Our Brand
How you can represent Project HOPE online

Our name

Project HOPE is an international global health organization registered as a not-for-profit organization in the United States. Our legal name is Project HOPE — The People-to-People Health Foundation, Inc., and we do business as (DBA) Project HOPE.

Project HOPE is always written as two words. The ‘P’ in Project should always be capitalized. The word HOPE should always be entirely uppercase, i.e. HOPE.

Our logo

Use our full-color Navy logo on a white or light background, or our knockout white logo on a dark background. Please use our logo exactly as is and ensure that the registered trademark symbol is included.

Linking to us online

- Link to our website at www.ProjectHOPE.org
- If you’re mentioning us, make sure to tag us @ProjectHOPEorg in photos, text, and stories on Twitter and Instagram, Facebook, and LinkedIn

How you can talk about us

Project HOPE is a global health and humanitarian organization that helps people around the world access the health care they need to reach their full potential. For more than 60 years, they’ve worked to improve the health of women and children, fight infectious disease, combat the rise of noncommunicable diseases, and strengthen health care systems to withstand disasters and health crises.

Questions?
Learn more at https://www.projecthope.org/our-brand/ and please don’t hesitate to reach out to us at branding@projecthope.org