WE WHO BELIEVE IN FREEDOM CANNOT REST.
As this extraordinary community of people, events, and actions around the world grows, it is vital that we define a few guidelines and principles to ensure we have a single and recognizable voice.

These guidelines will strengthen the brand of your local Chapter, as well as the initiatives and events you hold. It will also help to ensure the efficient and effective communication of your key messages, and strengthen the network of our Global community.
INTRODUCTION

Section 1

1.1 Introduction
1.2 Our Mission & Our Vision
1.3 H.E.R.S. Framework
1.4 Core Event Types
We are both a community and a platform that incites and facilitates grassroots actions and organizing campaigns by providing local coalitions with coordination, resources, training, toolkits, and communications channels. Our platform and community supports each other, listens, respects, and celebrates our diversity, ideas, and passions.

Women's March Global is an inclusive, diverse, flexible, transparent global community and platform that mentors, empowers and takes action. We began as a march, and now we are coming together from across the globe to start a movement.

Our platform is intersectional, diverse, and flexible—bringing us together, mentoring us and representing who we are and what we want, while allowing us to take action as local, national, and global Chapters.

This is only the beginning. We need your voice to help build this community to make the world a better place for all women. Make Women's March Global stronger by sharing your opinion.

We are a passionate, diverse global community that supports each other, listens, respects, and celebrates our diversity, ideas, and passions. Together, women and allies can create a future of equality, justice, and compassion for all.
OUR MISSION

Women’s March Global is building a community that inspires, unites, and leads the charge for the advancement of women across the world and positively impacts billions of lives.

OUR VISION

As a global community of women and allies, we imagine and work toward a future of equality, justice, and compassion for all, where the world’s most pressing problems can be solved as we listen, respect, and celebrate our diversity, ideas, and passions.
We believe in Reproductive Freedom. We do not accept any rollbacks, cuts or restrictions on our ability to receive universal coverage of quality reproductive healthcare services, birth control, HIV/AIDS care and prevention, or medically accurate sexuality education provided by the government. We believe that every person and every community in the world has the right to clean water and clean air. We believe that our environment and our climate must be protected, and that our land and natural resources cannot be exploited for corporate gain or greed—especially at the risk of public safety and health.

Women are powerful drivers of economic growth, and their economic empowerment benefits all nations. We support the dismantling of barriers that obstruct women's full participation in local, national, and global economic systems. Jobs must provide a living wage, gender parity, and humane, equitable working conditions. Extreme and unpredictable weather shifts due to human activity fundamentally threaten economic security. We believe civic and business practices that robustly preserve the environment and limit negative human impact are therefore essential.

Women are consistently under-represented globally, adversely affecting our collective health, safety, and economic security. Women must have fair and just representation locally, nationally, and internationally, in government, and at work. Minority, disabled, elder, and indigenous representation in government and business is essential to ensure all people are represented in key areas of decision making, not least because the voices of these populations, the most directly affected by climate change, often go unheard.

Women deserve to live full and healthy lives, free of all forms of violence against our bodies. We believe in accountability and justice in cases of police brutality and ending racial profiling and targeting of communities of color. We stand for an end to all forms of human and sex trafficking. It is our moral imperative to dismantle the gender and racial inequities within the criminal justice system and to always advocate for the rights of refugees and asylum seekers.
### CORE EVENT TYPES

#### MARCHES

A March is a public gathering to bring attention to a specific issue or issues. The main purpose of a March is public awareness, which can be connected to specific actions such as policy change. A March starting point and end point usually have significance and direct relation to the issues being addressed, such as government buildings, embassies, corporate headquarters, etc. Most Marches either begin, end, or are bookended by a Rally with live speakers.

#### ACTIONS

An Action is a direct and physical act to promote and catalyze specific changes in your community and governance. Actions can be organized through your Huddle, School, Chapter or Community. Here are some examples of Actions:

- Sit-in
- Strike
- Walkout
- Rally
- Community Service
- Meeting with members of your Government
- Guest Speaker
- Booth
- Dinners
- Dialogues

#### SALONS

A Salon is an intimate gathering, a “convening” with 100 or fewer people that should occur frequently, monthly or quarterly.

The purpose of a Women’s March Salon is to foster an understanding of Women’s March, highlight local innovation and impact stories in your region and keep the community connected between the less frequent larger local events and Women’s March Summits.

Women’s March Salons should strive to discover and present great local speakers in the community to speak on key issues. All salons have at least one live speaker.
A vigil is an informal gathering or meetup in respect of a specific issue, cause or tragedy. A Vigil is usually held in the evening at a public space and are often held at a location relevant to the specifics of the Vigil.

- If appropriate, attendees can bring candles. Phone lights are a good and safe alternative.
- If small enough, it is recommended that speakers not use a megaphone to keep the Vigil intimate.

A Huddle is a gathering of a small group of friends, family, neighbors and fellow organizers, providing a guide and a space to meet. Your role as a Chapter leader and/or huddle host is a critical part of how we keep the Women's March spirit alive, build the movement beyond those who marched, and set a concrete plan of action.

A Women's March Conference is a large, potentially multi-day event focused on a number of issues of interest to the local community. There will be main speakers or discussions as well as smaller, more specific issue-based breakout discussions with speakers. Your Conference can be organized with other Chapters in your country or region and/or with partner organizations as well.
Section 2

BRAND ELEMENTS

2.1 Brand Colors
2.2 Brand Typography
2.3 Women's March Mark
2.4 Women's March Global Equity
The overall WMG brand colors are WM blue, WM red, and WM beige. These are the primary colors in the logo but also in additional action and event themes. These colors should be the foundation of all branded communication.

**WM BLUE**
PANTONE 539 C  
RGB 33 / 52 / 68  
HEX 213444  
CMYK 87 / 71 / 50 / 48

**WM RED**
PANTONE 2027 U  
RGB 241 / 97 / 92  
HEX F1615C  
CMYK 0 / 77 / 61 / 0

**WM BEIGE**
PANTONE 7499 UP  
RGB 246 / 236 / 202  
HEX F6ECCA  
CMYK 3 / 6 / 22 / 0
SECONDARY COLORS

These are to be used secondary to the main colors.

LIGHT TEAL
- PANTONE 2399 U
- RGB 0 / 176 / 165
- HEX 00B0A5
- CMYK 70 / 0 / 39 / 0

YELLOW
- PANTONE 602 C
- RGB 240 / 232 / 123
- HEX F0E87B
- CMYK 5 / 0 / 55 / 0

WARM GRAY
- PANTONE Warm Gray 1 C
- RGB 205 / 210 / 203
- HEX D7D2CB
- CMYK 3 / 3 / 6 / 7
COLOR OUTPUT INFORMATION

Color information is included in a file and interpreted by the output device (printer, screen). Professional offset printing uses four-color process inks, which build color out of cyan, magenta, yellow and black (CMYK), or spot color inks (such as Pantone®). Screens display color with red, green, and blue (RGB) points of light. Hex numbers are code that designate RGB colors for use in an HTML environment (web or ebooks).

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Color system is noted at the end of our logo file names.

- **sRGB** represents standard RGB
- **BW** represents black/white grayscale printing
- **4C** stands for four-color and is an abbreviation for CMYK offset printing
- **P** stands for spot-color printing designated with Pantone specifications
TYPOGRAPHY

Titles / DRONE RANGER

DRONE RANGER
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
*?!@/\&%#$\#:;,. 

Body Copy / OPEN SANS

Open Sans Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
*?!@#$%^&*()?"
#pressforprogress
The use of these fonts is permitted if Drone Ranger and/or Open Sans are not available to your Chapter. Arial is a pre-installed fonts on both Microsoft and Apple computers. If these fonts are also unavailable to you, please use a bold, all-caps option for headlines and a clean, sans-serif font for body copy.

**Titles / ARIAL BOLD (ALL CAPS)**

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
0123456789
*!@#$%^&*()?“
#pressforprogress

**Body Copy / Arial**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
*!@#$%^&*()?“
#pressforprogress
THE WOMEN’S MARCH MARK

The Women’s March “mark” refers to the 3 side-by-side silhouettes of women’s faces. The mark contains all of the principal Women’s March colors and should never be altered.

Do not use the mark on its own. It should always appear as part of the full logo lockup.
**WOMEN’S MARCH GLOBAL EQUITY**

**WOMEN’S MARCH GLOBAL ESSENCE**
*This is the pinnacle of the Women’s March Global is. This guides the overall strategic direction of the organization.*

Global network of grassroots, intersectional & collaborative Chapters that courageously fight for social justice & human rights.

**WOMEN’S MARCH GLOBAL COMMITMENT**

Our Chapters are committed to calling out and acting upon all forms of social injustice especially those that affect the most marginalised.

**WOMEN’S MARCH GLOBAL ACTION**

Our Chapters mobilize primarily around four key areas we call the H.E.R.S. Framework: HEALTH, ECONOMIC SECURITY, REPRESENTATION, SAFETY.

Our Chapters are fully autonomous locally driven grassroots organizations that mobilize across a set of common activity types: ACTION, HUDDLE, MARCH, SALON, VIGIL.

**WOMEN’S MARCH GLOBAL VALUES & ATTITUDE**

We recognize that the most marginalized voices are the ones that need to be brought forwards. We are committed to fighting for Social Justice and advancement of universal human rights. No Women Left behind.

**WOMEN’S MARCH GLOBAL LOOK & FEEL**

A common, unified, consistent look and feel across platforms and geographic boundaries, that efficiently effectively elevates millions of voices. These elements include the Three Core Colours, the iconic Three Women Logo and the Women’s March Typeface.

**WOMEN’S MARCH GLOBAL VOICE**
*What people hear.*

PASSIONATE, DEDICATED, INTERSECTIONAL, WELL-INFORMED, ARTICULATE
Section 3

CHAPTER BRANDING

3.1 Chapter Branding Intro
3.2 Naming Your Chapter
3.3 Chapter Logo Guidelines
3.4 Logo Generator
In order to maintain and preserve the Women’s March brand identity, the only acceptable versions of the Women’s March brand are those appearing in these guidelines.

Only approved Women’s March Chapter logos should be used to brand your Chapter and related Chapter events. Please make sure that your Women’s March logo appears on all outbound communication and all PR and marketing.

Guidelines for generating and using Chapter logos follow.
At the heart of what we do.

As we witnessed in January 2017, when millions marched, there is tremendous power in all of us coming together as a global community for good. We need to Mobilize Globally and Organize Locally.

In the spirit of this mission, Women’s March Global is empowering individuals, communities, and organizations to start Chapters, take action, organize events, mentor, and learn. Chapters are at the heart of what we do.

Your Women’s March Chapter is part of your community and part of a global movement. Starting a Chapter is the first step toward making your city a better place for all.
HOW TO NAME YOUR CHAPTER

The founding Women’s March Chapter in any city will hold its city name. Any additional Women’s March Chapters in each city formed after the founding Chapter in that city will be named after a neighborhood or street that embodies their Women’s March community.

- All Chapter names start with ‘Women’s March’, followed by a space and your city name.
- Only use the name approved for your specific Chapter.
- Do not use the name ‘Women’s March’ without also including your Chapter name.
- We do allow co-branding with schools and universities.

Should your city’s name be taken already you can add on the country abbreviation (2-letter code for U.S. states, and 3-letter ISO codes for countries). Note that certain names will be reserved for larger cities as needed.

Examples:

Women’s March London
Women’s March Windsor
Women’s March Paris
Women’s March Saint-Denis
Women’s March London CAD

A second Chapter created in Cape Town may be called Women’s March Sea Point, and a Chapter started on the University of Cape Town campus would be called Women’s March UCT.

Note:
In order to maintain and preserve the Women’s March Global brand identity, the only acceptable versions of Chapter names are those appearing in these guidelines.
CHAPTER LOGO

The Women’s March Chapter logo is based on a standard template, which is available to you as a vector file (AI, EPS, SVG) on the Women’s March Global wiki. It contains three elements:

- the Women’s March logo
- the Women’s March wordmark
- the specific Chapter name

Approved Women’s March Chapter logos should be used to brand and market your Chapter, related Chapter events, and all outbound communications, PR, and marketing.

The logo template includes an area to type the Chapter name so that it automatically appears in the correct place. You can create Chapter logos for web and screen use via the Logo Generator (coming soon).

There should be NO deviation from the logo designs unless approved by Women’s March Global branding contacts.
CHAPTER LOGO: SINGLE LINE

The single line Chapter logo is our primary lockup. It should be used wherever possible to create uniformity between Chapters.

If you find the single-line logo cannot be easily read or is not as visually impactful in certain usages, please use the “block logo” format (see next page).

For Chapters with longer names, please do not break the Chapter Name portion to a second line, or reduce the text size.

Note: Always use your approved Chapter logo — never the Women’s March or Women’s March Global logos.
CHAPTER LOGO: BLOCK

While both the single-line and the block logo are acceptable forms of a Women's March Global Chapter identity, we recommend you only use the block form when necessary.

For example, block logos are better for placement on photos or other complex backgrounds. Please use your best judgement when deviating from the single line lockup.

Note: For Chapters with longer names, the Chapter name text will break to a second-line. Please do not reduce the text size to make the Chapter name fit on one line.
Use the square block form of the Chapter logo when there is a significant space constraint. If your Chapter name is longer, please break your name to two lines. If your Chapter name is still too long to fit in the allotted space, a recognizable abbreviation is acceptable.

Note: This is also the appropriate form of the logo to use for social media profile photos.
LOGO COLOR

The Women’s March Chapter logo package contains a variety of color versions to ensure legibility in a variety of scenarios.

The logos are shown in order of priority. Please use the blue logo whenever possible. Second, use beige and so forth.

Beige can be used on colored or darker backgrounds, for higher contrast.

The white logo can be used on very complex backgrounds like photos. It should also be the only logo used for watermarking videos and other similar media. Use the B&W logo only when absolutely necessary.

Overall, use your best judgement and make sure the logo can be seen and read easily.
To remain legible and to present your Women’s March Chapter logo in the best possible manner, always maintain a buffer zone of “clearspace” around the entire perimeter of the logo.

The width of the left-most silhouette from the Women’s March mark may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one silhouette on each side.

**Minimum size**

For Print: 4 cm
For Screen: 200 px
LOGO BLOCKS — SIZING & SPACING

To remain legible and to present your Women's March Chapter logo in the best possible manner, always maintain a buffer zone of “clearspace” around the entire perimeter of the logo.

Use these same size spacing guidelines for the vertical version, but apply them to the height of the logo.

Minimum size

For Print: 4 cm
For Screen: 200 px
MISUSES OF LOGO & MARK

- Do not switch the background color of the logo with WM Red or WM Beige.
- Do not use your country name in a Women's March Logo. Only use your approved Chapter name in your Women's March Chapter logo.
- Only use the approved colors for your logo. Do not change the colors or make a one color version of the logo.
- Do not use the Women's March Global or Women's March logos.
- Do not use the Women's March Mark alone.
LOGO PLACEMENT

Placing your Women’s March Chapter logo on any communication—an ad, a web page, a sign—requires positioning and sizing decisions.

Please position the logo consistently and with maximum brand visibility for the design of the piece. In general, the logo should appear flush left or right within the brand area, centered vertically, or in one of the four corners.

Centering the logo horizontally is acceptable, but a less dynamic solution.
LOGO GENERATOR

You can use the Women’s March Chapter Logo Generator to create web-ready PNGs of both Chapter and Event logos.

The Logo Generator automatically produces custom PNG image files that are suitable for screen/web use.

Logo Generator coming soon.

Note: The graphic files produced by the Logo Generator are not suitable for high-quality printing.
Section 4

EVENT BRANDING

4.1 Event Branding Intro
4.2 Event Types
4.3 Event Naming
4.4 Event Logos
4.5 Event Themes
4.6 Social Media for Events
4.7 Conference/Salon Branding
4.8 Event Video Branding
EVENTS: INTRODUCTION

If you're planning an event for your Chapter, follow the guidelines in this section. They'll help you spend less time designing and more time focusing on the content and promotion.

The purpose of an event is to maximize the focus and attention on specific subjects. Focus the conversation around your existing Chapter’s primary platforms.

Avoid creating any new activity-specific platforms. For example, avoid building new mini-sites or Facebook Pages.

Avoid diluting important messages, but rather unite voices onto the already existing and ongoing Chapter platforms and the main Chapter branding.

Note: This section is continuously updated, so check back regularly to ensure you are using the latest version.
MARCHES
A March is a public gathering to bring attention to a specific issue or issues. The main purpose of a march is public awareness, which can be connected to specific actions such as policy change. A March starting point and end point usually have significance and direct relation to the issues being addressed, such as government buildings, embassies, corporate headquarters, etc. Most Marches either begin, end, or are bookended by a Rally with live speakers.

ACTIONS
An Action is a direct and physical act to promote and catalyze specific changes in your community and governance. Actions can be organized through your Huddle, School, Chapter or Community. Here are some examples of Actions:
- Sit-in
- Strike
- Walkout
- Rally
- Community Service
- Meeting with members of your Government
- Guest Speaker
- Booth
- Dinners
- Dialogues

SALONS
A Salon is an intimate gathering, a “convening” with 100 or fewer people that should occur frequently, monthly, or quarterly.

The purpose of a Women’s March Salon is to foster an understanding of Women’s March, highlight local innovation and impact stories in your region and keep the community connected between the less frequent larger local events and Women’s March Summits.

Women’s March Salons should strive to discover and present great local speakers in the community to speak on key issues. All salons have at least one live speaker.
A Vigil is an informal gathering or meetup in respect of a specific issue, cause or tragedy. A Vigil is usually held in the evening at a public space and are often held at a location relevant to the specifics of the Vigil.

- If appropriate, attendees can bring candles. Phone lights are a good and safe alternative.
- If small enough, it is recommended that speakers not use a megaphone to keep the Vigil intimate.

A Huddle is a gathering of a small group of friends, family, neighbors and fellow organizers, providing a guide and a space to meet. Your role as a Chapter leader and/or huddle host is a critical part of how we keep the Women’s March spirit alive, build the movement beyond those who marched, and set a concrete plan of action.

A Women's March Conference is a large, potentially multi-day event focused on a number of issues of interest to the local community. There will be main speakers or discussions as well as smaller, more specific issue-based breakout discussions with speakers. Your Conference can be organized with other Chapters in your country or region and/or with partner organizations as well.
EVENT NAMING

Naming conventions for Marches

Women’s March Global was started from a March, and so it is our main event-type. Your Chapter Marches will be simply titled and branded as:

Women’s March (Approved Chapter Name)

Naming conventions for all other events

For all other event types, they will be titled and branded as:

Women’s March (Chapter Name) (Event Type)

Examples:

Women’s March London
Women’s March Windsor
Women’s March Paris
Women’s March Saint-Denis

Examples:

Women’s March London Salon
Women’s March Windsor Huddle
Women’s March Paris Conference
Women’s March Saint-Denis Vigil
EVENT LOGOS

Women’s March Chapter events are branded with a logo that contains the local Chapter and event type. Suggested event types are Marches, Actions, Salon, Huddles, Vigils, and Conferences.

The artwork is based on a standard template, which is available to you as a vector file (AI, EPS, SVG) on the Women’s March Wiki or by request from branding@womensmarchglobal.org. Like the Chapter logo, the Chapter event logo templates include an area to type in the name and event type so that it automatically appears in the correct place in the logo.

All events require a qualifier, except a March. Events will be branded as you see here. Marches will be branded using the approved Chapter Logo.

Event logos for web/screen use can be created with the Logo Generator (coming soon).
EVENTS LOGO — SIZING & SPACING

The Women's March events that require a qualifier in the logo are: Salons, Huddles, Vigils, Conferences, and Actions.

Marches do not require a qualifier, so the Chapter logo may be used to brand these events.

Proportions must stay consistent when the logo is resized. To ensure legibility, never use your Women's March Chapter Event logo at very small sizes on screen or in print.

Minimum size

For Print: 5.5 cm
For Screen: 250 px
SELECTING AN EVENT THEME

A theme is an important part of planning your event and helping the global community understand what you are convening around. It enables, inspires, and engages other like-minded Chapters to join your action and take it from a local to a global movement.

Fill out a theme or “tag” on your Event Application Form and select a hashtag. This links your event into the larger conversation on these topics. Encourage other Chapters to sign up to hold actions and events with the same theme to grow your movement.

Your theme and hashtag should be simple, and should mirror each other.

Examples:
- Name: Women’s March Paris Huddle
  Theme: Ban the Bomb
- Name: Women’s March London Salon
  Theme: Season of Love
- Name: Women’s March Jakarta
  Theme: A Day Without a Woman
If you are doing this Event as part of your Women’s March Chapter, use your website and social media as an extension of existing web properties. This means:

- Each Women’s March Chapter Salon and all event types will have a dedicated page on womensmarchglobal.org.
- It is the Chapter leadership team’s primary responsibility to keep event pages hosted on womensmarchglobal.org up to date at all times.
- If you have a stand alone website for your Chapter, Salon and other event types will have a dedicated page on your Women’s March Chapter website. Do not build a new website just for your events.
- Pick a hashtag for your event and encourage other Chapters to continue the conversation by using the hashtag in future events. By doing this, you can strive to create a global conversation around a specific topic or issues.
- Hashtags and other social media should be simple. They should also compliment your event theme.
A Women's March Conference is a large, potentially multi-day event focused on a number of issues of interest to the local community. There will be main speakers or discussions as well as smaller, more specific issue-based breakout discussions with speakers. Your Conference can be organized with other Chapters in your country or region and/or with partner organizations as well.

The purpose of a Women's March Salon is to foster an understanding of Women's March, highlight local innovation and impact stories in your region and keep the community connected between the less frequent larger local events and Women's March Summits.

Women's March Salons should strive to discover and present great local speakers in the community to speak on key issues. All salons must have at least one live speaker.
STAGE STANDARDS

1. Every stage or venue must have a Women’s March logo or logo icon clearly represented.
2. Make sure the logo is positioned in a location with adequate lighting.
3. The logo must remain proportional in size.
4. The logo cannot be distorted or skewed in any way.
5. The positioning of logo bug in proportion to letters must stay the same.
6. Nothing can be added or taken away from logo.
7. Colors, no matter the material, must be kept close to PMS colors provided.
8. Alternative materials may be used but logo still needs to remain recognizable.
9. All materials used should be in quality condition.
STAGE: OPTION #2

Section 4.7
A key part of all of your events is recording the diverse voices that are present in the field and sharing them with the global community. By doing this we will build a truly global dialogue that represents a diversity of voices and perspectives. Please upload all Women’s March Talks and videos to your Women's March Global [Youtube] Channel.

The Women's March Global team and our branding partner, Big Monocle, would be happy to support you with any other digital and video branding need you have that are not captured here, please email branding@womensmarchglobal.org with your requests.
TITLE CARD

This title card should be used at the beginning of any of your Chapter’s event videos. The title card needs to show the correct event logo for either an Action, Event, Conference, Vigil, Huddle, or March.

The title card should be visible for 3 seconds, and then fade to either white or WM Blue, depending on which color is being used.
SPONSOR CARD

Sponsor logos may only be shown on one slide at the beginning and end of each video. This slide must be 3 seconds long at maximum and adhere to our official sponsorship slide template.

1. Sponsor logos may not appear anywhere else in the video.
2. Never superimpose your event logo or a sponsor logo over the speaker’s talk or slides.
3. Never feature rolling credits.
4. Place sponsor logos in a row with ample white space separating them.
5. A maximum of 4 logos can be featured.
6. Sponsor logos must appear smaller than your Women’s March Chapter Event logo.
LOWER THIRDS

In your event videos, the name of speakers and locations should be added as “lower thirds.”

The speaker’s name should be the receive the most emphasis, and be typed in white.

The title of the talk will appear above the speaker’s names in smaller red text. The event logo will be placed on the right hand side of the colored bar, as shown here.

All “lower thirds” will fade in as a group as the talk begins. Hold for 6 seconds (or longer if needed), and then fade out again.

A reminder that the white version of your Chapter logo should be used as a watermark on all event videos (you can do this by uploading the image directly to YouTube, and it will be placed on all videos).

You can download the template here.
● **Write creative headlines:**
Every talk and event video needs a title. Please include the official name of the event and if it had a theme first. Followed by a description. Make it something you would click on, but descriptive enough that your viewers know what to expect going in. Cleverness is welcome—when appropriate.

● **Write engaging description:**
In the description field, begin with 2-3 sentences that detail the content of the talk or event. Don’t give everything away though. Take a look at the way we write copy on every one of our talk-viewing pages for inspiration.

● **Tagging**

● **Additional required text:**
Below the description of the talk, include the following text:

> This video was filmed at an independently organized Women’s March [name of city [event type]] operated under a free license from Women’s March Global and Women’s March and organized by Women’s March [approved name] Chapter. The views in this talk are that of the local Chapter and not that of Women’s March Global.
VIDEO BRANDING CHECKLIST

Sponsors and titles on your Women's March Global videos must appear in the following sequence:

- Your Women's March (Chapter Name) (Event Type) logo title card: 3 seconds
- One sponsor title card (before talk): 3 seconds
- "Lower Thirds" that display the title of the talk, name of the speaker, and name of the event.
  - "Lower Thirds" fades up when the talk begins, hold for 6 seconds, and fades out again.
- One sponsor title card (after talk): 3 seconds OR sponsor video post roll
- General event post-roll sponsor video as needed
Section 5

COMMUNICATIONS
BRANDING

5.1 Communications Overview
5.2 Messaging
5.3 Social Media Intro
5.4 Facebook
5.5 Twitter
5.6 Instagram
5.7 Medium
5.8 YouTube
5.9 Website Guidelines
Your Chapter is part of both local and global communities, making clear communication essential to sharing your story with the world. Plan to communicate Women’s March Global news with your Chapter and community. You should also share stories of what is going on with your Chapter with the global ecosystem. This helps us build momentum around each Chapter’s grassroots efforts.

Your messages should be consistent across all platforms: in person, at Chapter events, on social media, and on your website. When we speak with one voice, we are stronger.
# MESSAGING

The following messages should appear in the about section of Women’s March Global websites and on all Women’s March Chapter communications:

<table>
<thead>
<tr>
<th>WHAT IS WOMEN’S MARCH GLOBAL?</th>
<th>WHAT IS WOMEN’S MARCH?</th>
<th>WHAT IS WOMEN’S MARCH (APPROVED CHAPTER NAME)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women’s March Global empowers communities, organizations, and individuals to start Chapters, take action, organize events, mentor, and learn. Women’s March Global community Chapters are run independently, under a free license from Women’s March Global.</td>
<td>Women’s March is a US-based women-led movement providing intersectional education on a diverse range of issues and creating entry points for new grassroots activists &amp; organizers to engage in their local communities through trainings, outreach programs, and events.</td>
<td>Women’s March (Chapter Name) is a local Chapter and community organization of Women’s March. Women’s March Chapters operate under an independent license from Women’s March Global.</td>
</tr>
</tbody>
</table>
USING NAMES IN COPY

Using Women's March Global and Chapter names in copy:

When referring to Women’s March Global in copy, it should be written as “Women’s March Global.” Chapter names should be written as “Women’s March (Chapter Name)” (i.e. Women’s March Paris).

Note that there is always a space between “Women’s” and “March,” and there is always a space between “Women’s March” and the Chapter name. If the Chapter name has two or more parts, they should appear normally with spaces between each word (i.e. Women’s March San Jose).

Note: Please do not use the Women’s March or Women’s March Global logo at any time. Only your approved Chapter logo may be used.
Social media pages and online platforms allow us to connect and communicate with the world. We can share what is going on within the global community and take part in emerging conversations.

Social posts can help educate and mobilize people around the issues in our H.E.R.S. framework and Unity Principles. Review the full Social Media guidelines to learn how to best use your social media pages.

We've created a unified system for logos, to support all of our Chapters and partner events and actions in our global community. The power of our decentralized global network is our shared brand and what it represents. Let's all work together to ensure our shared brand is used in the right way online.
SOCIAL MEDIA OWNERSHIP AND RULES

If for any reason a Women’s March Chapter ceases to exist (the license expires or is revoked), all social media properties revert to Women’s March Global.

In the spirit of fostering a great local and global community it is the responsibility of the Women’s March Chapter Ambassador in each city to ensure that there is access, collaboration and cross-promotion on all social media platforms for all Women’s March local events, programs, and activities.

Social media cross-promotion should happen between all Women’s March programs, products, events, innovations and ideas in each city and (where possible and appropriate) between cities, communities and countries.

Note:

The Women’s March Chapter Ambassador should create all social media properties and give admin access to the following:

- Women’s March (Chapter) Communications Coordinator
- Women’s March (Chapter) Event Coordinator/ Producer
- Women’s March Global Social Media Point Person
GENERAL SOCIAL MEDIA BEST PRACTICES

Image Descriptions
We include image descriptions on all Instagram, Facebook and Twitter image posts detailing what’s pictured. The purpose is to make our visual posts accessible. Learn more about writing good image captions here.

Hashtags
We capitalize the first letter of each word in our hashtags (camel case), as they are easier and more accessible to read this way. Examples: #HearOurVote, #WhyIMarch, #PledgeOfLiberation.

Closed Captioning
Please include closed captioning on all original video content. When sharing third-party video content from YouTube, please consider sharing videos that have closed captioning as an option.

Etiquette
Respect other people’s opinions, avoid profanity, offensive statements, illegal content, unwanted solicitations and anything else that might otherwise violate members of the community.

Stay Focused
We ask that you stay focused on impact and innovation, avoiding self-promotion or the promotion of companies and initiatives that do not align with the Women’s March mission.

PACs or political organizations may not use Women’s March Global Chapters, events or platform to promote their agenda.
GENERAL SOCIAL MEDIA BEST PRACTICES

Credit All Images

Please remember to credit all photos, art, and graphics. If you are carrying the Women’s March Global name and branding, you are representing the entire Women’s March organization. Google image search is a helpful tool for tracing images.

In instances where you’re unable to attribute image credit, include a note asking if your followers know who the artist or photographer is (for example, “Do you know who should be credited for this image? If so, please comment below.”)

Helpful Apps & Tools

- Whitagram is great for sharing tweet screengrabs on Instagram.
- Repost is great for reposting photos on Instagram from your phone. (Note: as a rule we do not include logos in our reposts.)
- If you’re at a computer, visit dinsta.com to download a photo from Instagram.
- Visit offliberty.com to download a video from YouTube.
- Visit the link here to download a video from Twitter.
- Canva.com is a great website for simple graphic design.
SOCIAL MEDIA PROFILE PHOTOS

Facebook & Twitter:
For Facebook and Twitter, please use the square block form of your Chapter logo as your profile photo.

Instagram & Medium:
For Instagram, follow this same text layout but in a circle container. The circular cropping could cause issues for Chapters with longer names. If breaking your name to two-lines will not work, an acronym or other recognizable abbreviation is acceptable.

Note: Remember that the Women’s March Mark (3-Woman Silhouette) should not be alone. It should always be a part of the full logo lockup.
EXCEPTIONS

We recognize different regions of the world use different social media tools. If your Chapter would like to launch something not included in the following sections, please email us: community@womensmarchglobal.org
FACEBOOK

We suggest setting up a Facebook page to promote your Chapter. We are a global community, and the best way to engage is through Facebook and other social media. Your Facebook page name should mirror the approved name of your Women’s March Chapter.

Suggested Facebook activities:

- Highlight activities happening at your Chapter
- Highlight events and activities of other Chapters
- Highlight individuals and their achievements
- Post videos and photos from your events and other Chapter activities
- Engage your community with ideas and questions
- Highlight and promote non-Women’s March events happening in your region that share the Women’s March values
The Women’s March Global Facebook page is used primarily for engagement, conversation, dialogue, sharing of Global Community news and Women’s March Global news and updates. There is a particular emphasis on articles, videos, and graphics with a focus on longer-form conversation and engagement with our audience. With captions, we try to be concise yet informative as possible.

- When sharing an article, no need to include the URL in the caption.
- Please turn reviews off on your Facebook pages if you have them on.
- A Facebook group should not take the place of a Facebook page.
- Visit this link for our full set of Facebook Live guidelines.

**Naming your Facebook page:**

We recommend including “Women’s March” in the front of your name followed by your approved Chapter name with no dashes, slashes, or parentheses. Here are a few examples:

- Women’s March London
- Women’s March Milan
- Women’s March Sydney Youth
The Women’s March Global Twitter is used primarily for adding our voice to the conversation, amplifying the work of the global community and issues that receive minimal global attention, and to share Women’s March Global news and updates. There is a particular emphasis on articles, news alerts and updates, and short and concise takeaways on current events. With our tweets, we try to be as accessible yet bold as possible, while keeping our intersectional, women-centered voice at the forefront.

Twitter can also be used for education via tweet series and threads to spotlight issues and for following live actions as they happen.

Streamlining our Twitter handles will help us keep track of who is in our network. Suggested handle format is @WMYourChapterName.

Handle Examples:

Women’s March Milan // @WMMilan
Women’s March Sydney Youth // @WMSydneyYouth
TWITTER

Guidelines

- We encourage you to keep your DMs on and to check them frequently. We want people to engage with us as much as possible.

- We strongly advise against engaging with trolls. If you have a snappy retort ready, feel free to use your personal Twitter to respond.

- Please write out your tweets as full sentences whenever possible.

- We recommend that you avoid unnecessarily abbreviating words or replacing words with numbers.

- Your bio should explain your role within the Women’s March Global network, i.e., “Women’s March Global is the sister organisation of @womensmarch.”

- Don’t share Instagram posts on Twitter through the Instagram app; share the photo itself in a tweet.

- We encourage you to include image descriptions in tweets that include photos to make them more accessible. To do this, you will need to go to “settings” and then “accessibility” to add a checkmark for image descriptions. For more on image descriptions, visit the General Social Media Best Practices section below.

- There is no cap on tweets per day.
A Picture is Worth 1000 Words

The Women’s March Global Instagram is a visual representation of the movement through photos, artwork, and graphics. There is also a focus on uplifting the art and work of women of color and marginalized groups.

Streamlining our Instagram handles will help us keep track of who is in our network. Suggested handle format is @WM(YourChapterName).

Examples

Women’s March Milan // @WMMilan
Women’s March London // @WMLondon
Women’s March Sydney Youth // @WMSydneyYouth
Guidelines

- Photo resolution: Instagram posts should be larger than 1080 x 1080 pixels, though we recognize that this is not always possible. It's best to save images from your computer to check resolution before posting.

- When reposting images, we strongly advise against including repost logos. If you're at a computer, visit dinsta.com to download a photo from Instagram. If you're on your phone, a paid version of the Repost app allows you to repost images without the logo.

- We encourage you to include image descriptions in your Instagram captions to make them more accessible. For more on image descriptions, refer back to the General Social Media Best Practices section.

- We typically post about 1-4 times per day.
Women’s March Global started as a community of passionate and dedicated volunteers and has continued to flourish due to the dedication and commitment of our community to upholding the values of social justice and human rights. The voice of our Global Community is the voice of Women’s March Global, and it is through our Medium Publication that we share the stories of our global community. Posting to the Women’s March Global Medium Channel and developing a content strategy is an integral part of creating an interconnected global network of ideas and innovations that deliver impact.

All stories published on the WM Global Medium Publication will be pulled into the homepage of WMG for the world to read. They will be an integral part of the global conversation on the Global platform.
We want the world to hear your ideas, actions, stories, and successes. Telling your stories is the best way for the local, regional and global community to know what you are doing. Please start a Women’s March (Name of Chapter) medium channel and post stories, photo’s and best practices. We will be pulling in select stories to our [Medium](https://medium.com), and these stories will be highlighted on the homepage of the new Women’s March Global Community Platform.

**Help us tell the Women’s March Global story.**

Stories included in a publication are branded with the name, logo, and URL of the publication, and are always equally accessible on the profile page of the author (if the author is registered on Medium). The author is always credited and retains all rights to their content.

Stories in a publication are distributed in the feeds and digests of the followers of both the publication and of the writer, creating crossover audiences.

**Note:**

Stories can only live in one publication at a time. Writers are free to remove their stories from any publication at any time.
What is Women’s March Global voice for the Medium Publication?

We are intersectional. We are women-centered. We are broad-reaching. We are informative and educational. We are bold but responsible. We are unafraid to challenge our audiences. We lean into critique. We are proactive and vision-oriented (as opposed to anti-). We are not loyal to any political parties.

Who is our target Medium Publication audience?

Everyone who believes that women’s rights are human rights; inclusive; not just one group of people; all kinds of activists — from first-time activists to seasoned, lifelong activists; people seeking to stay informed about resistance movements.

The sharing of stories is done in The following ways:

- Communicate with the world about what is going on within the Women’s March Global community and share what is going on within Women’s March Global.
- Educate and mobilize people around the issues in our H.E.R.S. framework and Unity Principles.
- Offer guidance and our take on current events framed by our H.E.R.S. Framework and Unity Principles.
- Organise actions and promote actions led by the coalitions built by the Global Community.
- Share impactful photos and artwork from around the world around a current issue, event or our H.E.R.S. Framework and Unity Principles.
Any kind of genre and style is acceptable, as long as it isn’t too specialised (i.e., it will only appeal to a handful of people). The most important thing is that your piece is engaging. Also keep in mind anything intentionally offensive or outside of the spirit of Women’s March Global is unlikely to be accepted.

Remember that these stories are not just a recounting of your event—we want your thoughts/feelings/emotions as part of your experience. Feel free to add links to relevant organizations, articles, petitions. If there is anything we need to discuss as part of your submission, we will.

Stories can be anything from a long opinion piece on global health policy to an impactful photo from an Action, March, Huddle, Event or Salon. The photo must include 1-2 sentences as a caption.

Submissions can be submitted in any language, but we ask for an English translation to be included wherever possible.

We use the Oxford Style Guide to follow International English Conventions.

We suggest that writers get help from places like Hemingway App, Grammarly, and friends who can provide critical feedback before submitting your piece.

Every submission must include a photo as the photos will be pulled from our Medium publication and into the homepage of the Women’s March Global website. The photos will be linked back to the published submission.
All Women's March events must be recorded and uploaded to the Women's March Global YouTube Channel. Instructions for upload:

1. Title each video in this format (required):
   
   [Title of Talk] [Speaker Name] at Women's March [Chapter Name] [Event Name]

   “End Trafficking Now” Renee Moreau at Women’s March Paris Conference

2. If any words in your title include an accented character (i.e., Women’s March Kraków), remove them. These will end up garbled when they are uploaded on the Women’s March website.
3. In the description field, describe the talk and the speaker. Also, paste the following required text:

“This video was filmed at an independently organized Women’s March [Chapter Name] [Event Type] operated under a free license from Women’s March Global and Women’s March and organized by the Women’s March [Chapter Name] Chapter. The views in this talk are that of the local Women’s March Chapter and not that of Women’s March Global.”

4. Tag your videos with:
   a. Country
   b. City
   c. Language that the talk was given in
   d. Official event name
   e. Other relevant tags

5. Make sure the privacy setting is public ("Share your video with the world")

6. Build a playlist of all of your videos from the event. Title the playlist in this format:

   [Event Name] - [MM/DD/YY]

7. Blog and promote your videos on your website and on the Women’s March Global’s Medium site.

8. For further video guidelines and best practices visit the Women’s March Global Wiki.

9. Upload the white version of your Chapter logo to use as a watermark.
It is up to you and your Chapter’s leadership to decide if, in addition to your dedicated page on womensmarchglobal.org, you want to create a standalone website for your Chapter. If you choose this additional route we have provided templates and guidelines for you to easily create your Chapter website. Again, you can opt to not create a standalone website and just leverage your Chapter and event pages on the womensmarchglobal.org.

We encourage non-English speaking communities to develop a standalone website in their local language.

Note: This section is continuously updated, so check back regularly to ensure you are using the latest version.
CHAPTER WEBSITE GUIDELINES

Once your Women's March Chapter is approved, you will be given access to your Chapter’s dedicated page on womensmarchglobal.org. Each event you host will also be given a dedicated page on womensmarchglobal.org. Your first responsibility is to keep these pages updated in order for your local, regional and the global community see what you are doing.

As previously stated, it is up to you and your Chapter’s leadership to decide if, in addition to your dedicated page on womensmarchglobal.org, you want to create a standalone website for your Chapter.

It will be your responsibility to purchase your Chapter’s URL in the allowed format (see below), but we will provide you with chaptername.org. Do not purchase your Chapter’s url until your Chapter is approved.

Note: Women’s March Global has acquired several Chapter URLs. If your Chapter URL is not available please email support@womensmarchglobal.org and we will transfer the domain to you providing we have acquired it.

Note:

The Chapter URL needs to mirror the approved name of your Women's March Chapter, i.e., WomensMarch[ChapterName].org

The .org domain should be your first choice, you should also acquire the top-level domain of your country (e.g., .fr for France), as well as the .com and .net just to have, to prevent cyber squatters.

This URL will belong to your Chapter as long as your Chapter holds a valid Chapter license.

Note: you may only acquire the domain name related to your approved Chapter. You may not domain squat on other Women’s March URLs.
CHAPTER WEBSITE CONTENT

In addition to general info about your Chapter, your site is required to have an About page that includes the following language:

**WHAT IS WOMEN’S MARCH GLOBAL**

Women’s March Global empowers communities, organizations and individuals to start Chapters, take action, organize events, mentor and learn. Women’s March Global community Chapters are run independently, under a free license from Women’s March Global.

**WHAT IS WOMEN’S MARCH**

Women’s March is a US-based women-led movement providing intersectional education on a diverse range of issues and creating entry points for new grassroots activists & organizers to engage in their local communities through trainings, outreach programs and events.

**WHAT IS WOMEN’S MARCH (APPROVED CITY NAME)**

Women’s March (Chapter Name) is a local Chapter and community organization of Women’s March. Women’s March Chapters operate under an independent license from Women’s March Global.
CHAPTER WEBSITE: BRANDING

Your Women’s March Chapter logo must be used as the logo of your Chapter Website. Any Sponsors’ logos cannot appear on your Chapter’s homepage, but instead can be placed in a dedicated “Partners” or “Sponsors” page on your site.
CHAPTER WEBSITE: FOOTER

Should you choose, in addition to your Chapter page on womensmarchglobal.org, to build a standalone web page for your Chapter your Women’s March Chapter persistent footer must include the following text:

“This Women's March Chapter is an independently operated entity, hosted by the Women’s March local community under a license from Women's March and Women’s March Global”

Your Women’s March Chapter event page(s) must include the following text:

“This is an independently organized Women’s March (name of City) (event type) operated under a license from Women's March Global and Women’s March.”

And add a link on all pages back to either womensmarchglobal.org or your specific Chapter page on the Women’s March Global.
CHAPTER WEBSITE: REQUIRED CONTENT

- Your approved Women's March Chapter logo
- A link back to womensmarchglobal.org
- All social media properties associated with your Chapter
- Calendar: all events happening at your Chapter with links to the specific event pages on Women’s March Global’s website
- An area to highlight local and global Women’s March events
- Dedicated March, Event (Action, Huddle, Vigil, Salon) and Conference pages
- Dedicated Partner page — list of organizations or individuals that supported activities, both in cash and in-kind.
- PR page with links and the following email address: media@womensmarchglobal.org. This section can include, press releases and press kits as needed.
- Terms of Use, Privacy Policy, Trademark Notice
- List of all Chapter members with links to their profile pages on the Women’s March Global Community Platform.
- Links to videos of events and speakers — uploaded to the Women’s March Global YouTube Channel.
- If you have additional ideas around what you would like your Community Chapter website to include please email: feedback@womensmarchglobal.org for approval.
- Required footer language
- Required about section
- All Women’s March Chapter websites should have an option to view in both the local language and English
CHAPTER WEBSITE: STORYTELLING & COMMUNICATIONS

How you communicate and present what you do to the global community is essential to the extended Women’s March Global ecosystem.

Your local community needs to know:

- Local Chapter events, activities and success stories
- Local team members and their success stories

The global community needs to know:

- What is going on in your Chapter
- Local ideas and events getting traction
- Impact on the ground
- How communities are collaborating with each other to make change
CHAPTER WEBSITE: STORYTELLING & COMMUNICATIONS

Your Chapter needs to develop a deliberate communication strategy and appoint an individual to own all social media and storytelling on the leadership team. This could include:

- Social media and storytelling on your Chapter website and Chapter page
- Appoint a photographer and official storyteller/blogger to tweet and post to Instagram and other social channels
- Designate a point of contact on the Chapter leadership team for all communications
- Upload stories and images to Medium. We can syndicate them onto the Women’s March Global Medium channel, tagged #womensmarchglobal and #womensmarch(city name). These stories will be pulled into the home page of WomensMarchGlobal.org
- Highlight Chapter activity regularly by posting to social media such as Twitter, Facebook, Flickr, Instagram and tag: #womensmarchglobal and #womensmarch(city name)
- Add a blog post to both your Chapter website and to Medium

Note:

We will be reviewing all community generated stories and selecting content and stories to syndicate on the Women’s March Global Medium channel.

If you have a story you believe should be highlighted on, post it to Medium and email medium@womensmarchglobal.org.
Section 6

PR GUIDELINES
1. Chapter Ambassadors or other members of the leadership team who have completed Women’s March Global media training should speak to the media.

2. The Chapter Ambassador can speak about their unique personal experience at Women’s March Global or can represent and talk about events.

3. The Women’s March Chapter Ambassador may answer all questions related to Women’s March Global which are included in the public Women’s March Global FAQs (womensmarchglobal.org/faq) but are not authorized to speak or provide answers to the media about Women’s March-specific structures or programs not in the public FAQ. All questions of this nature must be referred to media@womensmarchglobal.org.

4. All media inquiries in your region should be sent to the Chapter Ambassador and to media@womensmarchglobal.org.

5. All media releases require Women’s March Global approval. For approval, please email: media@womensmarchglobal.org

6. All press releases must include three boilerplates: About Women’s March Global, About Women’s March, and About Women’s March (Chapter Name) (see Chapter Website Content).

7. Please coordinate all “commentary” in local publications through media@womensmarchglobal.org.

8. All remarks at all Women’s March Global events are “on the record” if media is invited and in attendance.
9. All photos published in accredited mainstream journals must include a Photo Credit.

   Example: “Photo courtesy of Women’s March Paris” or whomever “owns the photo.”

10. All photos should be licensed under Creative Commons.

11. Women’s March Global photos will be accessible via online database coming soon.
Section 7

RESOURCES & BRAND SUPPORT

7.1 Logo Generator
7.2 Wordpress Templates
7.3 Wiki & Github Repository
7.4 Icon Pack
7.5 Commissioned Artwork
7.6 Contact Us
LOGO GENERATOR

The Logo Generator automatically produces custom PNG image files that are suitable for screen/web use.

Generator coming soon.
WORDPRESS TEMPLATES

Coming Soon
This is our Women's March commons. A place where we share resources with you and where our global community learns from and shares with each other. The more you are willing to contribute, the richer and more useful the wiki will be.

There is no reason to reinvent the wheel. So please be generous. If you happen to create any resources you think your sister Chapters would find useful, or translate resources, please upload them to the wiki.

See our Wiki page by clicking [here](#).

**Note:**

*If you are having any trouble using the Women's March Global Wiki, please use the Help Desk in the bottom right corner of the page by clicking the “?” circle icon.*
Women's March Global is continually innovating new technologies to assist the international movement, Women's March Chapters, and grassroots activists. Our GitHub repository is where we will develop these open source application, often with help from the activist coding community.

See our Github repository by clicking here.
Creating a strong visual language is key to any successful community. By using easily recognizable icons for wayfinding at marches, call and response charts, and philosophical and motivated ideas, Women’s March will have a strong visual language and a way for the community to easily unite.

Request the icon pack by emailing branding@womensmarchglobal.com.
COMMISSIONED ARTWORK & ARTIST COLLABORATIONS

Artists and Women’s March Global.

Women’s March Global is collaborating with artists on initiatives and events around the world. We see the community as a critical component of the brand and Women’s March Global as a platform to lift up many diverse voices.
For questions about or assistance with the Women’s March Global brand please contact: branding@womensmarchglobal.org

For questions about or assistance with Women’s March Global communications please contact: media@womensmarchglobal.org
THANK YOU!