



What Makes Us Rare

The Rare Brand Guide



Introduction

For over four decades, Rare has worked on more than 400 community-led projects in 60+ countries to improve the lives of millions of people who depend on our natural resources for lives and livelihoods. And we are just getting started.

A strong brand is an essential part of our ambitious mission. Our brand communicates what makes Rare special, engages supporters and friends, and inspires others to join our movement.

Our Mission

Rare inspires change so people and nature thrive.



Our Name

Our name is Rare. It is not like other names because we are not like other conservation organizations. Consistency is important. We want the world to know our name.

In all communications, Rare should be written with an uppercase R, followed by lowercase letters for the rest. Rare is a proper noun and should not be translated. Rare is not an acronym (it used to be, but that's a long story). To avoid confusion, do not write it as RARE and definitely not R.A.R.E.



We Are Rare

For every major environmental challenge, people are both the problem and the solution. Changing the way people interact with nature is the most important thing we can do to ensure its survival.

For more than 40 years, Rare has worked on over 400 community-led projects in 56 countries to inspire change so people and nature thrive.

We find what works locally and bring it to scale globally—providing a blueprint for improving livelihoods, protecting biodiversity, building climate-resilient communities, and giving people a voice in their own future.

Changing behavior can change lives. That is what we do. That is what makes us Rare.



Our Voice

Brands are strong and memorable when they have a distinctive, consistent, and relevant brand voice.

Positive and Inspiring: We are focused on solutions, not obstacles. No sky-is-falling language here. Always inspirational, always learning, always progressive. We seek to inspire others to champion our cause.

Empowering and Authentic: Our voice is the voice of many. We use voices and faces from the front lines. Stories are always more powerful when they have a face and connect to the audience on a personal level.

Clear and Assertive: We avoid unnecessary qualifications and caveats for our work and our successes. Our language will reflect the pride in our work. Technical language is appropriate for select audiences; overuse of jargon is not.

Brand Colors

PRIMARY COLORS



Pantone: 285C/U
CMYK: 100, 60, 0, 0
RGB: 0, 91, 187
HEX: #005BBB



Pantone: 348C, 355U
CMYK: 100, 0, 90, 20
RGB: 0, 133, 66
HEX: #008542



Pantone: 431C/U
CMYK: 45, 30, 20, 40
RGB: 94, 106, 113
HEX: #5E6A71

SECONDARY COLORS



Pantone: 7426C/U
CMYK: 0, 100, 65, 28
RGB: 170, 25, 72
HEX: #AA1948



Pantone: 638C/U
CMYK: 83, 0, 10, 0
RGB: 0, 175, 216
HEX: #00AFD8



Pantone: 1575C/U
CMYK: 0, 60, 90, 0
RGB: 245, 130, 51
HEX: #F58233



Pantone: 376C/U
CMYK: 50, 0, 100, 0
RGB: 122, 184, 0
HEX: #7AB800



Pantone: 7409C/U
CMYK: 0, 30, 95, 0
RGB: 238, 175, 0
HEX: #EEAF00



Brand Fonts

Using a consistent family of typefaces visually reinforces the Rare identity.

FONTS FOR RARE STAFF

Our everyday sans serif typeface is **Arial**. It is recommended that all communications produced in the Microsoft Office Suite® use Arial. It is a system font for both Macintosh and PC platforms, so using it ensures that documents retain the proper formatting regardless of computer.

FONTS FOR DESIGNERS

Univers LPro (the font this paragraph uses) is our primary designer typeface and should be used on all Rare communications. **PF Square Sans Condensed** (the font this page's title uses) is a compliment to Univers, and should be used for titles and callouts only. It should never be used for body copy.

Download these fonts at rare.org/brand-guide



Our Lock-Ups

Rare has several programs with their own brands. For these program brands to thrive, the Rare brand must thrive. They should work collaboratively. For this reason, program brands are “locked-up” with the Rare logo. This provides consistency and brand amplification and avoids brand fragmentation (a bunch of unrelated logos and brands can make us look less credible as an organization).





FISH FOREVER COUNTRY LOGOS

To preserve the community empowerment focus of in-country programs, countries will be permitted one unique mark per country to be used at all levels and sites. The global Fish Forever lock-up will also be represented in all materials.



Primary Placement

Country logo (individual communities may localize the mark with a name in text).

Secondary Placement

Fish Forever lock-up (always positioned to the right of other logos). Appropriate adjustments are acceptable in the event this guideline conflicts with other donor/funder brand standards.



MELOY FUND

The Meloy Fund is a wholly-owned subsidiary of Rare. The Rare logo must be displayed on all Meloy Fund materials, along with other partner logos.



THE MELOY FUND

SOLUTION SEARCH

Solution Search is an initiative managed by Rare, but co-presented with partners. The Rare logo must be displayed on all Solution Search materials, along with other partner logos.





Photo Style

Pride of Images: Photography is one of the most powerful ways to communicate our work. Our photos and videos should reflect our visual brand and voice and focus on people. We often show individuals in a group to represent our global community, our shared purpose. They are the heroes of Rare's story and should be portrayed with dignity and hope, even if they are living with harsh realities. Our images should inspire.





Writing Style

START WITH WHY

Every piece of writing needs to include the Why, the What, the Who, and the How. What is it we are doing (or trying to do)? Who are we serving? How do we plan to do it? And importantly: “Why does it matter”? Pay particular attention to the why—it’s the part that makes people care.

SHARE CREDIT

Rare prides itself on empowering the communities with whom we work. Take pride in our successes and be quick to share credit. Recognize and champion our partners and supporters.

INSPIRE

Yes, we are dealing with complex problems that require complex solutions. Give people a reason to believe that they can make a difference. Share stories and examples of positive change. Make the stories personal, using quotes or 1st person narrative. Be sure to convey hope.



FOCUS ON PEOPLE

People care about people. Tell our story through the people that we touch. Give your readers someone they can picture in their minds.

BE ACTIVE

Always use active voice; avoid passive voice. Use this: *Rare believes in the power of behavior change at scale.* Not this: *It is believed by Rare that there is power in behavior change at scale.*

FACT CHECK

Numbers change quickly. Is it 22,000 hectares or 32,000 hectares? Be accurate and have someone verify your work.

KNOW YOUR AUDIENCE

Audiences come in all varieties. Knowledgeable and academic. Inexperienced and unaware. And everything in between. Identify and then write to your targeted audience. Our writing and style should always adjust to the audience. It should also be concise, clear, and jargon-free.

Words Matter

As conservation practitioners, development professionals, behavioral insight activators, and veterans of Rare, we speak the specialized language of our field, which is appropriate for knowledgeable audiences. We sometimes struggle to translate technical details into meaningful messages. Jargon makes people less likely to understand, remember or even believe the ideas we are trying to communicate. To help reduce and eliminate jargon, see below for a sample list of alternatives to commonly used Rare-isms.

INSTEAD OF THIS...

TRY THIS...

Fellow	→	Campaign Manager
Small-scale fisher / Small-scale fisheries	→	Community-based fisher / Community-based fisheries
Biodiversity	→	Life
Multi-local	→	Networked communities
Financial inclusion	→	Access to financial services
Social cohesion	→	Community cooperation
Choice architecture	→	Making the right choice the easy choice

A more comprehensive glossary of words and phrases can be found at:
rare.org/brand-guide.



Resources

For photos, videos, PowerPoint templates, and logos, please visit the DAM at assetbank.rare.org.

You can find a full list of resource links on the digital version of this Rare Brand Guide at: rare.org/brand-guide.

Contact Us

Brands evolve. If you have any questions about the Rare brand, please contact any member of the Marketing and Communications team. We are here to help you and to make sure the Rare brand reflects our inspiring and impactful organization.