



Brand Guidelines

OCTOBER 2025





Welcome to our Brand Guidelines

The Stop Hunger brand is not just a name, logo or directive. Our brand is our story and the positive impact we create together to change the world.

Our shared aspiration is to develop a strong, true, compelling and consistent brand, placing it at the heart of all our communications to increase our impact.

These 'refreshed' guidelines are intended to bring the Stop Hunger brand to life. We have purposely made the brand refresh minimal to stay close to our Founding Partner, Sodexo, and to conserve our unique logo which we are all so attached to.

These guidelines are strategic, intentional and a vital part to our success, providing the framework and essential tools to ensure all our written and visual communications are aligned.

We are all accountable in creating a strong brand which communicates with one voice.

We trust in you to follow these guidelines and be our ambassadors!

Join the movement.

Become a Stop Hunger *changemaker!*

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01

**About
Stop Hunger**

Our Manifesto

A Story...

Born in 1996 in Boston, USA, Stop Hunger is a tale of women, men and a desire to create positive change.

A group of Sodexo employees sharing the same conviction: no child should have to spend the day on an empty stomach during the holidays, when schools are closed and meals no longer available.

Their pioneering spirit and ability to rally others led to a movement to help the most vulnerable, establishing the heart of the Stop Hunger philosophy. A heart that today beats stronger than ever, across the world.

An Audacity...

Stop Hunger is daring. This is anchored in our DNA. We believe women and the younger generation are key to a world without hunger and food insecurity.

By unleashing the potential of vulnerable women and supporting the younger generation to reveal their talents, we can help them flourish and be stronger together. Stop Hunger commits to supporting them change their lives, as well as those of their families and communities.

A Movement...

Stop Hunger is a movement. Inspired and nurtured every day by the people of Sodexo.

Because hunger is not an option.
Because women and new generations are the future of our world.
Because every step counts.



Stop Hunger Manifesto Video

Our Mission

We fight against hunger and food insecurity and believe that empowering women and younger generations is at the heart of a better future.

Every day we drive a movement of people to **respond, empower** and **unite** communities.

Our collective power stems from our volunteers, our NGO partners and the unique ecosystem of our founding partner, Sodexo.

Be changemakers
for a sustainable
hunger-free world.

1996

Creation of Stop Hunger in the US

2004

Partnership with Restos du Coeur signed

2014

Partnership with World Food Programme (WFP) signed

2015

Launch of Stop Hunger dinner in Paris & emergency aid programs

2016

YEAH! Missions started in partnership with WFP

2017

Women Empowerment becomes a strategic pillar

2026

Stop Hunger, with its 9 legal entities, is operating in over 60 countries



Our Value Proposition to Sodexo

Impact on People:

- Attract, engage, give purpose (as a part of Sodexo's Employee Value Proposition)
- Amplify Diversity, Equity and Inclusion commitments

Impact on Growth:

- Promote company values leading to business attraction and retention
- Reinforce long-term partnerships with clients/suppliers

Impact on CSR:

- Embed CSR commitments (food surplus donations)
- Demonstrate Sodexo's social impact on local communities



Our Value Proposition to Donors & NGO Partners

FOR OUR DONORS

A reliable non-profit partner

- Transparency and compliance with measurable impact
- Robust NGO partner selection
- 100% of partner donations go to NGOs
- Source of knowledge on food insecurity to raise awareness
- Brand visibility on a social cause
- Opportunity to develop their network

FOR OUR NGO PARTNERS

A catalyst for impact

- Sharing best practices and enabling knowledge transfer
- Expertise and skills-based volunteering
- Financial support
- Create visibility and impact

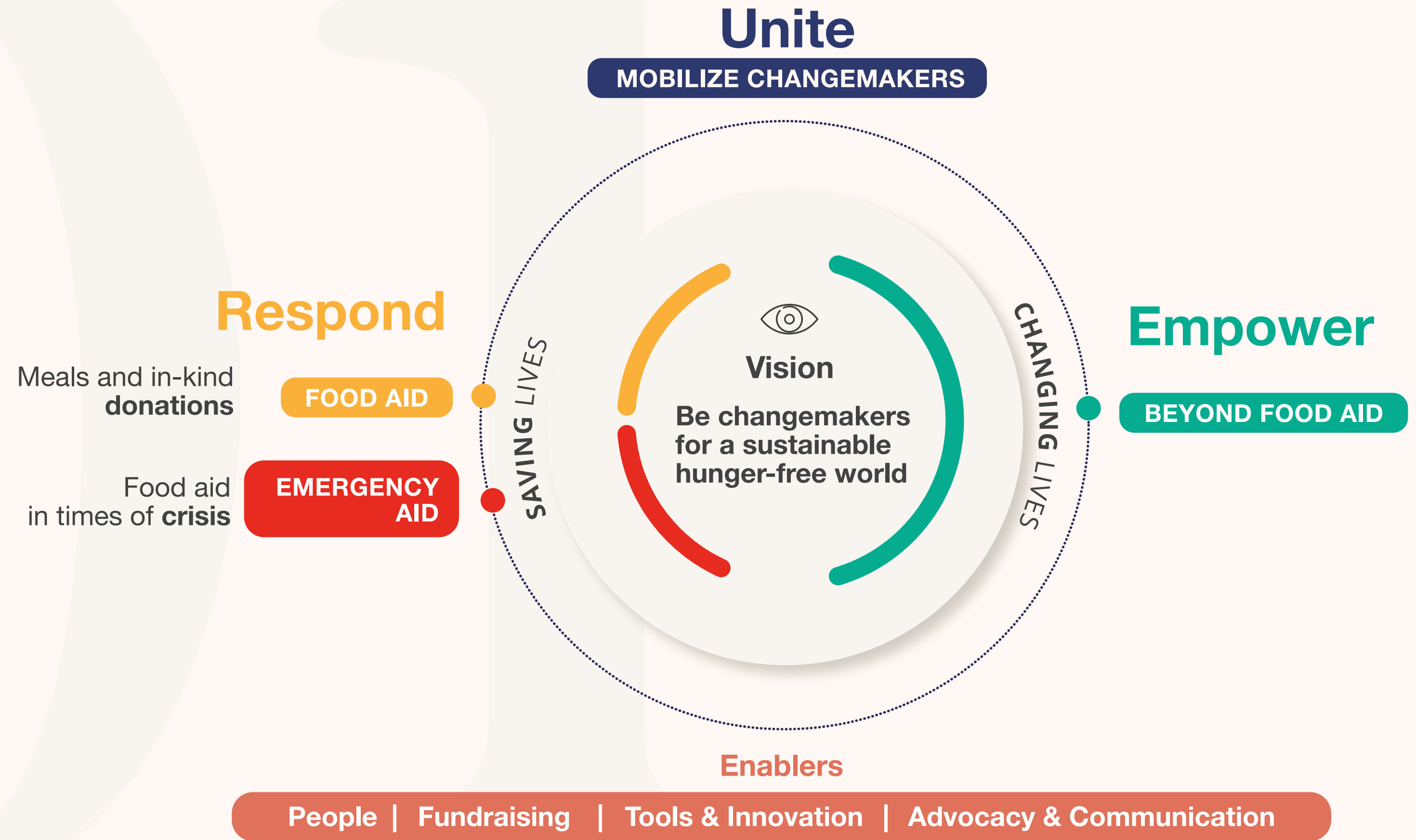


Strategic Roadmap

We are guided by our desire to be changemakers for a hunger free world and ultimately, we want to contribute to **saving** and **changing** lives.

We do this by:

- Responding
- Empowering
- Uniting





**Writing
Guidelines**

02

Brand Personality

Stop Hunger is above all distinctive because it is human and devoted. Our brand personality aligns with our manifesto, mission and vision and is expressed through our tone of voice, style, behavior and visuals.

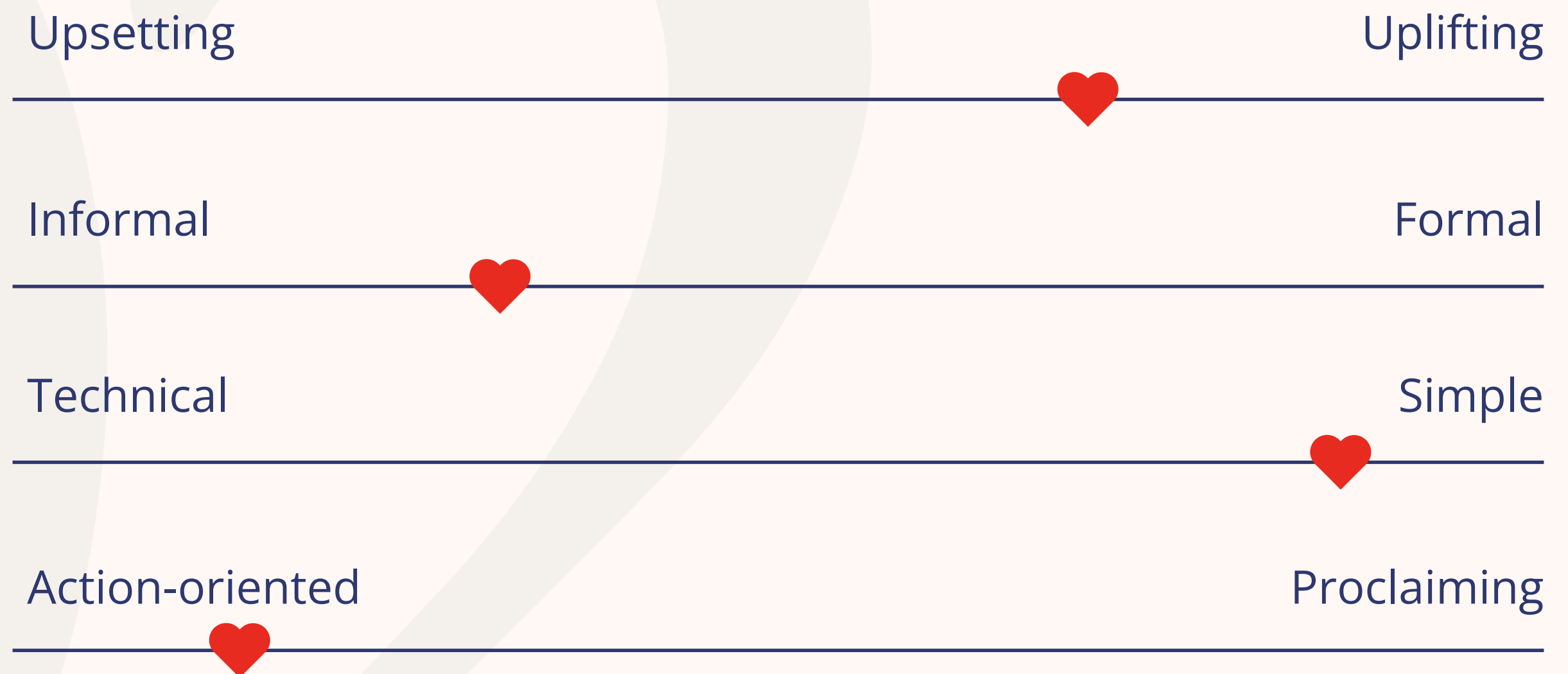
-  **Human** We are human – compassionate, approachable, inclusive and caring. Above all, we want to help others.
-  **Pioneering** Our story and history make us unique. We are pioneers - women and men with a desire to create positive change and set the trend.
-  **Daring** Bold and adventurous in our fight against hunger, we unleash the potential of communities so they can flourish and be stronger together.
-  **Authentic** We are true to our brand, honest and transparent in our communication and actions.
-  **Inspiring** With a supportive and uplifting approach, we inspire, encourage and empower individuals to take action to make a positive impact in the world.

Tone of Voice

As changemakers, each story we tell should have a specific purpose, and an authentic tone that feels distinctive to Stop Hunger.

The first step is to ensure our style fits our personality to build an emotional connection with our audience.

The second step is to use the following guidelines and tips as a stylistic gauge.



Social Media

With 9 Stop Hunger entities across the world, we have one global account, as well as multiple local social media accounts.

Both are important to engage our community effectively and personally, resulting in greater community, impact and adaptation.

Tips

- Always tag Stop Hunger when posting about a fundraising or volunteering event/donation page.
- Always add a line about Stop Hunger so our audience understand what Stop Hunger does and to avoid any ambiguity (example: Stop Hunger is the unique philanthropic cause of Sodexo, fighting for a hunger-free world).
- Use the hashtags for #StopHunger #Sodexo #SDG2 #ZeroHunger.
- Repost and relay important Stop Hunger messages from global and local accounts when relevant.

Some content ideas to help you prepare or introduce your posts:

- Today, food insecurity concerns us all, wherever we live in the world.
- As the unique philanthropic cause of Sodexo, Stop Hunger must continue to raise awareness and reinforce our efforts towards #SDG2, #ZeroHunger.
- Since 1996, Stop Hunger, with the support of its founding partner, Sodexo, has been fighting food insecurity.
- Together, we are fighting for a sustainable hunger-free world.
- Together, we can make a difference.



Boilerplate

Stop Hunger, Sodexo's unique philanthropic cause, is a global non-profit network working for a world without hunger. Initiated in the United States in 1996 by employees of Sodexo, its founding partner, the movement has since grown. Today, Stop Hunger is present in 60 countries, working hand in hand with over 300 NGOs.

Stop Hunger fights against food insecurity, with the strong conviction that empowering women and younger generations is at the heart of solutions for a better future.

(78 words)

If you need a short text about Stop Hunger and to ensure consistency in our communications, please use the text above (we also have shorter and longer versions – please reach out if you need them).



**Visual
Guidelines**

03

Logo

Our logo sits at the core of our brand. It's a strong yet simple logo to capture the essence of Stop Hunger. Our heart is human and distinctive. It should be used on all of our communications.



**stop
hunger**

Logo Variations



01

Use the standard version on light backgrounds. Always ensure there is sufficient space around the logo to allow it to “breathe”.



02

The all-white/seashell white logo should be used against primary and secondary color backgrounds as well as for photos/videos.



03

Use the version with a red logomark and white/seashell white logotype on blue backgrounds as well as for photos/videos.

Co-branding

The use of our logo in any partnership-related material reflects Stop Hunger's participation in the partnership and the implicit endorsement of its messages.



Composition

To emphasize our partnerships, all logos should always appear balanced and equal in size. All logos should be aligned with each other horizontally.

Divider

To ensure clarity, leave space around the logos to breathe and place a dividing line between them, ensuring they are both the same distance from the line. The divider line should be 0.25 pts stroke using onyx colour with no fill.

Third Party Use

When handing off to a third party, provide all three logo variations (see previous page) so they can see which logo is the most appropriate.

Tagline

If it enhances the visual appeal, you have the option to place the 'Together for Zero Hunger' tagline below the logos. It can be written in your country language. For optimal balance, the length of the red line can be expanded. Ensure that the tagline is centrally positioned.



TOGETHER FOR ZERO HUNGER

Co-branding with Sodexo

With Sodexo, our logos are linked by the tagline 'Proud Supporter of'. Please always use this layout when using both Sodexo and Stop Hunger logos. The tagline can be written in your country language as presented in the examples.



Logo Misuse



Misusing a logo not only confuses brand identity but also undermines its integrity and recognition.



Do not use the former Stop Hunger logo.



Do not reproduce the logo in unauthorised colours.



Do not stretch or squeeze. Always scale uniformly.



Do not use the color logo on a dark background. Always ensure good contrast.



Do not use the logomark on its own.



Do not place the logo on backgrounds that are busy and make it unreadable.

Primary Colors

Our primary colors are the colors of our logo – **red** and **blue**. They can be supported with their darker versions.

Our red is iconic.

It captures the warm, energetic, captivating side of our values. It conveys the core values of Stop Hunger – involvement, passion, vitality, strength – and adds gaiety and enthusiasm to our mission.

Warm Red

HEX #e82b21
RGB 232, 43, 33
CMYK 0, 81, 86, 9
PANT 485C

Carmine Red

HEX #c11b1b
RGB 193, 27, 27
CMYK 0, 86, 86, 24
PANT P 49-8 C

Our blue is devoted.

Our blue color embodies commitment, trust, and service. It mirrors our mission to end hunger and signifies our strong partnerships for lasting change.

Delft Blue

HEX #2e3870
RGB 46, 56, 112
CMYK 59, 50, 0, 56
PANT 534 C

Space Cadet

HEX #262C51
RGB 25, 35, 76
CMYK 67, 54, 0, 70
PANT 5255 C

Secondary Colors

Our secondary colors diversify and broaden our use of color and add different emphasis and emotion to our brand's image. We encourage you to use color, according to the dedicated themes (e.g. purple for women empowerment).

Sustainability & Hope

Jungle Green

HEX #06ad90
RGB 6, 173, 144
CMYK 97, 0, 17, 32
PANT 808 C

Brunswick Green

HEX #065144
RGB 6, 81, 68
CMYK 93, 0, 16, 68
PANT 3305 C

Planet & Diversity

Burnt Sienna

HEX #e1725a
RGB 255, 114, 90
CMYK 0, 49, 60, 12
PANT P 48-12 C

Sienna

HEX #742715
RGB 116, 39, 21
CMYK 0, 66, 82, 55
PANT 1815 C

Women & Younger Generations

Fandango

HEX #aa317f
RGB 170, 49, 127
CMYK 0, 71, 25, 33
PANT P 81-7 C

Tyrian Purple

HEX #540035
RGB 84, 0, 53
CMYK 0, 100, 37, 67
PANT 690 C

Optimism & Energy

Hunyadi Yellow

HEX #fcb13b
RGB 252, 177, 59
CMYK 0, 30, 77, 1
PANT P 14-7 C

Golden Brown

HEX #945B00
RGB 148, 91, 0
CMYK 0, 39, 100, 42
PANT P 22-8 C

Water & Life

Moonstone

HEX #069eae
RGB 6, 158, 174
CMYK 97, 9, 0, 32
PANT 320 U

Teal

HEX #064756
RGB 6, 71, 86
CMYK 93, 17, 0, 66
PANT 548 C

Secondary Color Tips

If you use more than one color, make sure they are complementary.
If you are combining two shades of the same color, avoid using small text to ensure it is readable.



Neutral Colors

Instead of pure white and black, we incorporate the welcoming Seashell White and Onyx, harmonizing them across our brand materials for a distinctive impact.

Seashell White

In our publications, as a background or text color, we use Seashell White over pure White. This choice reflects our desire for an inviting and empathetic tone, adding a touch of warmth to our content.

Seashell White

HEX #fef9f4
RGB 255, 249, 244
CMYK 0, 2, 4, 0
PANT 7436 C

Floral White

HEX #f9f5f2
RGB 249, 245, 242
CMYK 0, 2, 3, 2
PANT 877 C

Onyx

We use the softer shade of Onyx instead of plain Black across our publications, presentations, promo materials, and website. This choice makes our content more inviting and impactful.

Onyx

HEX #424242
RGB 66, 66, 66
CMYK 0, 0, 0, 74
PANT P 179-14 C

Silver

HEX #a6a5a5
RGB 166, 165, 165
CMYK 0, 1, 1, 35
PANT 877 C

Typography

Primary Font n°1

We use the EB Garamond font family in our publications for headings as well as subheadings.

EB Garamond



EB Garamond Regular
EB Garamond Italic
EB Garamond Bold
EB Garamond Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + > ? : ; , ' "

Typography

Primary Font n°2

We use the Open Sans font family for body text, subheadings as well as publication covers.

Aa

Open Sans

Open Sans Light
Open Sans Regular
Open Sans SemiBold
Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + > ? : ; ' "

Supporting Fonts

Everyday Office Font

Because **Calibri** is commonly available on most operating systems, we use it as a safe font for Word documents and PowerPoint presentations.

Decorative Font

Lumios Marker should be used for emphasizing individual words or short phrases. It must not be used for entire paragraphs. This font is mostly used for marketing purposes (flyers, posters...). An example is our slogan "Be a changemaker" where we highlight the word changemaker.

Safe font

Calibri

Accent font

Lumios Marker

Aa

Aa

Publication Tips

OPEN SANS BOLD
13 pt. type / 350 pt. tracking

• **WORLD HUNGER ON THE RISE**

EB GARAMOND BOLD
52 pt. type / default tracking

**Food insecurity:
The urgent need
for a paradigm shift.**

OPEN SANS BOLD
24 pt. type / default tracking

• **Food should never be a luxury!**

OPEN SANS REGULAR
13 pt. type / default tracking

• Currently, 828 million people suffer from hunger, of which 345 million face severe food insecurity and 50 million are on the verge of starvation. In this context, the objective of the Sustainable Development Goal (SDG) to eradicate hunger in the world established for 2030 seems less and less attainable. Only a **coordinated and assertive effort from governments, large institutions, NGOs and the private sector** could mitigate such a large-scale, unprecedented crisis scale.

LABEL TEXT

Open sans is the only font label text should appear. It must always be in ALL CAPS and have appropriate tracking for legibility.

HEADING

EB Garamond is the only font that should ever be used for headlines.

UNDERLINE

Underlines should be used sparingly as a vehicle to show extra emphasis specifically on one word of a headline.

SUB-HEADING

Sub-headings should appear in Open Sans Bold. It may also appear in the EB Garamon font family, but in either font, it must always be in sentence case, never ALL CAPS.

PARAGRAPH TEXT

Paragraph text should appear in the Open Sans font family. Bold text should only appear when you'd like to emphasize something of importance within paragraph text.

Photography Guidelines

The visual narrative created through photographs can move, inspire and inform our community. Photos should be impactful, authentic and showcase our incredible network of volunteers, supporters, donors and partners.

01

Focus on the people: This can include volunteers and individuals who donated or have benefited from the program. Top priority: Lots of smiles! :)

02

Red Stop Hunger clothes compulsory: Always wear our iconic red gilets or t-shirts with our logo on show.

03

Respect privacy: Ask permission to take photos of the individuals.

04

Show the impact: Capture photos that show the impact of the work being done, such as the amount of food collected or the number of volunteers participating.

05

High Definition Photos: Ensure photos used are always crisp, not blurred or pixelated. Use natural lighting to create clear, well-lit photos.

06

Avoid clutter: Images should not be busy with too many people or objects in the frame.
Avoid black and white photos: we want colour, hope and optimism!



Photo Ideas

Volunteers in action: Showcase photos of volunteers sorting, packing and distributing food to show their hard work and dedication.

Events: Take photos before and after the event to highlight the impact the volunteers have had in a short space of time.

Impact stories: Tell a story with your photos to create an emotional connection of individuals and communities benefitting from our work.

Group photos: Demonstrate the teamwork and community spirit of our teams during events, campaigns and volunteering.

Show Gratitude: Thank you signs for donors, sponsors and supporters can be a great way to show our appreciation to our community and recognize those contributing to our cause.

Iconography

We craft our icons with an outline, hand-drawn style. This approach adds a human feel into our visual communication. They are meant to aid you in clearly and quickly communicating your message.

Icons in Use

Our icon library has a variety of options designed to suit our brand's needs. For access to these icons, please reach out to Stop Hunger's communication department.

01

Only use icons from our icon library.

02

Icons can be accompanied with text or used alone.

03

Only use icons if they are relevant and don't overuse them.

04

Don't edit or embellish our icons.



60 countries

We are operating in



300

NGO partners



11 Million

Beneficiaries



500,000

Meals distributed



14,000

Volunteers



6,2 Million

Dollars given to
NGO partners

Brand in Use

Apparel

Our gilets, t-shirts and caps are red. Always. These articles are the indisputables as they are instantly recognizable and are synonymous with our cause. If red is considered inappropriate in your country for political reasons, we trust you to find a suitable colour and validate it with us.



Brand Goodies

For other Stop Hunger goodies, we accept that you are a little more creative!

We take pride in celebrating important events like Earth Day and International Women's Day and these moments can provide an opportunity to use our secondary colors for items such as pens, notebooks, tote bags and bracelets. Please assign colors according to the secondary color themes (see page 24).



Print Assets

In our brand library, you will find an array of design assets and templates suitable for printing. As part of our impact on the environment, we encourage you to keep printed material to a minimum, using only recycled paper, but prioritize digital use when you can.



• Letterhead template



The business card template offers a QR code which links to your LinkedIn Profile. We advise you to keep your business card in a digital format so you can share your contact and QR code via smartphone.

Digital Assets

In our brand library, you will also find an array of assets to use digitally including email signatures, Teams backgrounds and LinkedIn banners.

If you have any special requests, please reach out to the Global Stop Hunger Team.



