

SheDecides.

SheDecides.

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SheDecides.

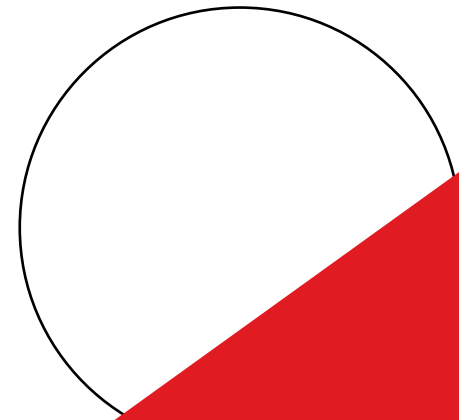
SheDecides is a **global movement** with a bold vision that calls for a **strong identity**.

We take an unapologetic approach to driving change for a world where SheDecides. Our identity is an extension of our name. It represents who we are, what we believe in, and those whose rights we stand up and speak out about.

These guidelines are designed to help deliver bold communications, bringing SheDecides to life in the work that organising groups, movements, and collectives are doing towards a world where women and girls, in all their diversity, have the right to decide.

The guidelines are simply a reference for establishing consistency and recognition in the way we communicate. But the SheDecides brand and assets remain open source and flexible, encouraging adaptability for the diverse work of our global movement.

SheDecides.



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OUR STORY

Our name

Who we are

Our values

What we do

Manifesto

History

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 the right to decide about our bodies.

Two simple words that put the power to stand up and speak out, in our hands.

Two simple words that enable us, in all our diversity, to choose what to do with our bodies, lives and future.

Two simple words that unite all of us who believe in them to work together.

Two simple words we live by.

SheDecides. A bold statement, a vision and a commitment.

SheDecides.

Who we are

Our vision

Together as a globally organised movement for bodily autonomy, we realise a world where **every woman and girl has the right to decide about their body, life and future.**

The problem

Patriarchal systems in society **own the decisions over women and girls' bodies**, and **repress the voices** of young people, women and other marginalised communities.

Our mission

We support activists to Stand Up and Speak Out against systems and forces of repression, to **demand the fundamental right** of every woman and girl to own the decisions about their body, life and future.

Our differentiator

We are **impatient in our drive for change**, adaptable in our ways of working and unapologetic in our **unwavering commitment to a world where SheDecides.**

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Our values

1

SOLIDARITY

Solidarity sits at the heart of community, of humility, of common experience. It's the willingness to understand, to listen and to support.

Solidarity allows us to lift up each other's voices, all voices. In solidarity, we are connected to sister movements working towards equality for all.

2

INCLUSIVITY

Bringing together people from different backgrounds and with varied experiences and ideas enables limitless perspectives. It is a tool with the endless capacity for dynamic, agile and strategic action. We are an inclusive, autonomous, intergenerational wave of intersecting ideas. Our diversity is power.

3

HONESTY

Honesty allows growth. The growth of our understanding, to learn, to fail, to get up and be better. Honesty requires bravery. Being brave in every conversation, being willing to stare into fear and act anyway.

Together honesty and bravery create a voice which opens up a space for others to speak.

4

EQUALITY

We value the individual within the movement, so work together as equals.

When we are democratic in the sharing of solutions, confident in knowledge, refreshed in new thinking, we are a movement with the capacity to drive equality on the outside too.

What we do

Stand Up and Speak Out

Working together, we advance the fundamental right of girls and women everywhere to enjoy their bodies, to make their own choices, to have access to the full range of quality care that unite all parts of her sexual and reproductive life and health.



SheDecides.

Together we Stand Up and Speak Out. We:

Build new narratives, by creating brave and inclusive spaces where women and girls share views and feelings about their bodies, relationships and health and start to understand their personal experiences in a political context.

Bring new people into the struggle for bodily autonomy, by organising people and movements who are inspired to act on bodily autonomy issues.

Disrupt spaces of power, by taking action. This action creates and tells alternative and counter narratives, engages new people, occupies and disrupts spaces of power.



How we Stand Up and Speak Out to **drive change**

Only SheDecides about her body, life and future. We believe it is time for girls and women everywhere to Stand Up and Speak Out about their bodies, without shame and without fear. This is how we are doing that:



SheDecides.

THE STORY OF SELF

The journey of realisation

The Story of Self is a moment of realisation that our personal experiences of sex, health and relationships have been shaped by political choices, social and cultural norms.

Organisers around the world create brave and inclusive spaces that centre young people who identify as women. In these spaces, women and girls start to discuss their bodies, relationships and health without fear or shame. Through open, honest and inclusive discussion they start to recognise their personal power and use it to determine a new narrative for themselves.

How we Stand Up and Speak Out to **drive change**

THE STORY OF US

The journey of the collective

The Story of Us is the process of coming together to build narratives that centre the voices of activists, to organise and plan collective action.

People, groups and organisations come together to start to build this collective consciousness. Together, they build collective power to plan disruptive action, to work their way around in political contexts, and to reclaim their stories and their bodies.

THE STORY OF CHANGE

The journey of making change happen

The Story of Change is the journey to use these new narratives to challenge public discourses about our bodies.

SheDecides links activists and allies to claim space and tell their stories in a new, powerful language that challenges norms and starts to transform the way our bodies are spoken about.

Together, then, we stand to model a new normal where women and girls Stand Up, Speak Out, and set the terms of the debate, and the framing of the discussion about our bodies.

Manifesto

Our manifesto is the uniting force for the SheDecides movement. It brings together people who may otherwise not share the same space in one common understanding of the reality of bodily autonomy and our shared vision for a new normal. It is a powerful statement of what we demand and what we expect.

When someone signs the manifesto, they are joining the movement and saying they believe in the vision. We are unapologetic in our commitment to the rights of women and girls to decide about their bodies, lives and future. And we're bold in our demands: access to abortion care and comprehensive sexuality education is something we will never shy away from.

The manifesto never changes. There are multilingual versions, but if the manifesto is not available in your language, you are free to translate it. Please share the final translated version with the SheDecides Support Unit before making it public: info@shedecides.com.





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 health care,
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 for what is right.

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

But only **if**. And only **when**.

SheDecides.



Manifesto

Download Manifesto versions [here](#).

**A WORLD WHERE EVERY GIRL AND WOMAN
CAN DECIDE WHAT TO DO WITH HER BODY
WITH HER LIFE AND WITH HER FUTURE**

WITHOUT QUESTION.

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THE WORLD IS BETTER,
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SheDecides.

A4 Digital

**A WORLD WHERE EVERY GIRL AND WOMAN
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SheDecides.

A4 Print

History

The Journey so far...



History

The Journey so far...

2020

Recalibrating

- Virtual SheDecides Day #NewNormal
- 25x25 Generation of Equality announced
- COVID! Listen and respond. Principles:
(1) by the movement for the movement,
(2) inwards cohesion, outwards fruition
- #ProtectingHerRighttoDecide
- #WhyAbortionWhyNow
- 9 new global Champions
- 13 movements/collectives received
tailored support including 7 spark grants

2021

Forward together

- New Theory of Change completed
- Virtual SheDecidesDay #TakeYourSeat
- 25x25's vision and the Virtual Art
Gallery at Generation Equality Forum
- Youth Accountability Panel launched
(12 August)



STRATEGY

Our movement:
Organisers and collectives
Champions
Friends

Our movement

We are a dynamic and adaptable force, unwavering in our commitment to a world where SheDecides.

Our movement organisers, friends and champions are SheDecides. Through the power of diversity, and with young people at our heart, this community is unstoppable in our drive for change for bodily autonomy.

The movement is designed to support in making that happen.



Movement organisers and collectives, SheDecides around the world.

Movement organisers and collectives around the world are making real change happen. They are building new narratives, bringing new people into the struggle for bodily autonomy and disrupting traditional systems and spaces of power.



Champions, standing up and leading the way.

Champions are influential individuals who are activists in their own right. They are from diverse backgrounds—some representing governments or organisations, some who are young activists or bring experience in a particular field—and they act alone and together in their personal and professional capacities to propel us toward a reality where every girl and every woman has power to make decisions about her body, life and future.



Friends, driving action.

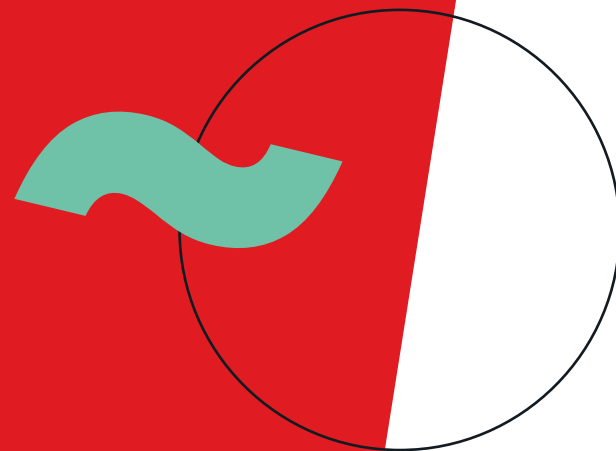
Friends are people who have signed the SheDecides Manifesto and confirmed that they believe in the vision of creating a world where SheDecides. They are from many different communities and countries and help us spread our message widely.



TONE OF VOICE

Our personality

Our voice



Our personality

Our tone of voice comes directly from our values. It's how we translate those values into words. Through our personality and our voice, we communicate who SheDecides is and what it stands for.

**Fierce
resilience**

**Authentic &
honest**

**Compassionate
leaders**

**Outspoken &
persuasive**

Our voice

SheDecides is...

Committed

Bold

Fun

True to our desires

Honest

Alive

Joyful

Aware of the full ecosystem

we are part of

“She” in all its possibilities

anyone identifying as “her”

For everyone

Real

Strong

Activists

Relevant

Creative

Fresh thinking

Brave

Ambitious

Dynamic

Open to learning

SheDecides.

Our voice

SheDecides is not...

Traditional
Tirelessly bureaucratic
Autocratic
Static
Shy
Politically correct
Functional to establishment
Afraid to make mistakes
In service to the status quo

SheDecides.



VISUALS

Logo

Typography

Colour

Elements

Photography

Logo

The SheDecides logo is the focal point of our visual identity. It is a wordmark set in a contemporary font that keeps it approachable and accessible. Its simplicity coupled with our bold colours is a nod to the assertiveness of our name: SheDecides. Without Question.

The logo should be used only in the designated font, which can be downloaded [here](#). The logo can be translated in different languages following the guidelines in this document.

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Logo font

Manrope Extrabold

Logo colours



#e01b22



#121b21

SheDecides.

Logo

Variations

The standard logo is used wherever possible.

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

The secondary logo introduces a parallelogram shape that sits behind the standard logo. This is used when the logo is placed alongside a body of text and we want the logo to stand out. It is also used when placed against coloured backgrounds and imagery where the standard logo would be difficult to read.

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Standard logo

Use the corresponding logo for the respective background colours



Secondary logo

Can be used against primary SheDecides colours



Secondary logo

Can be used against secondary colours



Logo

Translations

The logo is translated into 5 languages: Arabic, English, French, Portuguese and Spanish.

However, the logo is open source and can be further translated into additional languages as needed. The colours of the translated logos must not be altered outside of the prescribed logo variations as the colours are what keep the logo recognisable across all five languages.

SheDecides.

Arabic

هي تقرر.

English

SheDecides.

French

ElleDécide.

Portuguese

ElasDecidem.

Spanish

EllaDecide.

Logo

Positioning

To maximise the logo's presence, there is a defined minimum clear space area to be followed when applying the logo to assets.

This applies to the standard and secondary logos as well as all translations.

The clear zone around the logo defines the area into which no other graphic elements, such as text, illustrations, and other visual elements can intrude. The clear space can be disregarded in instances where the logo is part of a sentence and can't afford to have the clear space.

There are no limitations as to where the logo is positioned within an asset or document so long as it stays clear and readable.

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Clear space
Standard logo



Clear space
Secondary logo



Logo

Positioning

Examples of the logo positioned on different assets, following the clear space rule.



Clear space example
Standard logo



Clear space example
Secondary logo

SheDecides.



No clear space

Example of when clear space can be disregarded because the logo is part of the sentence and needs to be close to the text.

Logo

Don'ts



SheDecides.
SheDecides.

Do not stretch or distort



SheDecides.

Do not change the orientation



She
Decides.

Do not stack the letters



SheDecides.



SheDecides.

Do not change the colour



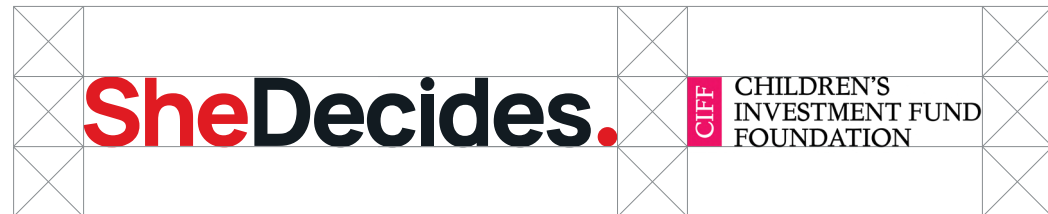
She Decides.

Do not move any of the letters
around

Partner Logos

When our logo needs to sit alongside a partner's logo, the placement needs to be carefully considered. While it is essential that the SheDecides logo stays visible, as a community that amplifies each others' voices, partner logos must never be portrayed as secondary.

Adequate spacing must be left between each partner logo, paying close attention to the clear space previously defined.



Movements and Collectives logos

The SheDecides logo can be adapted to include the name of a country, for movements and collectives that find this useful for their organising.

The country or region sits below the SheDecides standard logo in the Poppins font (Bold).

Always align the left edge of the text to the word 'She' and the base of the text to the guidebox for minimum clear space as shown.



SheDecides.

Using the name SheDecides

Our name should always appear as **SheDecides**, capitalised without a space.

The name should not be italicised or put in single quotation marks.

When used in a sentence, SheDecides remains as one word.

The world is better when SheDecides.

**Creating a world where SheDecides.
Without Question.**

**Only SheDecides about her body, life
and future.**

**We are impatient in our drive for change
and unapologetic in our unwavering
commitment to a world where SheDecides.**

Typography

Main font

Poppins is used as the main typeface for all digital and print applications. It is versatile and extensive with options in line weights and languages.

It is available on the Google Suite and Canva.

[Download Poppins here.](#)

Used in English, Spanish, French, Portuguese, Swahili, Hindi, Nepali.

Aa

Poppins

Thin

Extra Light

Light

Regular

Medium

Semibold

Bold

ExtraBold

Black

A B C Č Ć D Đ E F G H I J K L M N O P Q R S Š T U V
W X Y Z Ž a b c č ć d đ e f g h i j k l m n o p q r s š t
u v w x y z ž आ ई ऊ ऋ ॠ लृ ए औ अं अँ क ख ग घ ङ च
छ ज झ ञ ट ठ ड ढ ण त थ द ध न प फ ब भ य र व ळ श ष
स ह 1 2 3 4 5 6 7 8 9 0 0 1 2 3 4 5 6 7 8 9 ' ? ' " ! " (%)
[#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . * ₹

Typography

Fonts for translations

For languages where Poppins is not supported, such as Arabic and Bengali, the font family Noto Sans will be used,

[Download Noto Sans here.](#)

English

**SHOULD BIRTH
CONTROL BE FREE?**

POPPINS

Spanish

**¿DEBERÍAN SER
GRATUITOS LOS
ANTICONCEPTIVOS?**

POPPINS

French

**LE PLANNING
FAMILIAL DOIT-IL ÊTRE
GRATUIT ?**

POPPINS

Portuguese

**O CONTROLE DE
NATALIDADE DEVE
SER GRATUITO?**

POPPINS

Swahili

**HUDUMA YA UZAZI
WA MPANGO BILA
MALIPO?**

POPPINS

Hindi

**क्या गर्भनिरोधक
निःशुल्क होना चाहिए?**

POPPINS

Nepali

**के जन्म नियन्त्रण विधिहरू
निः शुल्क हुनु पर्छ?**

POPPINS

Arabic

**ما إذا كان ينبغي أن يكون
تحديد النسل مجانياً؟**

NOTO SANS ARABIC

Bengali

**জন্মনিয়ন্ত্রণ কি
বিনামূল্যে হওয়া উচিত?**

NOTO SANS BENGALI

Typography

In use

Headlines

Use Poppins Extrabold/Bold for headlines and featured text such as pull quotes. Uppercase or Sentence case.

Subheader

Poppins Bold/Semibold/Medium. Sentence case.

Body text

Poppins Medium/Regular. Sentence case.

SheDecides.

SheDecides.
**IS A GLOBAL
MOVEMENT**

Stand up and speak out

There are currently core teams of movement organisers working in 27 countries around the world, guided by the vision of a world where girls and women decide about their bodies, their lives, their futures. Without question. Find action near you.

Typography

Graphic elements



Highlighted text

Putting a solid shape behind text to emphasise headlines or subtitles.



Changing orientation

We can play around with the position of text by laying it out horizontally, vertically or diagonally depending on what the asset layout calls for.



Color changes

Using different colours to highlight important words. Use this sparingly in a sentence only to provide emphasis.

Typography

Don'ts

Don't outline text

Refrain from using the outlined text as seen in our previous visual identity. This tends to be difficult to read.

Don't emphasise random letters

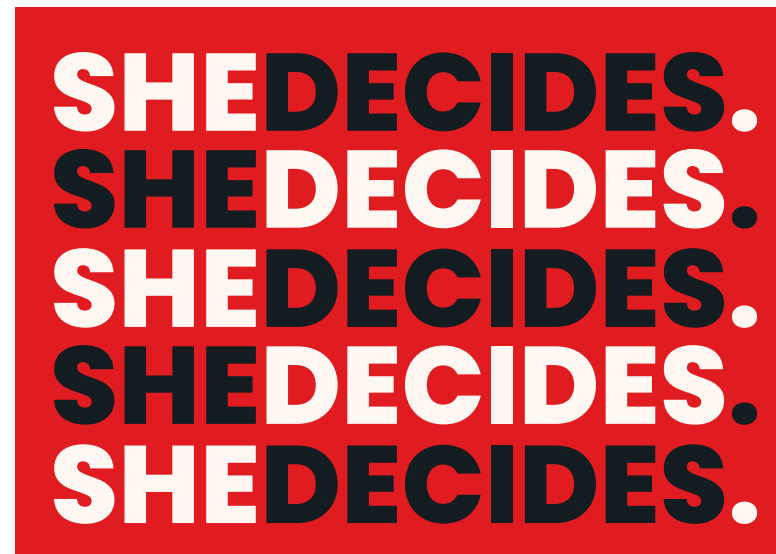
When using colour to emphasise certain text or letters, make sure that the letters spell coherently and are not done randomly. It is best to highlight words rather than individual letters.

SheDecides.

Instead of this...



Try this!



Colour

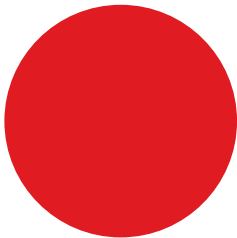
Primary palette

Our colour scheme is bold, striking and non-gendered.

The primary palette consists of our recognisable bold red, white, and charcoal grey which is to be used prominently on most SheDecides communications.

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

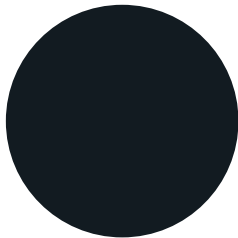
Bold Red



#e01b22

R	224	C	0
G	27	M	100
B	34	Y	100
		K	5

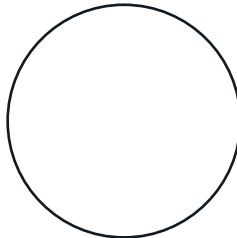
Charcoal Grey



#121b21

R	18	C	20
G	27	M	0
B	33	Y	0
		K	100

White



#ffffff

R	0	C	0
G	0	M	0
B	0	Y	0
		K	0

Colour

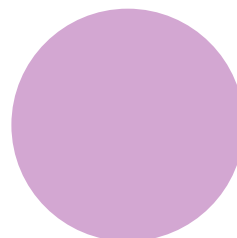
Secondary palette

The secondary palette is an expanded selection of bright, non-gendered colours that are fresh, youthful, and alive. These were first introduced on SheDecidesDay 2021 for the #TakeYourSeat campaign and now serve as a supplementary colour scheme for SheDecides visuals.

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SheDecides.

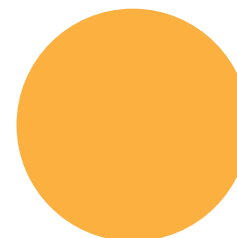
Purple



#d3a7d2

R	211	C	19
G	167	M	41
B	210	Y	0
		K	0

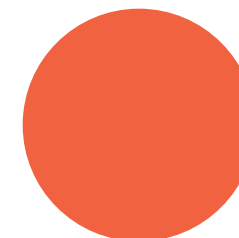
Yellow



#fbb040

R	251	C	0
G	176	M	37
B	64	Y	80
		K	0

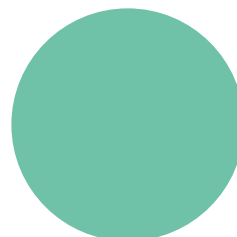
Orange



#f16241

R	241	C	0
G	98	M	73
B	65	Y	74
		K	0

Green



#6fc1a7

R	111	C	58
G	193	M	0
B	167	Y	43
		K	0

Cream



#fff7f1

R	255	C	0
G	247	M	4
B	241	Y	6
		K	0

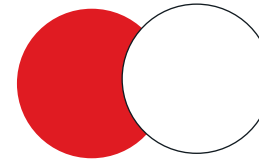
Colour

Combinations

The primary palette shall be used on general communications but may be highlighted with select colours from the secondary palette. Adjusting the colour ratios is key to differentiating campaigns while still staying consistent and recognisable.



#e01b22 #121b21



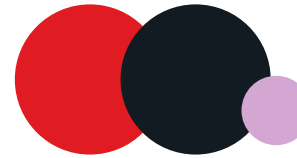
#e01b22 #ffffff

Suggested combinations

Primary palette

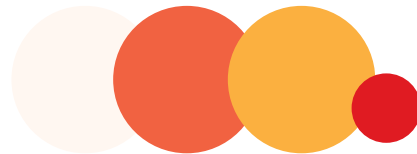


#e01b22 #121b21 #fbb040

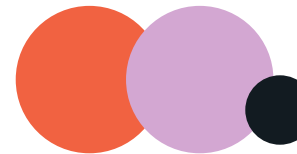


#e01b22 #121b21 #d3a7d2

Primary + accents of secondary palette



#fff7f1 #f16241 #fbb040 #e01b22



#f16241 #d3a7d2 #121b21

Secondary + accents of primary palette



#6fc1a7 #f16241 #fbb040 #e01b22

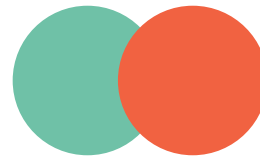


#f16241 #d3a7d2 #fbb040 #121b21

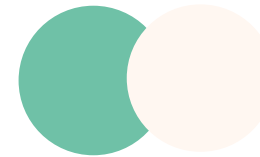
Colour

Don'ts

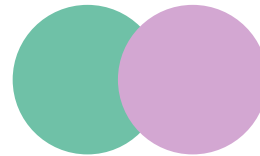
Some colour combinations to avoid as they stray too far from the visual identity when used on their own.



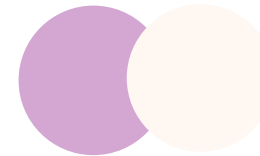
#6fcl1a7 #f16241



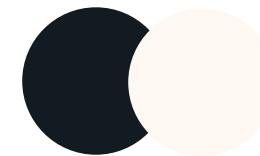
#6fcl1a7 #fff7f1



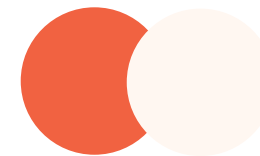
#6fcl1a7 #d3a7d2



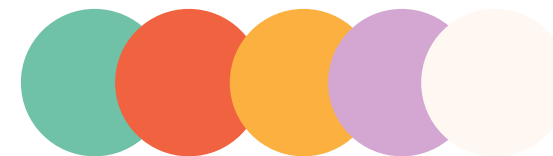
#d3a7d2 #fff7f1



#121b21 #fff7f1



#f16241 #fff7f1



#6fcl1a7 #f16241 #fbb040 #d3a7d2 #fff7f1

Avoid using these combinations especially without the primary palette

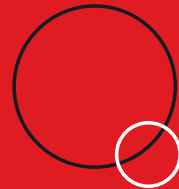
Use the full secondary palette **only** for Take Your Seat specific assets

Elements

Shapes

The most distinct shape used throughout SheDecides' branding is the circle. It represents the full stop at the end of our logo, emphasising the assertiveness of women and girls' right to decide.

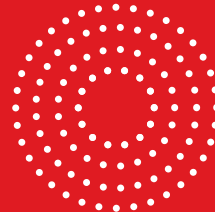
We have expanded the treatment of the circle and other shapes to better represent our refined values. These introduce flexibility and playfulness to our identity.



Standard use of circles



Intersectionality, unity, solidarity



Concentric circles = wide global reach

Small circles making up new shapes = individuals coming together

Elements

Shapes

We've also introduced shapes based on typographic elements which were derived from different languages and alphabets to highlight our global community.



Shapes taken from diacritics of global alphabets representing the worldwide community



Use of punctuation to play around with shapes

Elements

Illustrations

Integrating illustrations into our identity has become an effective way of communicating messaging especially to new and younger audiences.

Our main illustration style is minimalist, using a mix of our primary and secondary colour schemes.



SheDecides.



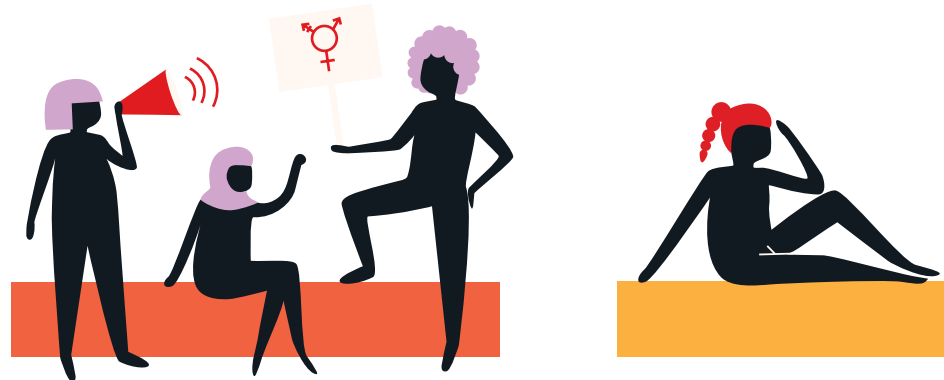
Elements

Illustrations

The Figures

Our illustrated figures are drawn as silhouettes (mostly of women and girls, with some portrayals of men.) The bodies are in Charcoal Grey and the hairstyles and headpieces are either in our Bold Red or one of the secondary colours.

The figures are portrayed as simple silhouettes unless the messaging specifically calls for it. An example of this would be messaging around a woman's right to choose how she dresses – in which case depicting clothing would be key to the illustration. The silhouettes of the figures vary in body shapes and size and the hairstyles must always showcase diversity.



Elements

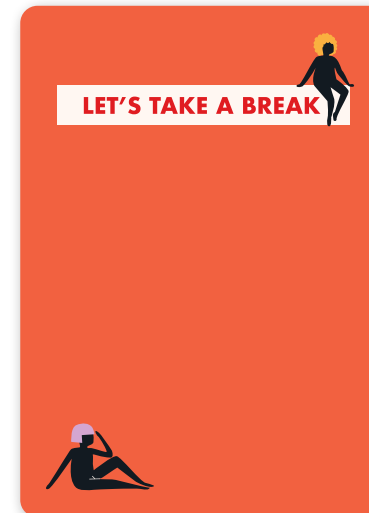
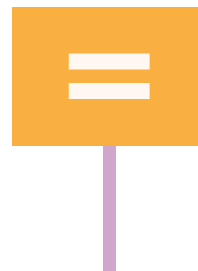
Illustrations

Icons

Other illustrative elements are done in the similar minimalist style using the colour palettes and brand shapes. Illustrations use filled-in shapes without outlines.

Colour usage

The primary palette is used for general comms that we want in the main SheDecides visual identity. The secondary palette (or certain combinations from it) is integrated in campaigns and other assets.



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Elements

Glyphs and diacritics

The identity incorporates typography by using letters, glyphs and speech symbols of different languages to direct the layout of graphics. It is a nod to the global reach of the SheDecides community via strong, bold visuals.

These glyphs can be used as small shape elements scattered across the asset or as large elements that define the text layout and spacing of the assets.



Youth Accountability Panel



Elements

Layout

With text heavy documents created with printing in mind, refrain from using a coloured background. Use a white background with the elements neatly laid out without distracting from the main text.

Heading

Sub-heading

Body

Logo with clear space



Visual elements in secondary palette

Singular figure illustration

Photography

The use of photos must be relevant and effective to the message we're aiming to portray.

SheDecides is a movement across more than 60 countries and photography when talking about the movement at the global level must be representative of that diversity. When talking about action in a specific community or country, imagery / photography should foreground (people who identify as women and girls) those from that country or community

Photography should feel human and support the stories we're sharing – real faces and real places reflecting the women and girls whose rights are the centre of all we do.

Consent is an essential part of all photography used. Please ensure you have direct permission and usage rights to any imagery you are using. Due care and diligence should be taken to ensure that imagery is not (inadvertently) sexualising children or presenting children or women as “victims”.

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