



## **GUIDELINES ON THE PRODUCTION AND USE OF 2016 NATIONAL WOMEN'S MONTH CELEBRATION (NWMC) COLLATERALS**

- The theme for 2016 National Women's Month Celebration is ***"Kapakanan ni Juana, Isama sa Agenda"*** (Include Women in the Agenda). Local Government Units (LGU) as well as regional and field offices of national government agencies are encouraged to use the theme as translated in local languages for the Philippine Commission on Women (PCW) by Komisyon sa Wikang Filipino (KWF).
- The NWMC logo is a perpetual logo. Altering and editing of the logo is strictly prohibited.
- Use of and reproduction of all information, education and communication (IEC) materials, including designs, logos and theme developed by PCW for this national celebration is allowed, provided that these shall be used for NWMC advocacy only. Participating organizations are allowed to affix their logo and contact information in reproducing the materials.
- All IEC materials and collaterals related to the 2016 NWMC are strictly not for sale and shall not be used for any commercial purposes.
- The PCW **STRICTLY DISCOURAGES** the use of NWMC materials for electioneering purposes, especially when these refer to an identified candidate or political party. PCW is a non-partisan and apolitical national government organization. Thus, we are not endorsing any candidate/party for the upcoming 2016 elections.