

The Economy She Deserves

Building an Agenda for a
Women-Centered Recovery

Visual Identity Assets

Updated: 03.04.22

Assets Content: How to Use Them

Use this document for access to fonts, logos and various (Canva) templates you may need. All assets are placed in [shared Google Folder](#).

1. [Typography \(Fonts\)](#)
2. Color Palette
3. [Summit Title](#)
4. Summit hashtag
5. [Partners' Logos](#)
6. Social Media Toolkit ([Canva](#))
7. Questions?

1a. Typography (Red Hat Mono)

Red Hat Mono font is available to all from Google as a [download](#) or can be selected from Google Apps (Docs, Slides, etc.) This typeface is suitable as a display text for titles and headers.

Redhat Mono in Use:

THE ECONOMY SHE DESERVES

Building an Agenda for a Women-Centered Recovery

Download Red Hat Mono from [Google Drive](#)

1b. Typography (Martel)

Martel font is available to all from Google as a [download](#) or can be selected from Google Apps (Docs, Slides, etc.) This typeface is suitable for smaller body text.

Martel in Use:

The Covid-19 pandemic has **highlighted** the acute need for workplace gender equality to be taken seriously. Women have suffered disproportionately during the pandemic and have been excluded from their employment at higher rates than men. While the low pay of those teachers, carers and healthcare workers who have propped up our societies, exposing themselves to greater risks during the toughest months, has been largely ignored. Pushing for greater **gender equality** is crucial during the coming months and years as societies start to rebuild and recover.

Download Martel from [Google Drive](#)

2. Color Palette

For print and web-accessible colors

PRINT
#fd7foo



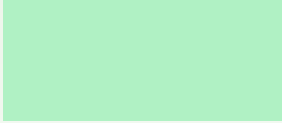
PRINT
#000000



PRINT



PRINT & WEB (WITH
DARK BG)



PRINT & WEB



PRINT & WEB



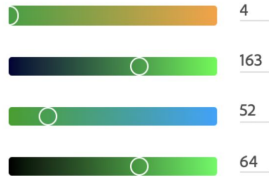
PRINT & WEB (WITH
DARK BG)



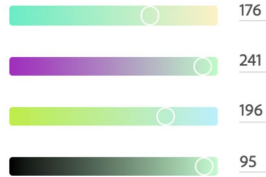
WEB



#04A334



#B0F1C4



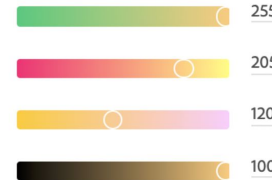
#058545

The dark green color is to be used for lighter web backgrounds as the other two colors pass accessibility compliance for dark backgrounds.

#a86800

The dark orange/ brown color is to be used for lighter web backgrounds as the other two colors pass accessibility compliance for dark backgrounds.

#FFCD78



#F09600



3. Summit Title

While the title treatment is not a lock-up, it is recommended to use the provided designs. ([EPS and PNG files](#))

THE
E—C—O—N—O—M—Y
S H E D E S E R V E S

Building an
Agenda for a
Women-Centered
Recovery

black

THE
E—C—O—N—O—M—Y
S H E D E S E R V E S

Building an
Agenda for a
Women-Centered
Recovery

Black + fd7foo

THE
E—C—O—N—O—M—Y
S H E D E S E R V E S

Building an
Agenda for a
Women-Centered
Recovery

04a334 + fd7foo

THE
E—C—O—N—O—M—Y
S H E D E S E R V E S

Building an
Agenda for a
Women-Centered
Recovery

04a334 + a36600+ fd7foo

4. Summit Hashtag

Hashtags should be applied to all promotional and social media graphics.

#ECONOMYSHEDESERVES

Black + fd7foo

#ECONOMYSHEDESERVES

Black + 04a334

5. Partners' Logos

Use the provided logos in this [folder](#). Use only as provided; do not make any adjustments (colors, fonts, aspect ratio).

THE GLOBAL
INSTITUTE
FOR WOMEN'S
LEADERSHIP



Three partners lockup

Wellesley PMS 280 (#004990)

Wellesley black

THE GLOBAL
INSTITUTE
FOR WOMEN'S
LEADERSHIP



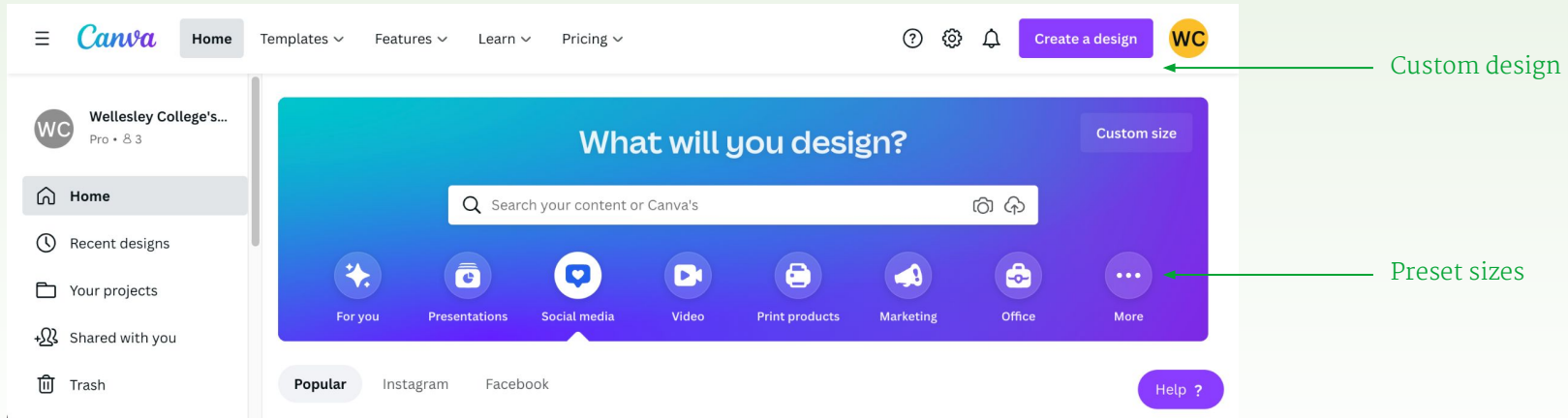
King's College GIWL



Spelman College

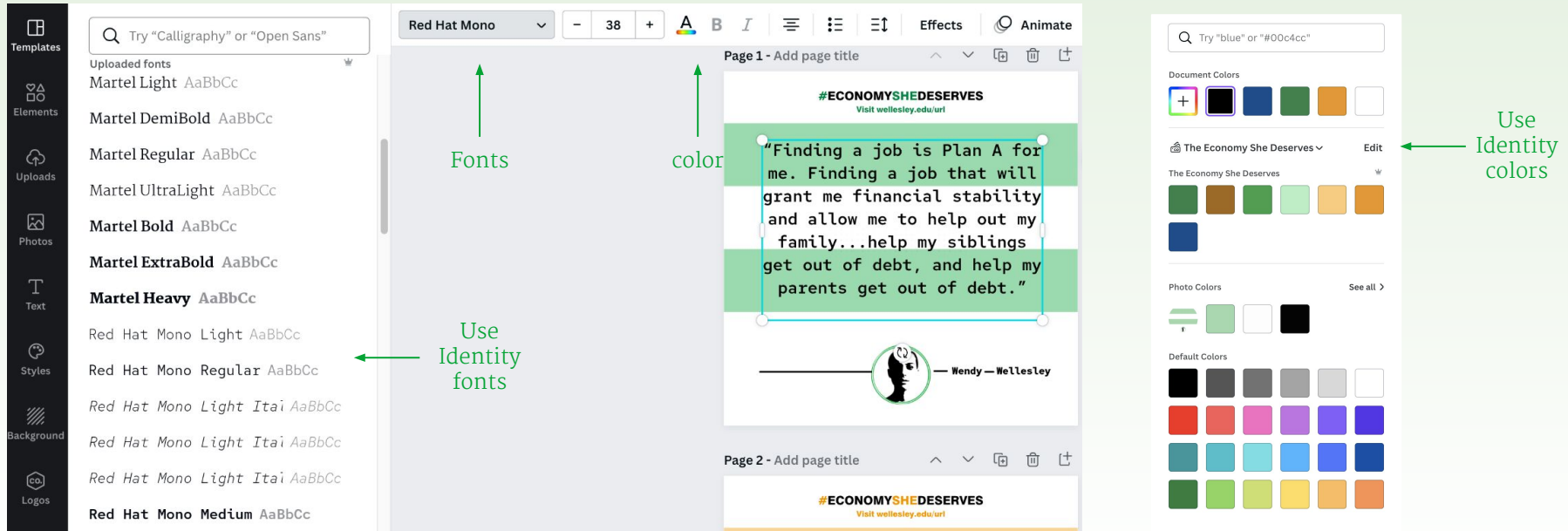
6. Social Media Toolkit (Canva)

Use Canva to create various social media graphics. Use existing presets for Facebook, and Instagram posts. For sizes not provided in the presets, select “custom design” option. Feel free to adapt our [speaker quote card template](#).



6. Social Media Graphics(Canva)

Fonts and colors from the visual identity have been uploaded to <https://www.canva.com/folder/FAE3tEzudIk>. Use them as needed.



6. Social Media Graphics (Canva)

Various *pixel* sizes and aspect ratios for common digital media graphics:

1. Video screens (1920x1080); 16:9 aspect ratio
2. Twitter in-stream photo (440x220); 2:1
3. Instagram 1080x1080; 1:1 or 1080x1350 (vertical)
4. Facebook shared image 1200x630 (use custom design in canva)

7. Questions?

Contact

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- Shannon O'Brien (so101@wellesley.edu) for social media
- Soe Lin Post (spost@wellesley.edu) for design