Logo & Badge Guide

WorldHunger.fund

Thank you for partnering with World Hunger Fund! These files let you show your support on your website, in your store, and in your materials. Please use them as described here.

PROUD PARTNER BADGES



Color: on white or light backgrounds



Dark: one-color printing, light backgrounds



White: on dark backgrounds and photos

WHICH FILE TO USE

- **PNG** for websites, social media, email, and Word or PowerPoint.
- **SVG** for designers and professional printing; it scales to any size.
- **Horizontal** badges fit footers and banners; **square** badges fit sidebars and social posts.
- Link the badge to **worldhunger.fund/partner**. Code is in the Announcement Kit.

SIZE AND CLEAR SPACE



Keep space around the badge at least the height of the "W" in WorldHunger. Show the horizontal badge at least **180 px** (1.5 in) wide and the square badge at least **100 px** (1 in).

PLEASE DO

- Use the files exactly as provided.
- Describe us accurately: "proud partner of World Hunger Fund."
- Choose the version with the best contrast.
- Ask us before using our name in ads, packaging, press releases, or promotions.
- Remove the badge if the partnership ends.

PLEASE DON'T

- Stretch, crop, rotate, recolor, or add effects to the logo or badge.
- Rearrange or retype the wording.
- Suggest that World Hunger Fund endorses your products or services.
- Say a purchase benefits us without a signed cause-marketing agreement.
- Use our logo on products for sale without written permission.

BRAND COLORS

Rust	Gold	Ink	Cream
#CF5315	#E0C072	#2E2E2E	#F7F5F0

OUR LOGO

The full World Hunger Fund logo (stacked, horizontal, and icon) is in the "WHF Logos" folder in color, dark, and white. Use it when you list us alongside other organizations; use the badge to show your partnership.