Host Organizations: Rise Up! Branding Guidelines

Please follow the instructions below on branding communications materials according to Rise Up! standards. Please ensure you brand all communications materials that are developed in affiliation with Rise Up!, which includes (but is not limited to):

- Social media posts (please see more notes under the Social Media subheading below)
- Posters (print and digital)
- Videos
- Letters
- Reports
- **All internal and external communications materials created by Rise Up! youth volunteers**

Please email communications materials with the Rise Up! logo and credit statement to your Regional Lead for approval before the materials go live.

Social Media

Hashtag Requirement

All Rise Up! affiliated social media posts must use the hashtag: **#RiseUpPHABC**.

Promotional Requirements

Whenever your organization is promoting Rise Up! events, news, or updates, the logos, credit statement and hashtag must all be used. This can include:

- Regional gathering promotions
- Recruitment promotions
- Rise Up! in the news

Most of the time, your Regional Lead will provide you with these promotional assets and ask you to promote on behalf of Rise Up!

Capacity Considerations

We recognize that branding all social media posts may be beyond your organization's capacity. If your social media post is simply to share Rise Up! affiliated photos, such as youth volunteer work, then you can just use the hashtag #RiseUpPHABC.

When the hashtag is used, PHABC communications can further promote your materials on our websites and social media.

Logo Credibility

There is value in branding social media posts with the Rise Up! logos, as the logos add credibility and government affiliation. This affiliation may enhance your organization's branding, which can increase engagement and potential fund development opportunities.

PHABC Social Media Accounts

Please tag the following accounts when posting about the projects on social media:

- Facebook: https://www.facebook.com/PublicHealthAssociationBC
- BlueSky: https://bsky.app/profile/pha-bc.bsky.social
- Instagram: https://www.instagram.com/pha_bc/
- LinkedIn: https://www.linkedin.com/company/public-health-association-of-bc/

PHABC is happy to reshare your post once tagged 😊

Credit Statement

Please use the following statement on written materials, social media posts and other web-based platforms. We recommend placing the credit statement at the bottom of the communications material at a minimum font size of 9px.

> *Rise Up! Strengthening Food Systems and Environmental Stewardship is funded in part by Canada Service Corps. Renforcer les systèmes alimentaires et la gestion de l'environnement est financé en partie par Service jeunesse Canada.*
>
> *Learn more: www.RiseUp-phabc.ca*

Logos

- Please use the logos that are downloaded along with this toolkit.
- If Rise Up! logos are used in any communications and marketing, materials must be reviewed by the Rise Up! team.
- Whenever the credit statement is complemented with a visual (such as a graphic, infographic, etc.) please ensure the materials have the Rise Up! logo.
- **Please ensure the logo is placed next to your organization's logo at the same size, while respecting the white space boundaries (as detailed below in the image). We recommend a size that allows the target audience to read the text clearly to accommodate various visual abilities.**



Upcoming Youth Volunteers Social Media Guidelines

The Rise Up! communications team is currently developing social media guidelines for Youth Volunteers, coming soon!