



She Decides.

Style & Identity Guide **2018**



SHEDECIDES IS A GLOBAL MOVEMENT WITH BIG AMBITIONS AND THIS MEANS IT NEEDS A STRONG IDENTITY.

These guidelines are designed to help bring SheDecides to life in the amazing work that Friends and Champions are doing to deliver the vision.

It's more than just a logo and a name. It's about who we are, what we believe in, and those whose rights we fight for.

These guidelines are designed to help you deliver sharp communications and bring SheDecides to life in the amazing work that Friends and Champions are doing to deliver the vision. The guidelines strike a balance between the need to have consistency in the way we look and the freedom and flexibility to communicate the diverse work taking place around the world to achieve a world where SheDecides. Without Question.

By always being true to our identity, we'll not only successfully differentiate ourselves, we'll work to build our reputation and establish an enduring, inclusive, diverse and action-oriented movement for the long term.

The contents

Identity – 06

Strategy – 20

Voice – 27

Visuals – 35

Application – 55

Contact – 59

SHIFT DECIDES



Identity

Our Name

Who We Are

People

The Manifesto

History

The Journey So Far

She Decides.

**SHEDECIDES IS A
GLOBAL POLITICAL
MOVEMENT
DRIVING CHANGE,
FUELLED BY ACTIONS
IN COMMUNITIES,
WITH YOUNG PEOPLE
AT ITS HEART.**



Style & Identity Guide
Page 7

She Decides.

Identity

OUR NAME

SheDecides.

Two simple words that encapsulate everything we stand for.

Two simple words that speak to women and girls around the world about their right to decide about their bodies.

Two simple words that put the power in their hands.

Two simple words that enable them to choose what to do with their body, life and future.

Two simple words that unite champions and friends to work together.

Two simple words we live by.
SheDecides.



VISION

A world where every girl and woman can decide what to do with her body, with her life and with her future. Without question.

PURPOSE

We enable courageous collaboration driving progress towards a world where every girl and woman can decide what to do with her body.

VALUES

We enable her to decide.
We disrupt any environment where her choice isn't hers.
We empower her to have the right.
We re-ignite her dignity.
We strive for complete freedom.



PEOPLE

Two core groups of people are essential to achieving our guiding vision.

Friends

Friends are the individuals and organisations who commit themselves to take action to achieve the vision of the manifesto. They stand up, speak out, make noise. They spread the SheDecides word, bringing others in and challenging the conventional narratives that need changing. They unite and find ways to change laws and policies, they hold governments and the powerful accountable for their commitments. They are the ones who drive the movement, sustain it and help it grow.

Champions

Champions are individuals: some are Ministers, representing their countries, others are leaders of major organisations, many are young leaders and other brave individuals committed to change. Their leadership and actions propel us forward to reach our vision. They are Ambassadors who work tirelessly to make sure that laws, policies and procedures are changed for the better, resources are unlocked and harmful attitudes are put to an end. They educate, advocate and carve paths for others to join the movement.



THE MANIFESTO

Our manifesto embodies the SheDecides vision and is the uniting force for politicians, organisations, creatives and individuals around the world. It is a powerful statement of what we demand and what we expect. Friends sign the manifesto to say “Yes, I share this vision”.

If you or your organisation do not agree with the manifesto, being part of SheDecides is not for you. Most importantly, it is essential that you believe in the rights of girls and women to access abortion care and comprehensive sexuality education. This is something we will never shy away from.

*The manifesto never changes. If you are looking to translate the manifesto please share the final translated version with the SheDecides Support Unit before making it public:
info@shedecides.com.*



She Decides.

THE MANIFESTO

Landscape, double-sided version.

WITHOUT
A WORLD WHERE EVERY GIRL
AND WOMAN CAN DECIDE WHAT
TO DO WITH HER BODY WITH
HER LIFE AND WITH HER FUTURE
QUESTION.

She Decides.

WHEN
SHEDECIDES.
THE WORLD
IS BETTER,
STRONGER,
SAFER.

shedecides.com

[@shedecidesGFI](https://twitter.com/shedecidesGFI)

info@shedecides.com

She decides whether, when, and
with whom.
To have sex.
To fall in love.
To marry.
To have children.

She has the right.
To information, to healthcare,
to choose.

She is free.
To feel pleasure.
To use contraception.
To access abortion safely.
To decide.

Free from pressure.
Free from harm.
Free from judgement and fear.

Because when others decide for her,
she faces violence, forced marriage,
oppression.

She faces risks to her health, to her
dignity, to her dreams, to her life.

When she does not decide, she
cannot create the life she deserves,
the family she wants, a prosperous
future to call her own.

We - and you, and he, and they -
are uniting. Standing together with
her so she can make the decisions
only she should make.

Political leadership and social
momentum are coming together like
never before.

But we can go further and we can
do more.

From today, we fight against the
fear.
We right the wrongs.
We mobilise political and financial
support.
We work to make laws and policies
just.
We stand up to what is right.

Together we create the world that is
better, stronger, safer.

But only if. And only when.

SheDecides.

She Decides.

THE MANIFESTO

Portrait, A4 version.

Without question.

WITHOUT A WORLD WHERE EVERY GIRL AND WOMAN CAN DECIDE WHAT TO DO WITH HER BODY WITH HER LIFE AND WITH HER FUTURE QUESTION.

WHEN SHE DECIDES. THE WORLD IS BETTER, STRONGER, SAFER.

She decides whether, when, and
with whom.
To have sex.
To fall in love.
To marry.
To have children.

She has the right.
To information, to healthcare,
to choose.

She is free.
To feel pleasure.
To use contraception.
To access abortion safely.
To decide.

Free from pressure.
Free from harm.
Free from judgement and fear.

Because when others decide for her,
she faces violence, forced marriage,
oppression.

She faces risks to her health, to her
dignity, to her dreams, to her life.

When she does not decide, she
cannot create the life she deserves,
the family she wants, a prosperous
future to call her own.

We - and you, and he, and they - are
uniting. Standing together with her
so she can make the decisions only
she should make.

Political leadership and social
momentum are coming together like
never before.

But we can go further and we can
do more.

From today, we fight against the
fear.
We right the wrongs.
We mobilise political and financial
support.
We work to make laws and policies
just.
We stand up to what is right.

Together we create the world that is
better, stronger, safer.

But only if. And only when.

SheDecides.

She Decides.

THE MANIFESTO

Portrait, A4 version for printing. Can also be printed in black and white where colour isn't an option.

Without question.

WITHOUT A WORLD WHERE EVERY GIRL AND WOMAN CAN DECIDE WHAT TO DO WITH HER BODY WITH HER LIFE AND WITH HER FUTURE QUESTION.

WHEN SHE DECIDES. THE WORLD IS BETTER, STRONGER, SAFER.

She decides whether, when, and
with whom.
To have sex.
To fall in love.
To marry.
To have children.

She has the right.
To information, to healthcare,
to choose.

She is free.
To feel pleasure.
To use contraception.
To access abortion safely.
To decide.

Free from pressure.
Free from harm.
Free from judgement and fear.

Because when others decide for her,
she faces violence, forced marriage,
oppression.

She faces risks to her health, to her
dignity, to her dreams, to her life.

When she does not decide, she
cannot create the life she deserves,
the family she wants, a prosperous
future to call her own.

We - and you, and he, and they - are
uniting. Standing together with her
so she can make the decisions only
she should make.

Political leadership and social
momentum are coming together like
never before.

But we can go further and we can
do more.

From today, we fight against the
fear.
We right the wrongs.
We mobilise political and financial
support.
We work to make laws and policies
just.
We stand up to what is right.

Together we create the world that is
better, stronger, safer.

But only if. And only when.

SheDecides.

She Decides.

COURAGEOUS COLLABORATION

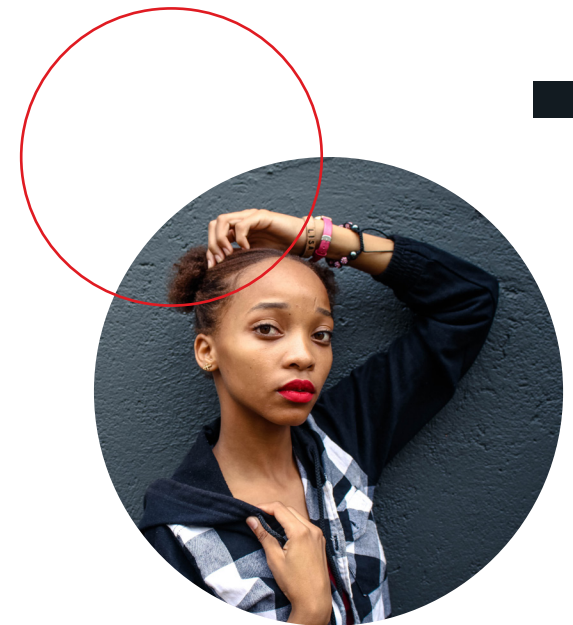
SheDecides empowers politicians, organisations, creatives and people – especially young people - across the world to work together in new ways to create a new normal.

We ignite energy and foster connections. Whether that's between long-time activists and emerging leaders, between artists and service providers or between policy makers and thought leaders.

We work toward solidarity within and across countries and regions.

By uniting voices across professions, sectors and expertise, SheDecides is becoming a global force challenging the narratives and social norms, the laws, policies and lack of resources that stand

in the way of the fundamental freedom to decide.



She Decides.

DRIVING PROGRESS

By uniting different voices, knowledge, evidence and experience across the world, SheDecides turns the noise into a signal that is hard to ignore.

This collective voice is able to challenge existing social norms and outdated narratives that leave women around the world vulnerable.

SheDecides is a driving force for change.



THE PERSONAL IS POLITICAL

Political change works hand-in-hand with social change to create a “new normal.” Political change engages all parts of society – not only governments and parliamentarians.

As a movement, we’re not just motivated by the decisions that politicians take. We reach wider, further and deeper than that. We’re an agent for social and cultural change too and our work is therefore just as human as it is political.



HISTORY

The impact of the Global Gag Rule was the initial impetus for the movement. However, even before the Global Gag Rule was reinstated and expanded in 2017, many essential services were drastically underfunded in many countries. The situation is now far worse, especially for access to safe abortion and comprehensive sexuality education.

And the SheDecides movement responds to many other challenges that hinder progress for women and girls. Deep political opposition stands in the way of policy change in many countries — calling for a new approach to change political dynamics and improve the climate for policy reform.

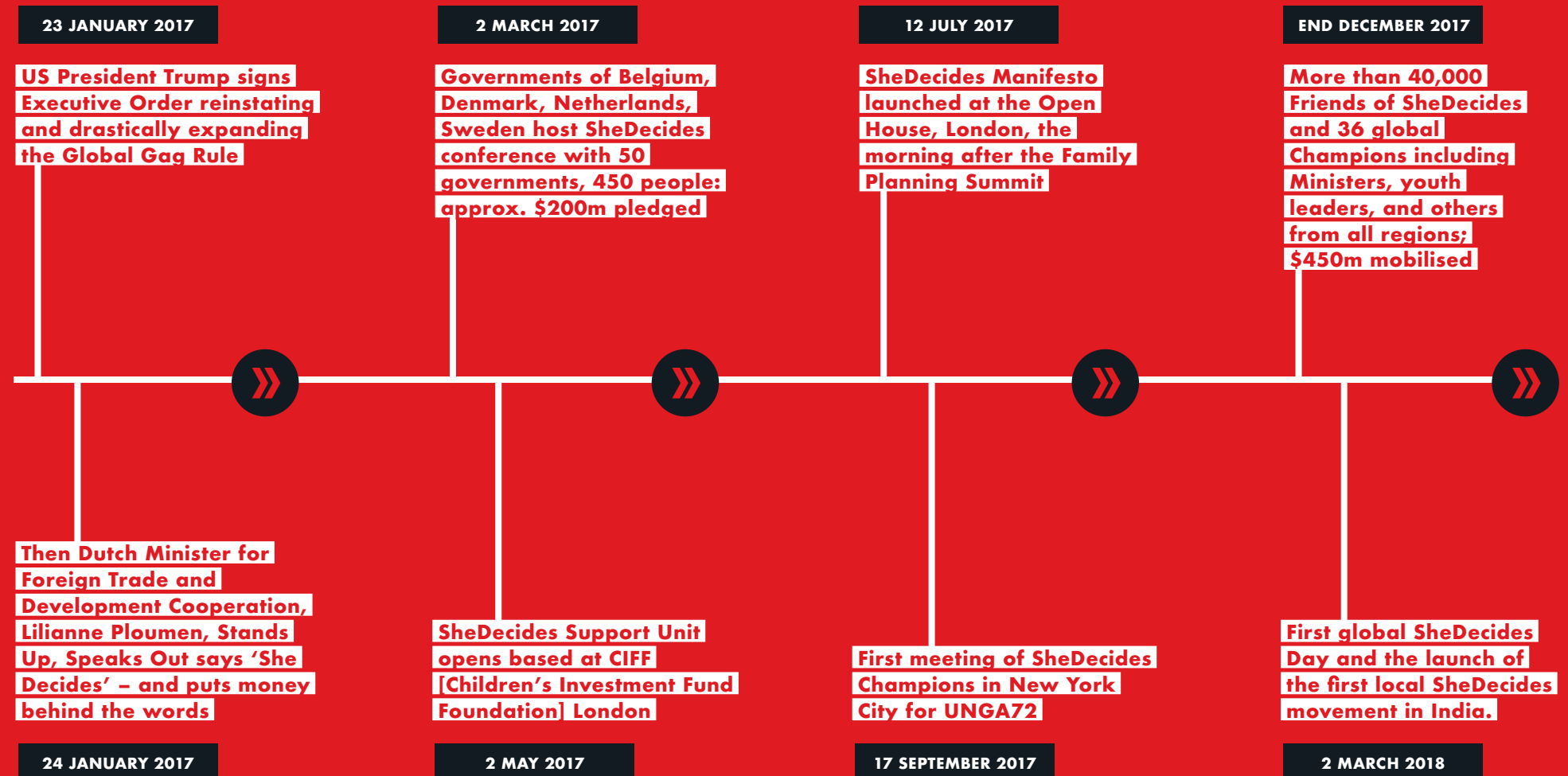
Beyond politics and government,

social norms in families, communities and societies at large are often not conducive to securing freedom and autonomy for women and girls. This calls for new ways of thinking and talking about the issues that can change individual attitudes and behaviours, along with institutional practices. The chilling effect of the Global Gag Rule makes it even harder to stand up for the rights of girls and women to decide.



She Decides.

THE JOURNEY SO FAR...



Strategy

Brand Strategy

Touchpoints

The Movement

Local Movements

Power Of Creativity

She  **Decides.**

SHE DECIDES.
SHE DECIDES.
SHE DECIDES.
SHE DECIDES.
SHE DECIDES.
SHE DECIDES.

BRAND STRATEGY

SheDecides is an action-oriented movement. This section is about how it is structured, what its Friends and Champions do and how they organise and communicate about it. SheDecides is about changing social norms, about a new narrative. Our Brand Strategy is designed to help make that happen.



Style & Identity Guide
Page 22

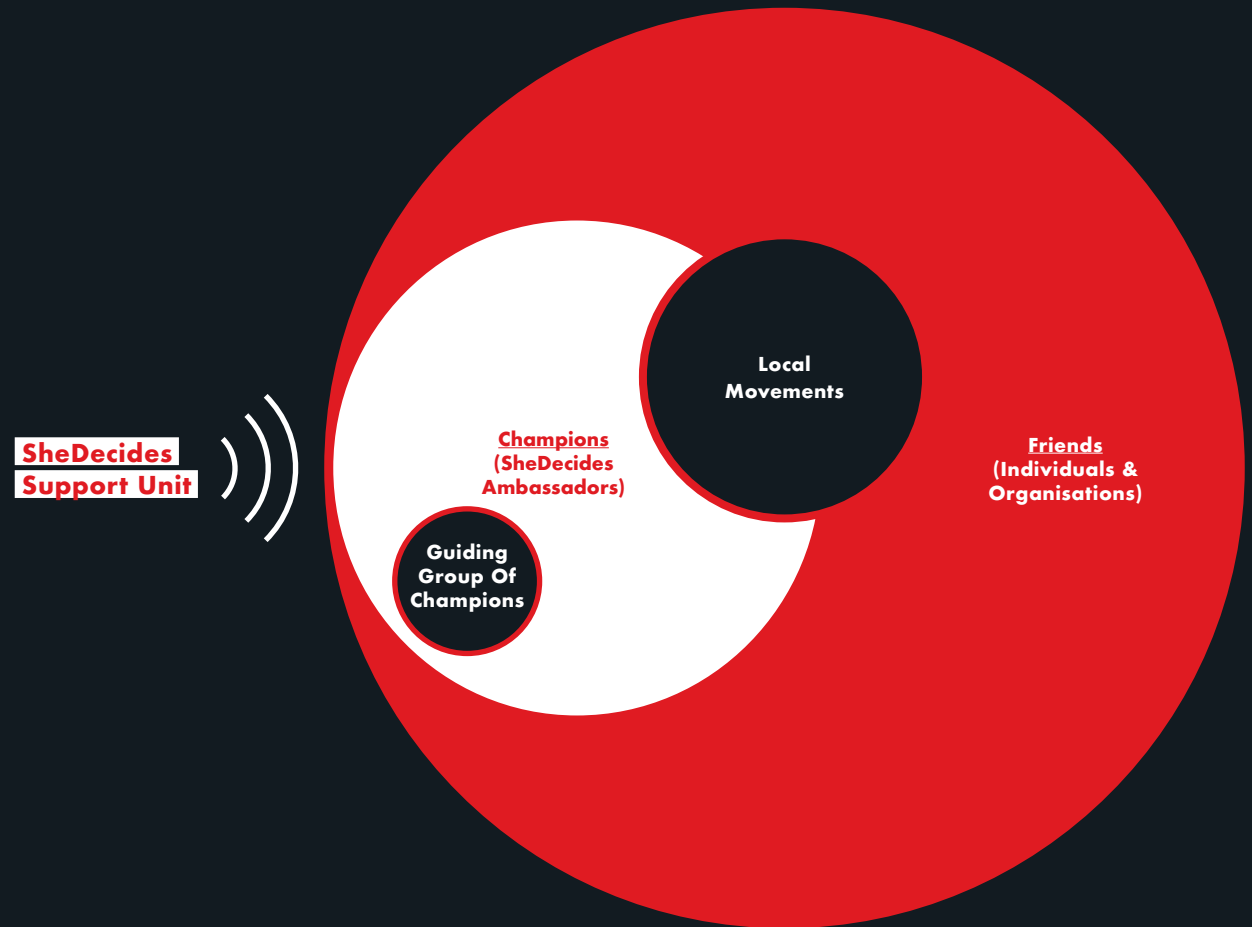
She Decides.

Strategy

SHAPE OF THE MOVEMENT

As SheDecides is growing as a movement, its form is taking shape. Whatever your role in the movement, the essence of SheDecides must be communicated.

The SheDecides Support Unit exists primarily to support Champions and Friends at a global level, and to engage with the national and regional movements that are emerging. The Guiding Group of Champions is a small group of Champions that govern the movement and oversee the work of the SDSU.



LOCAL MOVEMENTS

If you're thinking of setting up a local movement, it is essential to read the guidance document "SheDecides at Local Level", which provides guidelines for starting, supporting and sustaining inclusive political movements driving change, fuelled by community actions, with young people at their heart.

The document provides key considerations for the SheDecides movements that are being sparked at national and regional level, and discusses some overarching principles and approaches necessary to guide the establishment of local movements in any country or region.

Please contact info@shedecides.com so the SheDecides Support Unit can help you ensure that any local movement is inclusive and in line with the SheDecides identity and style.



TOUCHPOINTS

In order to be efficient we communicate in a clear, consistent manner through every touchpoint. If you need SheDecides materials to support your involvement, [click here](#) for free templates.



Web
Digital Media
Social Media



Reports
Campaigns
Promotional items



Event Materials
Outdoor
Print Ads

THE POWER OF CREATIVITY

Creativity sits at the heart of the SheDecides movement. SheDecides recognises that creativity and emotion are powerful elements of activism. The arts create space for unique interactions. Engaging with people's emotions they take forward the goals of the movement, and promote the vision in ways that make a difference.

Collaboration between those in the traditional health, development and government spaces with those in the arts, from painters to dancers, is part of what drives the movement forward and accelerates the change we work towards.



Voice

Our voice

Brand personality

Communicating what we do:

1. Stand Up. Speak Out.

2. Change the rules.

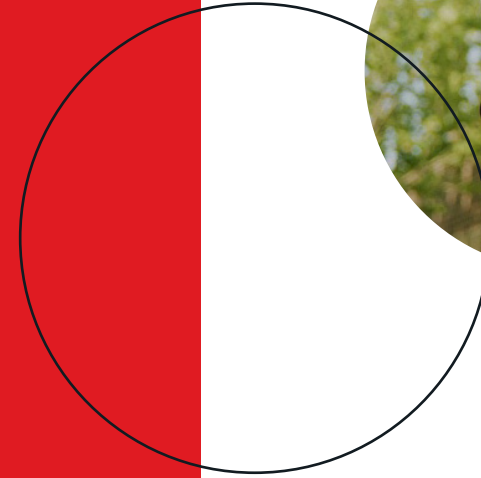
3. Unlock resources.

She Decides.



OUR VOICE

The way we communicate sets the tone for how people feel about SheDecides, what they think about our vision and values and how likely they are to become a Champion or a Friend of SheDecides.



BRAND PERSONALITY

Our voice is what makes our personality stand out - both the message and the tone. Our goal is to change narratives, to put in simple language ideas that have become too complex and cause division and confusion rather than progress. It derives from our values and our vision.

Although dependent on the messaging of any given content, SheDecides should speak with a tone that is appropriate and effective.

Always

Positive
Authentic
Human
Inclusive
Clear
Charged
Enabling
Empowering



She Decides.

COMMUNICATING WHAT WE DO

As an action-oriented movement, Friends and Champions are encouraged to take actions to deliver our three goals. All of these are essential in realising our vision.

1. Stand Up. Speak Out.
2. Change the rules.
3. Unlock resources.



1. STAND UP. SPEAK OUT.

To change narratives in order to change norms that stand in the way of the freedom, rights and dignity of women and girls. Our manifesto, the vision of the movement, talks about these critical issues in a fresh, positive language that resonates to people all over the world. It counters the divisive ways people often speak about these issues, and oppress women and girls.



She Decides.

2. **CHANGE** THE RULES

Our goal is to change laws, policies and procedures so that they actually support the freedom, rights and dignity of women and girls. To hold governments accountable for implementing them and respecting her rights to make the decisions that only she should make.



Style & Identity Guide

Page 33

She Decides.

Voice

3. **UNLOCK RESOURCES**

Our goal is to unlock the sustained, reliable resources necessary for women and girls all over the world to exercise all of their rights and access all of the services they need. We continue to call upon governments to meet their responsibilities to dedicate more resources for this work, at home and in other places, and to invest in the well-being of the women and girls they serve. And we press for resources to be used well, so that, for example, policies like the Global Gag Rule are not overinterpreted, to ensure that programmes are well integrated so needs are met effectively.



She ▶ **Decides.**

Visuals

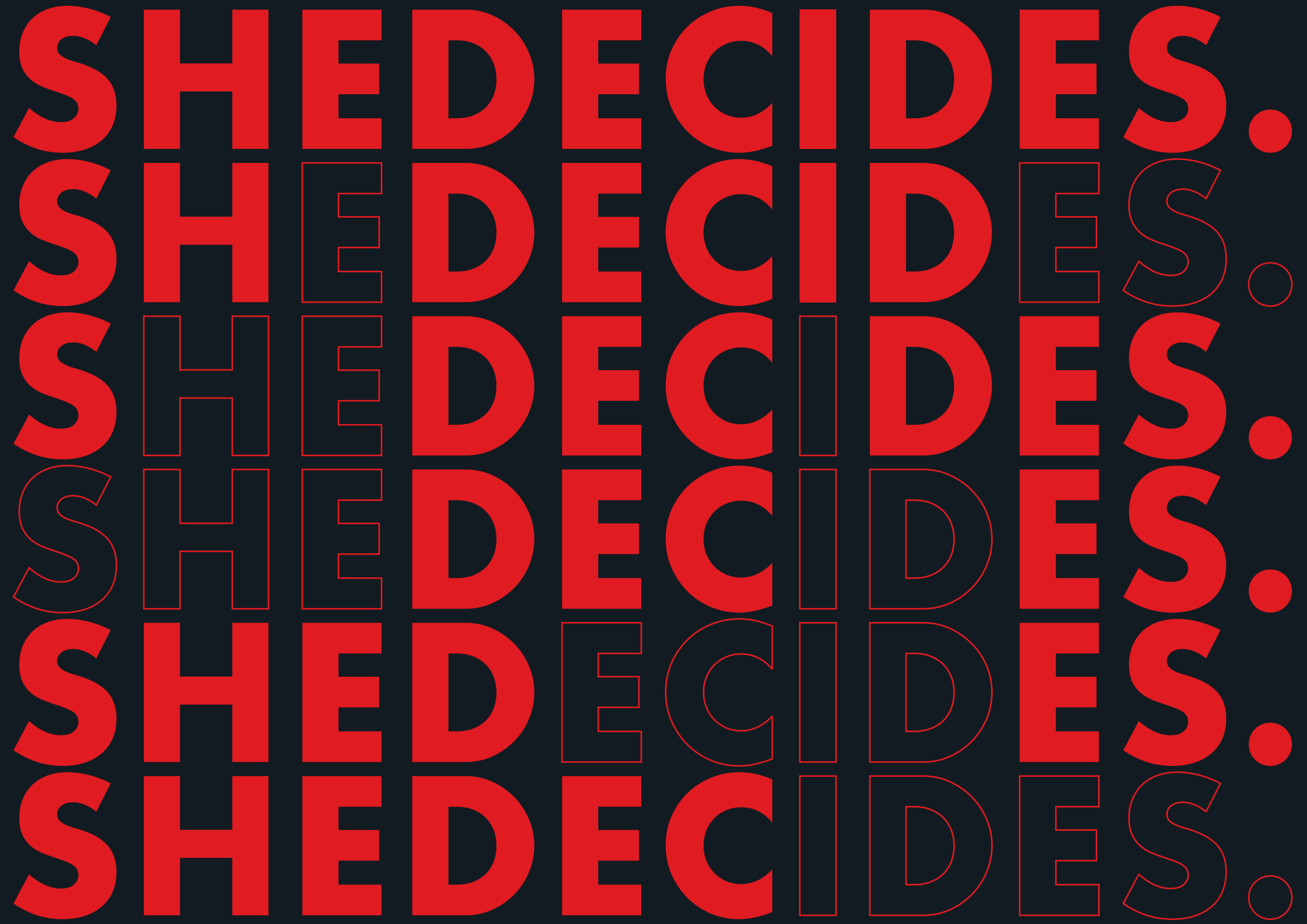
Logo

Font

Colours

Photography

Infographics



VISUALS

Strong, cohesive imagery is key to getting our messages across to a broad range of audiences. This section contains guidelines on how SheDecides visuals can best be used to advance the movement.



She Decides.

LOGO

The SheDecides logo is the focal point of our visual identity.

The main brand and its graphic font lockup is a unique piece of artwork – it must never be recreated. The text must never be re-typeset.

The logo features the word "She" in white, bold, sans-serif font, enclosed within a red chevron shape pointing to the right. This is followed by the word "Decides." in a large, bold, black, sans-serif font.

LOGO VARIATIONS

Use the standard logo version wherever possible.

Variations of the logo are to be used when either on a black, red, or photo background.

She Decides.

Standard logo

She Decides.

Mono version

She Decides.

Dark background

She Decides.

White version

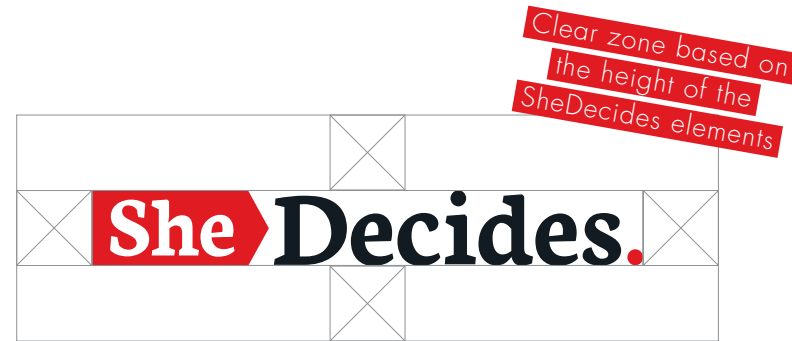
LOGO POSITIONING

To maximise the brand's presence and visual standout, there is a defined minimum clear space area, and a minimum size has been set, in order to ensure successful reproduction.

The minimum sizes apply for both colour and mono logos and for both print and digital applications.

The clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

Minimum size is 10mm or 50px in height, and clear zone is the height of the logo around all sides.



LOGO DON'TS

Positioning of the logo is not confined to a specific position. The logo can be in the corners, in the centre, at the top or bottom.

It must however, wherever placed, be above the minimum size (10mm or 50 px), and keep to the minimum clear space area.

Do not stretch or distort.

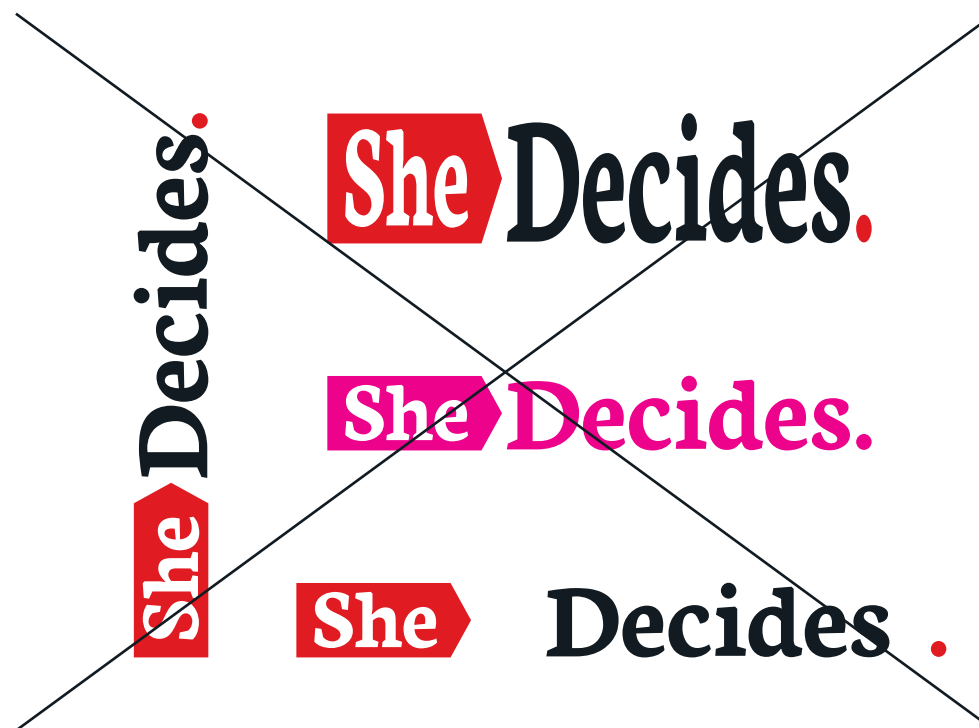
Do not change the colour.

Do not change the orientation.

Do not move any parts within.

Do not stack the letters.

Don't do this to the logo:



PARTNER LOGOS

When the SheDecides logo needs to sit side by side the logo of a Champion, Friend, or an additional sponsor or supporter, size, placement and relevance need to be carefully considered. While it's essential to ensure the SheDecides logo is visible and prominent, SheDecides is all about amplifying the work of others, collaboration and equality. The logos of Champions and partners should not be seen to be secondary.

Adequate spacing must be left between each supporter brandmark, paying close attention to the clear space as indicated previously in this document. If in doubt, contact the SheDecides Support Unit.

These are examples of how partner logos should appear with the SheDecides logo:



LOCAL MOVEMENT LOGOS

Logos for local movements will be supplied by the SheDecides Support Unit. Please contact info@shedecides.com if you wish to develop a logo for a local movement and any associated assets.

The country or region sits in red below the SheDecides main logo in Futura Bold. The logo for a Hub for a local movement can sit alongside the local logo, as in the 3rd example.

Always align the left edge of the type to the shape containing SHE, and the base of the type to the guide box for minimum space allowed below the logo. (As shown)



COLOUR SCHEME

Our colour scheme is bold and confident. By being consistent in our use of standard colours, our communications will be recognised easily.

A bold red, simple white and a charcoal grey complete our palette.

Please ensure you are using the right values for both RGB and CMYK, as colours will appear different and create inconsistency if incorrect.

Bold Red

#e01b22

R: 224
G: 27
B: 34

C: 0
M: 100
Y: 100
K: 5

The White

#ffffff

R: 0
G: 0
B: 0

C: 0
M: 0
Y: 0
K: 0

Charcoal Grey

#121b21

R: 18
G: 27
B: 33

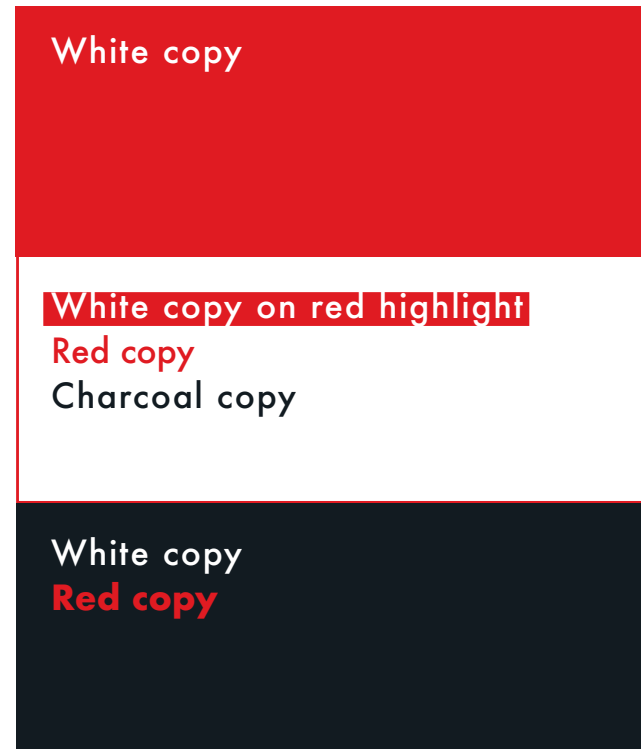
C: 20
M: 0
Y: 0
K: 100

COLOUR SCHEME RULES

Inspired by the ratios in our logo, we use the rule of thirds as a design principle to create asymmetrical balance.

You can use a full-colour background, or a colour on one or two-thirds of the background. Never used both red and charcoal, white must always be the second colour to create a sense of negative space in the design.

Always check the legibility of the text colour on darker backgrounds, as you may have to increase the size, or font weight to ensure it's readable.



A collage of 15 photographs featuring diverse young people. The images show children and teenagers of various ethnicities and backgrounds in different settings: smiling, posing, protesting, and standing in front of buildings. One photo shows a girl with a bindi, another shows a girl in a hijab, and another shows a girl in a white dress standing in front of a brick wall.

A collage of 15 photographs featuring diverse young people. The images show children and teenagers of various ethnicities and backgrounds in different settings: smiling, posing, protesting, and standing in front of buildings. One photo shows a girl with a bindi, another shows a girl in a hijab, and another shows a girl in a white dress standing in front of a brick wall.

A collage of 15 photographs featuring diverse young people. The images show children and teenagers of various ethnicities and backgrounds in different settings: smiling, posing, protesting, and standing in front of buildings. One photo shows a girl with a bindi, another shows a girl in a hijab, and another shows a girl in a white dress standing in front of a brick wall.

A collage of 15 photographs featuring diverse young women and girls. The images show them in various settings: smiling, posing, protesting with signs like "SHE IS POWERFUL", and standing in front of a brick building. The collage celebrates diversity in ethnicity, age, and expression.

USING THE NAME SHEDECIDES

Our name should always appear as SheDecides, capitalised, without a space. The name of our movement, SheDecides, should not be italicised or put in single quotation marks. In typical sentence structure, the words 'she decides' should appear as standard.



TYPOGRAPHY

Futura has been chosen as the primary brand typeface. Futura is an exceptionally versatile typeface. Its bold and condensed variants are especially powerful display designs. Futura is also a good choice for space-sensitive environments.

Its simple letterforms allow it to be set at surprisingly small sizes with little drop in legibility levels. Futura also works well for short blocks of text copy, captions and pull-quotes.

To access the Futura font please [click here](#).

Futura Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Futura Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678

TYPOGRAPHY IN USE

Preferred usage:

Use **Futura Bold** for headlines and for featured text such as pull quotes, outline text and graphic devices.

Futura Medium is to be used (where legibility allows) to contrast the thickness of the headline text. i.e., for body copy and smaller note copy. (Bold weight used to highlight points in body copy).

You can also underline text in body copy, or **increasing the font weight** to create bold messages within paragraphs.

HEADLINE FONT

(Futura Bold in ALLCAPS or Sentence case.)

Dam volest et adi acerit mo illam restium
lignimaxim ium nobis quatia quam apit eat qui
reperere **voluptaqui od ut ut evendis (Futura Bold)** quas inulpa volentem quam aut volupta
tiatedes ut ute plique porum volupturent ut event
porrovit earchitint.

Ficatusandus recate neceatia denti dolescillit exero
quaepre struptat debit molorum voluptatia suntium
entissi ntuprepra quibusant placuptis auda nos elit
latas ipsam sit aut alit harciis itatibusam exerovi
taepuda ndellaut asit, utes ea corepudis doloris
verum aliant aliquunt moluptate volorry ptatuscia
is molore occaes dolupta doloristis dolores valor
aut vollaborpos sitibus, seri temperum vollent
earumquamet aut eventium ventiae pe possi te aut
que nulluptibus, nus es sament. (Futura Medium)

TYPOGRAPHY FEATURES

Within the SheDecides branding, type can be used not only to convey a message, but also as a graphic device to create visually bold, modern designs.

The main headline style uses both outline and solid words to create more impact around the ideas and language She Decides holds to be important.

Whenever possible, please consult a designer to advise how to use these features most effectively and in order to keep to the SheDecides brand.

THE MAIN HEADLINE STYLE

Always ensure the stroke weight suits the font size. A thinner stroke weight is more appealing, but always test to make sure the text is legible, and increase the weight when needed.

Secondary headline style

Highlighting text is not to be used for main headlines, but can be used for subheadings, or for bold messages on type-heavy documents. Always on a white background with white Futura bold text contained in a red box. Make sure the 'highlight' stretches to the full height of the characters, and it extends equally past the end of the text.

Another design feature is to change the orientation of the type - like the section title 'Brand visuals' written horizontally down the edge of the page. It can be created in an outline stroke or filled text, but the font should always be **Futura bold**.

TYPOGRAPHY ONLINE

Rubik has been chosen as the online brand typeface. Rubik is a sans serif font family with slightly rounded corners.

It should only be used for digital and online applications, or where the use of Futura may be restricted.

Perfect as our digital and web font because of it's ease of legibility and its accessibility. Rubik can be downloaded freely as a google font.

Rubik by Google

<https://fonts.google.com/specimen/Rubik>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rubik Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678

Rubik Black

GRAPHIC DEVICE

Using a mix of filled and stroked letters spelling SheDecides, you can create bold, striking designs.

The letters that are filled and outlined can change, as can the orientation of the letters. Always make sure the stroke weight suits the size of the design, and that the letters are always legible.

Do not put text boxes or images over the top, the letters should always be at the forefront of the design. You can, however use images behind as shown in some of the breaker pages in this document.

Wherever possible please consult a designer on how to use most effectively. For examples of usage, please [see here for free assets](#).



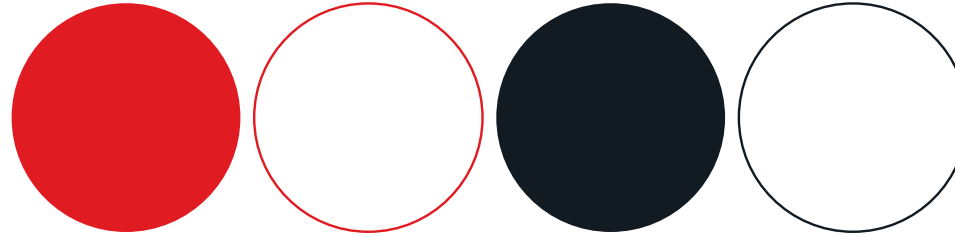
SHAPES

The use of circles is inspired by the bullet point in our logo.

We use circles filled, outlined, or containing images of the women and girls whose lives and rights are the heart of the movement.

Rectangles can also be used for diagrams, highlighting text, and dividing pages into thirds with coloured backgrounds. Images can also be contained in rectangles both portrait and landscape.

Arrows can also be used to show direction and movement, inspired by the arrow in our logo.



When you use an image in a circle, please try to include an outline circle placed on top in an accent colour (as shown throughout this brand book).

Inspired by the idea that we are visually represently how the girl or woman pictured now has the freedom to move into a new space.

As a design element, it also creates a certain tension and level of intrigue on the page, which becomes flat without it.



ICON STYLE

Our icon style is simple and bold. We always use circles, with either white on a red circle, or red on a black circle.

White on red is the primary colour option to be use, but red on black can be used where the background is red.

Icons should have bold shapes, thick lines, and no more than one colour in an icon as shown.

Example icons are as follows:

The movement
Manifesto
Do something
Countries
The latest
About us

Primary option



Secondary option



TEXT LAYOUT

With text heavy documents, created with printing in mind, do not use a colour background. Use a white background with a thin red border as shown.

Wherever possible, use images (if printing allows), break the page into thirds to create a sense of space, and use left-aligned columns for copy.

Secondary headline style

Logo spacing

Main headline style

LOREM IPSUM
DOLOR SIT
AMET PLAUTAT
ISSEQUE.



Lorem ipsum dolor

Id et vendio diorepe rrovid quis incitibe rioria quasper ionsectoriae et faccaessit, qui oditionet peditatur sae nos simi, sita sequia dolore plautat isseque sum ex esenihil maionsequam, vitatio ipitatus raes cus dolestemquo cus. Ust amet ipsam, accatior resecumet explaut faccus.

Omnimus ut accus nostiati volut di voluptas dolupta spelit, tet hari ulliquis ad ma velest dis ium faciis peritatem net etur?

It accus. Bit ut et que doluptae lautatis solor rernat quibus ima consequ atquis eum quodi aut aut autafinis voluptio maio. Ducidebit es inume omnimol uptatiist, es net in nossimus nobitiur, con prae lab invelit, odis et eate reptas ma dis eatur alibusdae vidi nem ad que nit quam, qui temque re, comnimp orerem incisquaero od et, oditenimaio dis sum et qui id modicius, nat harchil luptatur? Il earum velitatquo voluptasi aut doluptatat as mos ipsum invende rumque quibusape millacea ne dolorit, optassus, sequodit quodis et lam vent quis eost, to que denis ente sum lique volorest aria vellorpore seque doluptae officia por anda in nam hiciis dolut et es quatumquos dem dit rerschil.

Gitet qui atatiaepudam enis aut exerspero vendisinis nihicim enimet autecto blab imustia conecatur, totat acias asitas dolor autae labo. Nequiat. Gendelent, consequae poremolupta delibus ditaspel id quidesectur? Ipsus. Rorerro exerfer rovitias ea dellor sitas dolupti asperfe rferibus doluptatquis restiist, essim volore dolupti issit, que dedit omniscil molestiae prat reпти.

She Decides.

Without question.

Space broken into thirds

Application

Flexibility

Mandatories

She  **Decides.**



FLEXIBILITY

SheDecides has been designed to be used flexibly in order to be easily adopted and localised across around the world. We live by the logic that we must always be recognisable, but never rigid.

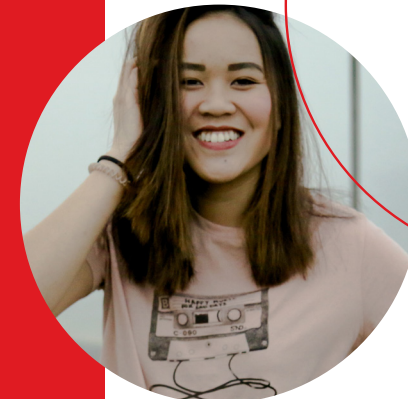


MANDATORIES

Any communications involving SheDecides need to align with certain brand rules. They're flexible enough not to make things difficult for you, however they are not so loose that we risk inconsistent communication.

These are the clear principles we live by:

1. Be Purposeful. Use bold visuals, and bold words.
2. Exposure is key. Ensure our Logo is always visible.
3. She comes first. The girl or women is the focus. Ensure communications are clean and clear.



FOR
FURTHER
INFORMATION
ON
BRAND
APPLICATION
PLEASE
CONTACT:

info@shedecides.com

Style & Identity Guide
Page 60



She Decides.

Content



THE

END

