetic, captivating color. It conveys the core values of Stop Hunger – involvement, passion, vitality – and adds gaiety and enthusiasm to our mission. The blue expresses our simplicity, our closeness to people and sense of service. The additional colors underline the importance of our cause. They are never used as large blocks of color.

03. Typography

Print use_

Aa

Helvetica Neue 77 Bold Condensed

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Aa

Helvetica Neue 57 Condensed

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Aa

Helvetica Neue 47 Light Condensed

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Office use_

Aa

Arial

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

The use of the **font family strengthens** our identity and increases the visual recognition of our brand.

How they reflect us

They are simple and sober and can be used for every application (stationery, signage and marking of objects) in every country.

How to write Stop Hunger

Within a text, the name Stop Hunger is always written in lower case, with a capital letter at the beginning of each word.

Note: in the logotype, the name is written in lowercase letters.

04. Brand language

As a brand, Stop Hunger also has its own language. We do not use jargon that would only be understood by a small group of people, but simple words, direct signs, and powerful images that accurately convey the messages of our organization and share our actions and vision.

How to talk about Stop Hunger in a few lines

The Stop Hunger Fund is a leading force in the fight against hunger around the world through local efforts to provide for those in need, support a social entrepreneurship approach to address hunger, and provide emergency disaster relief.

04. Brand language

How to talk about Stop Hunger in a page

Sodexo's efforts to fight hunger began in 1996 by Sodexo's subsidiary in the United States. With school cafeterias closed during holiday periods, Sodexo employees realized some children would lack access to basic nutrition. They began providing free meals to those children. Over the years the effort spread across the country and, even around the world as Sodexo employees, leadership and countries rallied to the cause.

Today Sodexo maintains its strong commitment to fighting hunger, involving employees, suppliers, clients and consumers in its efforts.

The Stop Hunger Fund, with staff and office space provided by Sodexo, is an independent organization seeking to become a leading force in the fight against hunger and malnutrition throughout the world.

Our efforts to fight hunger include:

- local aid to those in need
- support for social entrepreneurs developing innovative methods for fighting hunger
- emergency assistance in the wake of natural disasters affecting large populations as well as aid to chronic hunger zones

These efforts are supported by **six key actions**:

- the annual Servathon
- salary donations
- co-branded products
- volunteering and skills-based sponsorship activities
- donations of waste or surplus food
- community gardens

To achieve these aims, Stop Hunger leverages **two types of partnership**:

- partnerships with NGOs or local organizations : today, more than 600 non-governmental organizations (NGOs) receive support through Stop Hunger
- An international partnership with the World Food Programme in support of the WFP's Home Grown School Feeding initiative.

Today the Stop Hunger fund continues to benefit from Sodexo's support, advancing its various initiatives by leveraging Sodexo's network of employees, clients, consumers, suppliers and shareholders.

04. Brand language

The Stop Hunger claim

Engage. Invent. Share.

Together, these three words sum up the strategy of Stop Hunger. They form the leitmotif for Stop Hunger and are present on every document.

Engage

Stop Hunger relies on the commitment of the entire Sodexo ecosystem, including employees, clients, consumers, suppliers and shareholders.

Invent

Stop Hunger invents practical solutions to fight against hunger and malnutrition. For example, Stop Hunger provides logistical support and expertise for the World Food Program to create a new method of food distribution.

Share

Stop Hunger is based on sharing: from sharing food, to sharing best practices with our partners and between countries, as well as donating money and time.

Always in English

The claim is never translated: it is always in English.

05. Pictograms



01. Servathon



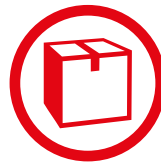
02. Payroll giving



03. Cause-related products



04. Volunteerism and skills partnerships



05. Food surplus redistribution



06. Community gardens

Each of the 6 priority actions carried out by Stop Hunger is highlighted by its own pictogram, to clearly and quickly identify them in a universal language understood by everyone.

Minimum size

To ensure the readability of the pictograms, we recommend a minimum size of **6.5 mm** in height.



II. Iconographic style

Our iconographic style is inspired by the character of Stop Hunger. It shows the public how professional our approach is with respect to our work. It reflects our role as a major player in the fight against hunger and malnutrition, but also as a driver of change that is close to the field and to the people who need us.



Visual principles_ Using symbolic, black and white visuals and on-the-field color visuals together allows us to associate the institutional vision adopted by Stop Hunger and the energy we apply in our daily actions. The red creates the link and acts as a common denominator. Combining close-ups on gestures and snapshots of real life, these visuals highlight people and the work they do.

Photo library: For your communication needs, we have provided the images in our graphic guidelines. These visuals are rights free worldwide for communication purposes.

01. Black & white visuals



These visuals illustrate the foundations for Stop Hunger's brand identity by **underlining an action or a situation**. Their symbolism is emphasized by the use of black and white, highlighted by a hint of red. These visuals should be used as they are. You should not use a part of the visual (red apple with the heart, for example), but all the visual. They are mainly used to talk about Stop Hunger in an institutional way because of their generic framework and solemnity.

02. Color visuals



Color visuals are used to reflect the reality and authenticity of our work. They bring noticeable proof of our actions in our communication and are complementary to the symbolic, black and white visuals.

Action-specific visuals_ For each type of action, a selection of visuals is provided. They include a black and white lead visual that symbolizes action through people. They are complemented by color visuals, to provide a pragmatic illustration of each type of action.

II. Iconographic style

01. Servathon



Show men and women in action, illustrating the annual global event in which Sodexo employees join forces to fight against hunger by collecting food, funds, and distributing meals.



02. Payroll giving

A woman with short dark hair, wearing a bright red short-sleeved top and a dark, chunky beaded necklace, is sitting at a white desk. She is looking down at a silver laptop, with her hands on the keyboard. On the desk to her left are some papers and a small black mobile phone. The background is a plain, light-colored wall.

Reflect the simplicity, flexibility and efficiency of our employees' individual commitments.



II. Iconographic style

03. Cause-related products

Reveal the symbolic focus on the products we sell and the use made of them, and volunteers at work promoting donation campaigns, all the profits of which are paid over to the organization.





04. Volunteerism and skills partnerships

A black and white photograph of two chefs in a kitchen. The chef on the left, a woman, is wearing a white chef's coat and a tall white hat. She is focused on piping red frosting from a red piping bag onto a black tray. The chef on the right, a man, is wearing a dark chef's coat and a white hat. He is looking down at the tray, observing the woman's work. The tray is filled with several dollops of red frosting. The background is a kitchen setting with various equipment and ingredients.

Promote the generosity, sense of service and expertise of our employees in donating their time and sharing their know-how to help reduce hunger in the world.



II. Iconographic style

05. Surplus food redistribution



**DONATION
BOX**

Reflect the large-scale work of coordination and cooperation involved in campaigns to distribute food to organizations fighting hunger.



II. Iconographic style

06. Community gardens



Demonstrate with realistic visuals the tangible contributions made to local communities and the initiative in favor of food self-sufficiency and raising awareness about nutrition issues.

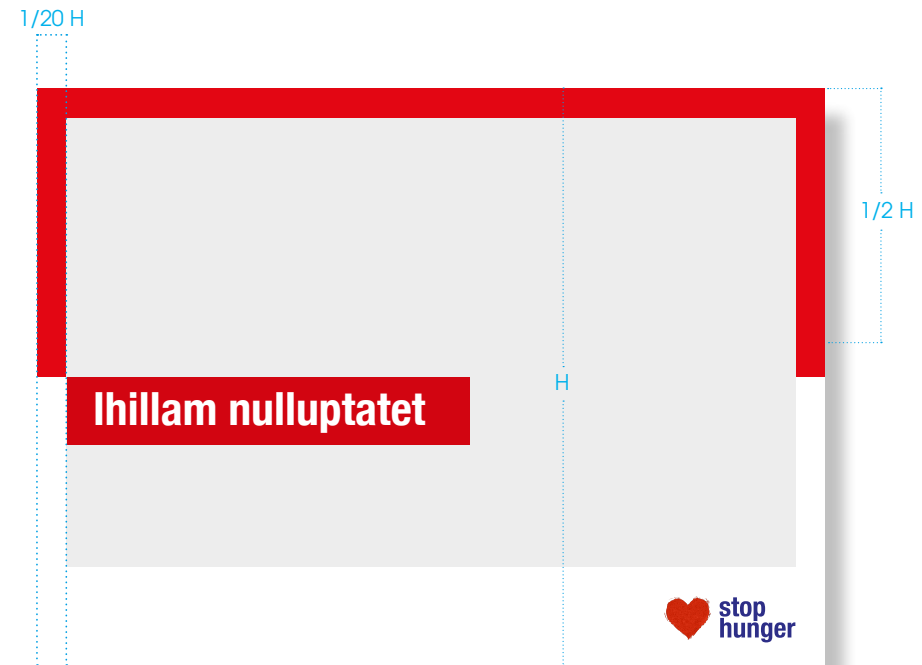




III. Applications

Our communications say what we've done, what we do, and what we've achieved. Whether they are institutional or related to our work in the field, they convey powerful images that reflect our aims, our commitments and our achievements. Their consistency with our brand identity ensures our communication has an impact on all of our stakeholders.

01. Guidelines



Narrow formats (e.g. kakemono): blanking width = $1/15 L$

Three inseparable elements constitute our visual identity on our communication materials:

- The **red frame** designed to be a Stop Hunger label. By being both visually powerful and institutional in design to highlight the professional nature of work by Stop Hunger, the opening in the frame symbolizes our commitment and the constantly moving struggle it implies.
- The transparent **red banner** for titles, which signs each cover with the Stop Hunger pledge. By default, it is placed in the middle of the page to the left of the red frame.
- The **white background** at the bottom, which symbolizes simplicity, humility and visibility. The logotype is centered or on the right.

02. Publications



For corporate messages, symbolic black & white visuals are to be preferred for covers, for their metaphorical value and broader perspective. On inside pages, a magazine style reporting approach is used: dynamic charts and graphs (key figures, graphics), full-page color photos, and flexible placement of text. The red frame animates the inside pages in the form of a border on the left. By default, the red border extends half-way down the page. When there is a red banner, the red border extends as far as the banner (see above examples). The place of testimonials and portraits is highlighted in the red banner to reflect the dialogue among the various publics of Stop Hunger.

02. Publications



Here is another example on a small printed document format.

03. Publications by type of action



For each of the six Stop Hunger actions, the leader visuals in black and white are used for covers. To identify the area concerned, the type of action is indicated as a subtitle in the red banner. Color visuals are used on inside pages to reflect field work.

04. Roll-up banners by type of action



Roll up banners used in events, shows and meetings use the same layout principles as the corporate identity for Stop Hunger with black & white photos for strong visual impact.

Think Visibility: depending on the use, the logotype is placed in the footer or header for optimal visibility. In this case, the website is associated with the logotype for event communication purposes.

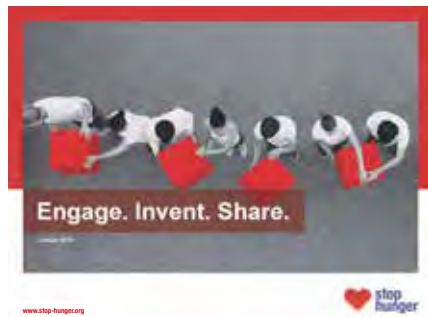
05. Posters



Posters follow the same principles as the previous materials. Body copy, which conveys the core messages of Stop Hunger's mission, is written on the white background.

III. Applications

06. PowerPoint and Word



Simplicity, differentiation and impact. Meaningful titles, clear, concise messages, dynamic figures, diagrams and captions.

III. Applications

07. Stationery



On stationery items, the logotype is placed at the top of the document on the left (except on business cards, where it is centred).

A touch of red frames our stationery on the top or right side of the document.

For the email signature, the logotype is placed at the bottom. To keep it simple, no red frame is used.

08. Products or goodies



The visual identity can also be used on products and goodies. Their design reflects and rewards the commitment and enthusiasm of the men and women who work for Stop Hunger.

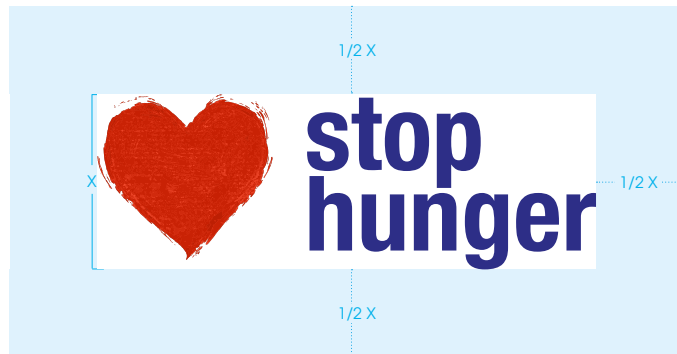


IV. Practical applications

To ensure the integrity of the Stop Hunger logotype here are some rules for its use.



01. Uses of logotype / color



Minimum size and protection zone

The minimum height of the logotype is 10 mm.

The protection zone is one half of the height «X» of the heart. Height «1/2 X» is the minimum calculation required to keep the space clear. No graphic item must appear in this area.



Backgrounds

- On a light solid colored background or photo, the logotype is in its 2 color version.
- On a red or dark solid colored background or photo, the logotype is in white.

02. Uses of logotype / monochrome



For black and white printing, the logotype is in monochrome on a light background or in white on a dark background.

03. Restrictions on use

Do not change the shape or the font:



Do not change the colors:



Do not separate or space the elements apart,
do not lay them out differently:



This list of restrictions is not exhaustive. All uses are prohibited which deform or change the color of the logotype. When using the logo, the words «Stop Hunger» and the heart must be used together.

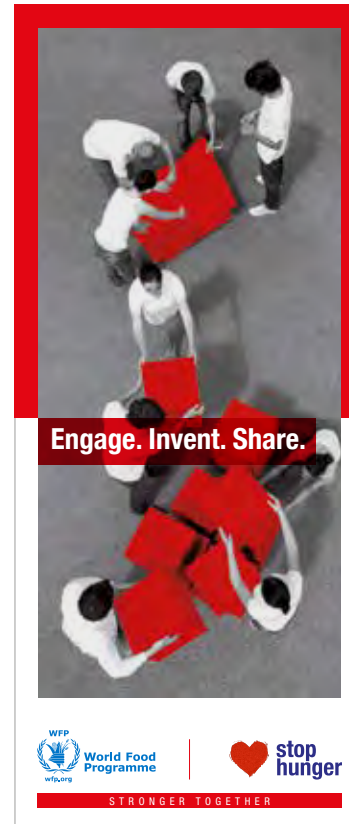
IV. Practical applications

04. Co-branding applications



CASE 1

Stop Hunger + logos of clients - suppliers - business partners
Partner logos are placed on the same line at the bottom, to the left of the Stop Hunger logotype.



CASE 2

Stop Hunger + World Food Programme logos.
The 2 logotypes are combined with a common signature.

Attention! Do not use the WFP logotype for the time being. A special marketing toolkit for this partnership will be provided later.
Contact: contact.group@stop-hunger.org



CASE 3

Stop Hunger + Sodexo logos
The 2 logotypes are combined at the bottom with a common signature.

Five points to remember

1. Conveying the value of peoples' actions

Stop Hunger, above all, involves women and men who work together every day to fight against hunger and malnutrition.

2. Communicate your enthusiasm and optimism

Although the cause is a serious one, Stop Hunger communication is positive and supportive.

3. Balance the use of lyrical and literal pictures

Stop Hunger conveys hope and a helping hand, in a unique combination between a universal vision understood by everyone and everyday action involving individuals.

4. You look great in red!

Red is the color and rallying cry of Stop Hunger. Symbolizing passion and warmth, red creates a link between all our actions and gives life to our poetic images and photos in the field.

5. Commitment is the heart of it

The Stop Hunger heart vibrates under the artist's brush and beats to the rhythm of our actions. The heart is the central element of Stop Hunger's visual identity.

