



2021 National Women's Month Celebration

BRANDING GUIDE

March 1 -31, 2021

Philippine
Commission
on Women





We Make Change Work for Women
JUANA LABAN SA PANDEMYA: KAYA!
#WomenMakeChange

2021 National Women's Month Celebration

Branding Guide

The 2021 National Women's Month Celebration (NWMC) serves as a tribute, a platform, and a call to action that highlights the extraordinary roles of ordinary Juanas in the society as trailblazers and harbingers of change. This celebration is also a venue to discuss and address the issues that women continue to face so empowerment can be fully achieved. The campaign is also a call for concrete, sustainable, and inclusive actions towards gender equality.

The NWMC focuses on strengthening efforts to improve and track the progress of the implementation of the Magna Carta of Women (MCW), and other relevant laws and commitments to the international community such as the Convention on the Elimination of All forms of Discrimination Against Women (CEDAW), the Beijing Platform for Action (BPfA), and the Sustainable Development Goals (SDGs).

This document is the branding guide of this year's Women's Month celebration. It highlights the correct usage of logos, colors and other brand assets related to the 2021 NWMC.

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 NWMC and the Philippine Commission on Women (PCW) as the authority on women's empowerment and gender equality in the country.

Logo Guidelines

National Women's Month Logo



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 Guidelines

National Women's Month Logo

Use of white background

When the logo is used on a darker background, you may use a white circle outline for legibility



Download the logo here:

- [Transparent logo](#)
- [Logo with white circle](#)

Logo Guidelines

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](#).

Logo Guidelines

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.



**Philippine
Commission
on Women**



Royal purple logo

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



Logo Guidelines

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



Logo Guidelines

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)

Color Palette

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

Purple Hex# = 6f309f RGB = 111-48-159 CMYK = 69-94-0-0 The official PCW purple should be used as the main color. The main purple color, as well as its tint, can also be used as accent colors, if necessary.	Hex# = f2e7f1 RGB = 242-231-241 CMYK = 3-9-1-0
	Hex# = 7d55a3 RGB = 125-85-163 CMYK = 59-78-0-0
	Hex# = 643895 RGB = 100-56-149 CMYK = 75-94-0-0
	Hex# = 582d8a RGB = 111-48-159 CMYK = 69-94-0-0
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.

COLLATERAL MATERIALS

Streamer / Banner



This is the official design of the 2021 National Women's Month Celebration streamer.

Streamer Specifications:

Dimensions: 11 ft length and 4 ft width

Font Color: #723c97

Font Type: Arial Regular

To ensure the integrity of this IEC material, it is important to take note of the following:

- Editable file can be downloaded [here](#).
- No other elements should be present within the design itself.
- The tarpaulin may be resized to fit agency's posting space as long as the width-height proportioned is maintained.

Advocacy Shirt



This is the t-shirt design of this year's campaign.

Specifications:

Color: Two-tone (Purple and White)

Texture Type: Cotton

Print size: 9.5"x9.5"

Design can be downloaded [here](#).

Advocacy Facemask

Since the 2021 campaign comes amidst the COVID-19 pandemic, stakeholders may produce and distribute advocacy face mask.



Specifications:

Design print size: 2.7inches x 2.7 inches

Material type: Local weave textile suitable for the print design of the mask

Mask Structure:

- * Outer Fabric - Water repellent fabric
- * Mid-layer(filter) - Non-woven (Waterproof, blocks water particles to pass)
- * Inner fabric - breathable and non-irritating

With Earloop

With pocket insert for additional filter

Washable/Reusable

Lightweight

Mask Color: Purple

Size: Adult Size

Printing: Full Sublimation

Packaging: Individual polybag

Design can be downloaded [here](#).

Advocacy Spray Bottle



This is the design of the branded 2021 NWMC spray bottle.

Specifications:

Color: Transparent

Print size: Depends on bottle size

Print type: Transparent Sticker

Design can be downloaded [here](#).

Advocacy Notebook



This is the design of the branded 2021 NWMC advocacy notebook.

Specifications:

Material: Sticker Matte

Print size

Front Design:

3 inches width x 3.5 inches height

Back Design:

2 inches width x 1.2 inches height

Print type:

Print and cut sticker

Design can be downloaded [here](#).

DIGITAL COLLATERAL MATERIALS

Facebook Profile Frame



This is the official PCW Facebook profile frame for the 2021 National Women's Month Celebration. This frame will be active and launched on February 22, 2021.

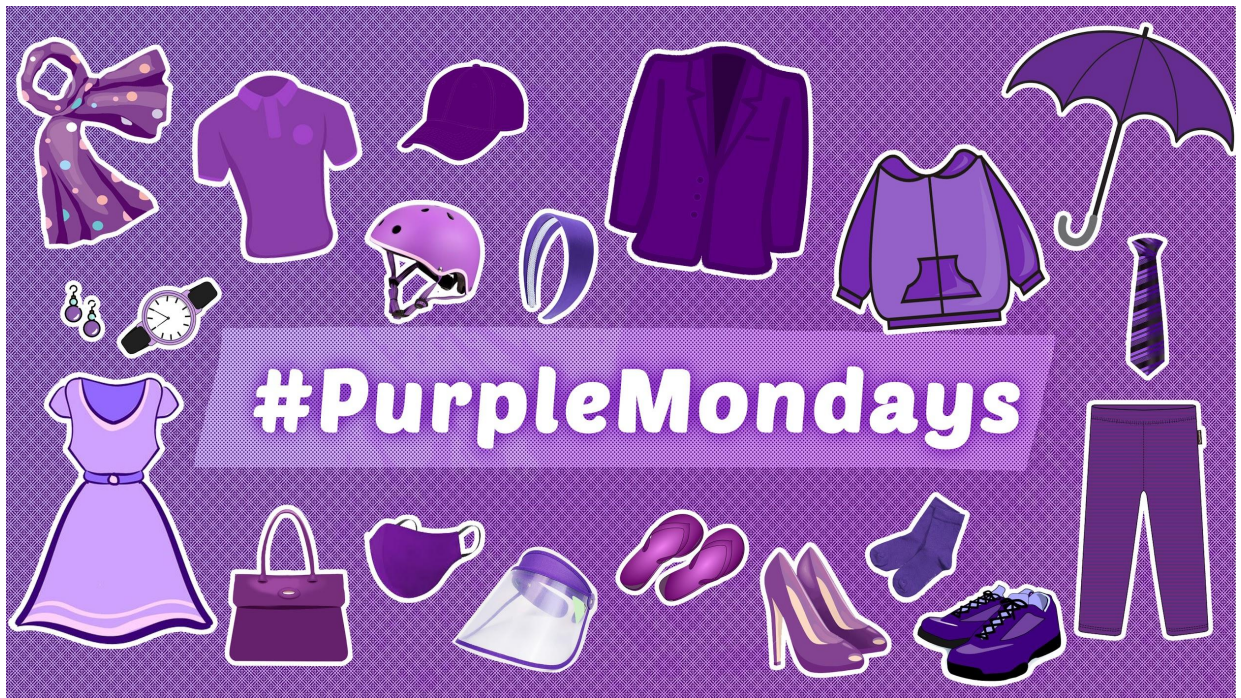
Profile frame can be accessed [here](#)



To those agencies who wish to add their logo and agency name, you can use this profile frame design.

Design can be downloaded [here](#).

#PurpleMondays



Let us wear purple on all Mondays of March to show our support for gender equality and women's empowerment. This initiative is part of the 2021 National Women's Month Celebration.
#WomenMakeChange

 www.pcw.gov.ph

   PCWGovPH

 8735-1654 or 8736-5249

Show your support for gender equality and women's empowerment (GEWE) by joining #PurpleMondays. Globally recognized as the color of women, purple symbolizes justice and dignity. Wear the color every Monday of March 2021 or even adorn your spaces with purple to publicly declare your commitment to GEWE. Don't forget to include #WomenMakeChange when you share your photos online!

2021 NWMC Official Hashtag

Showcase your Women's Month activities and women's empowerment initiatives online by using **#WomenMakeChange** in your social media posts.

You may also use the following hashtags for online advocacies:

#MyWonderJuana. This enjoins netizens to share a minuter-story featuring an inspiring "Juana" who was able to hurdle the challenges of the pandemic and empower others to remain hopeful. The goal is to showcase the different roles that women from all walks of life play to help families, communities, and nation afloat amidst the pandemic.

PCW will monitor #MyWonderJuana and send simple prizes to netizens who post #MyWonderJuana stories that PCW will feature/share in our official social media page (a post should be made public).

#MySuperJuan. Through this campaign, netizens can share an uplifting social media post featuring a male person who does his share in doing unpaid domestic work, which are stereotypically labeled as a woman's job. The goal is to spotlight on Juans who share household chores in order to contribute in normalizing the redistribution of unpaid care work.

PCW will monitor #MySuperJuan and send simple prizes to netizens who post #MySuperJuan stories that PCW will feature/share in our official social media page (a post should be made public for us to monitor).

#JuanaSays. Now on its 7th year, this online advocacy provides a daily dose of inspirational quotes from Filipino women.