

MEDIA KIT

guidelines on:
logos,
branding
& social media



LOGO OVERVIEW

The primary logo:



The secondary logo:



The social media badge:





LOGO EXPLANATION

The primary logo should be used in all official capacities. Do not distort, crop, modify or use a screenshot of the logo. If the background of your document or image makes the logo difficult to see, use the full black or full white version of the logo.



The secondary logo should be used only if the formatting of a document or image does not allow for the primary logo. It should also be used when published directly along side the YWL logo.



**Global Network of
Women Peacebuilders**

The social media badge should only be used for social media and infographics, or a watermark on publications.



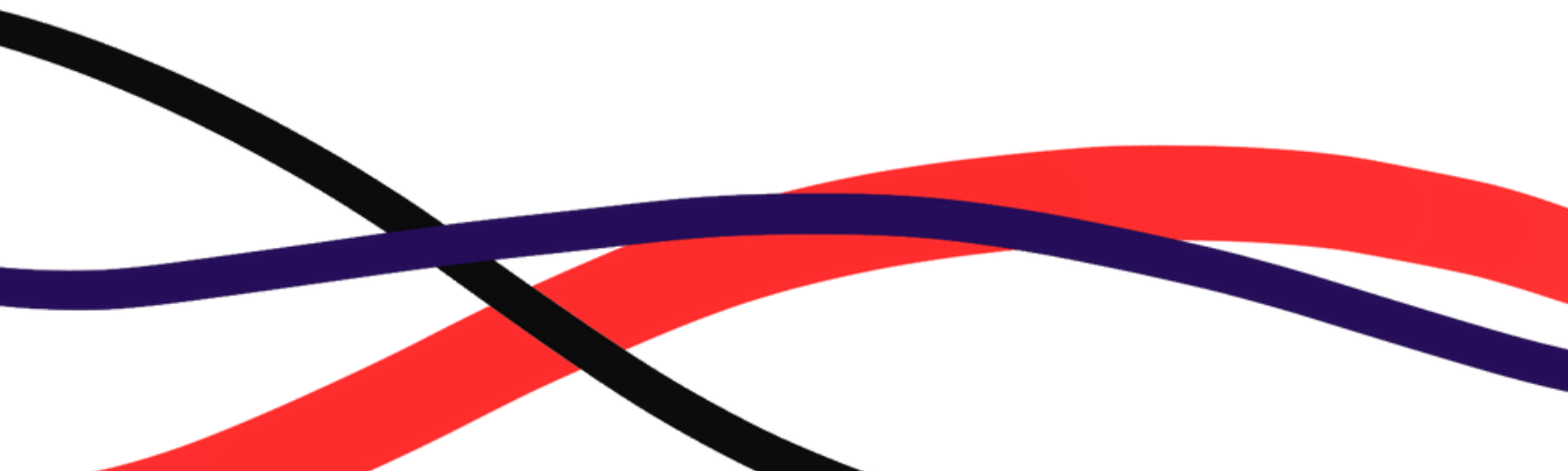


YWL LOGO OVERVIEW

The primary logo:



The social media badge:





YWL LOGO EXPLANATION

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**young
women
leaders**

For Peace

The social media badge should only be used for social media and infographics, or a watermark on publications.





GNWP & YWL LOGOS

The GNWP and YWL logos published side-by-side should always appear as such:



The GNWP logo should be first, with significant spacing between the two logos. Do not distort the size or crop the logos. The GNWP should be larger than the YWL, but both logos should have the same height when shown side-by-side.

Downloadable [logos are available here.](#)





Branding

GNWP's official color:

- GNWP's primary color is purple (#351a67) and should be used for all official titles.
- GNWP's secondary colors are dark purple (#141836), pink (#da2b36), grey (#e2e3e4), and white (#ffffff).

GNWP's official font:

- Titles: Hypatia Sans Pro / Usual (same as logo)
- Font: Arial

Engage with us on social media:
@GNWP_GNWP



If you have questions or inquiries, please contact
GNWP at: katrina@gnwp.org.