

18-Day Campaign to End Violence Against Women



BRANDING GUIDE

November 25 – December 12, 2020





The 18-Day Campaign to End Violence Against Women

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This Branding Guide highlights the correct usage of logos, colors and other brand assets related to the 2020 18-Day Campaign to End Violence Against Women (VAW).

It serves as a guide for the consistent and standard use of design elements to increase visibility and to promote strong brand recall of the 18-Day Campaign and the Philippine Commission on Women as the authority on women's empowerment and gender equality.

COLOR PALETTE

Print materials and other brand assets should be attuned with the given color guides for consistency.

ORANGE HEX # = df5107 RGB = 230-84-0 CMYK = 05-81-100-1	The official 18-Day campaign orange hue should be used as the main color. The main orange color, as well as its tints, can also be used as accent colors, if necessary.	HEX # = ffbf9f RGB = 255-191-159 CMYK = 0-30-34-0
		HEX # = ff9e6d RGB = 225-158-109 CMYK = 0-47-58-0
		HEX # = ff8041 RGB = 225-128-65 CMYK = 0-62-78-0
		HEX # = ff681d RGB = 225-104-29 CMYK = 0-73-94-0
BLACK HEX # = 000000 RGB = 0-0-0 CMYK = 75-68-67-90		
WHITE HEX # = ffffff RGB = 255-255-255 CMYK = 0-0-0-0	In cases when the background is purple, the color of the text can be white.	

LOGO GUIDELINES

The 18-Day Campaign to End VAW Logo



This is the logo of the 18-Day Campaign to End VAW.

To ensure that this logo always appears clearly and unobstructed, it is important to take note of the following:

- The logo shall not be modified and tampered. No other elements should be present within the logo itself.
- Provide an area of clear space around it.
- There should be a minimum clear space, which is equal to the height of "M" as indicated in the figure above, around the logo. No other object shall appear within the indicated area at any time and where possible. The clear space can also be increased.
- The logo shall always be legible and must never lose its integrity when reduced to smaller size.
- The logo shall appear in print not smaller than 25mm in width.

Logo can be downloaded [here](#).

The PCW Logo

This is the logo of the Philippine Commission on Women. It consists of the dove symbol and the type “Philippine Commission on Women”. Both elements must be used together at all times. In most applications, the logo is placed inside an identity box or band for emphasis and distinction. The color used for the box or band is purple, which is globally recognized as the color of women, symbolizing justice and dignity.



The PCW logo must not be altered or recreated in any way that violates the integrity of its design. Thus, the relationship of its elements shown here should always be retained. Neither the icon nor the typography should be used independently of the other. The only exception permissible is when used on social media sites and other applications, but shall be subject for approval.

Logo can be downloaded [here](#).

Acceptable Uses

The PCW logo has been designed as a unit, consisting of the symbol and the logotype. There are two acceptable full logo variations: the white and the royal purple.

White (stand-alone) logo

The dove symbol is outlined in black and the logotype is in black.



Royal purple logo

The dove symbol is not outlined and the logotype is in reverse for better contrast.



Treatment in reverse and black & white

For instances in which the PCW logo will appear on a black & white or grayscale publication, the PCW logo should appear 100% black on white. And when placed on a black background, the logo should appear 100% white.



Clear space and minimum size



The logo should maintain a minimum clear space equal to the height of the "P" around the whole logo. No other object should appear within this area at any time, and where possible, this clear space should be increased.

The PCW logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the logo should never appear in print smaller than 25mm in width.

The PCW logo appears in the official campaign streamer with the phrase "In support of" on top. This indicates that the participating stakeholders support the PCW-led campaign; it does not necessarily mean that PCW is endorsing any activity, project, program, product, or service that any interested group from the government or the private sector may initiate in line with the campaign. The use of PCW logo for other purposes other than the templates/designs released by the Commission is not allowed, unless prior approval is secured by writing to the Office of the Executive Director (oed@pcw.gov.ph).

2020 18-Day Campaign Branding Typography



This 2020 VAW branding typography can be used to any print or collaterals that are related to the 18-Day Campaign to End VAW. The stakeholders have the freedom to use it wherever it is deemed appropriate.

It can be downloaded [here](#).

Specifications:

Fonts used	:	Poetsen One
Secondary Font Used	:	Poppins
Background	:	Transparent
Font color	:	#df5107

COLLATERAL MATERIALS

STREAMER



This is the official design of the 2020 18-Day Campaign to End VAW streamer. The use of the DILG logo and agency name is for illustration purposes only. Participating stakeholders shall use their own logo and organization name in their respective streamer.

Specifications

Dimensions : 4ft(height) x 11ft(width)
Font color : #df5107
Font used : The **[Insert AGENCY NAME here]** Calibri Bold

Editable photoshop file can be downloaded [here](#).

ADVOCACY SHIRT

Below are the t-shirt designs for this year's campaign. Stakeholders are free to choose from the collared, round neck or V-neck type of shirt.



Specifications

Design 1	:	Polo Shirt
Print Size	:	3.5 inches width x 3 inches height
Print Color	:	White
Shirt Color	:	Orange

Designs can be downloaded [here](#).



Specifications

Design 2 : Round Neck Shirt
Print Size : 10 in width x 9 in height
Print color : White
Shirt Color : Orange



Specifications

Design 3 : V-Neck Shirt
Print Size : 3.5 in width x 3in height
Print Color : White
Shirt Color : Orange

ADVOCACY FACE MASK



Since the 2020 campaign comes amidst the COVID-19 pandemic, stakeholders may also produce and distribute advocacy face masks bearing the typography provided in this branding guide.

Specifications

Size : Adult Size
Mask Color : Orange with white design

Design can be downloaded [here](#).

DIGITAL COLLATERAL MATERIALS

FACEBOOK PROFILE FRAME



Facebook Profile Picture View in Timeline



OFFICIAL HASHTAGS

Two official hashtags shall be used in line with the event to increase visibility in social media.

#VAWFreePH

#IVowtoEndVAW