

YESSHECAN CAMPAIGN

BRAND GUIDE



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THE CLIMB IS OUR STORY

OUR MISSION

Our mission is to empower, inspire, and share the stories of girls, young women, and youth who are overcoming adversity while striving to complete their education

OUR VISION

We envision a world where every girl, young woman, and youth will have the tools and resources to accomplish their goals and dreams. A world where opportunities and resources do not have a price tag. A world where girls, young women, and youth are empowered and able to reach their full potential.

OUR STORY

YesSheCanCampaign inspires young people to be extraordinary and to change the world

We believe that all students should have the tools, resources, and opportunities to achieve their goals and dreams

Our organization uses live events and technology to provide educational resources, programming, and professional development to students nationwide

We provide opportunities and resources through our programs. At the YesSheCanCampaign, we believe the climb is our story!

YesSheCanCampaign BRAND

Our brand reflects the successes and hardships associated with the climb. YesSheCanCampaign purpose is to inspire and empower girls, young women, and youth, everywhere to push beyond all limitations and work towards pursuing their education.

YesSheCanCampaign is about helping girls, young women, and youth find their purpose in life.

We are preparing girls, young women and youth for the real world. We are ensuring that students understand about the endless opportunities that our country has. YesSheCanCampaign is about not being average. We understand that it takes sacrifice to get to where we want to be in life.

YesSheCanCampaign MINDSET

Climbing together! Not climbing individually

YesSheCanCampaign brand represents our mission, values and identity. This guide explains the elements of the YesSheCanCampaign brand and identity guides for style and logo use, and specifications for reproduction.

These applications include all printed collateral, advertising, presentations, news media and signage. Any questions regarding the use or application of the YesSheCanCampaign brand style guide should be directed to: zaniyalewis@yesshecancampaign.org

OUR NAME

The proper name of our organization is

YesSheCanCampaign

Or

#YesSheCanCampaign

YesSheCanCampaign proper name should be written correctly in all materials including press releases, flyers, emails, chapters etc.

INCORRECT USAGE OF OUR NAME

~~Yes She Can~~ × using incomplete name

~~Yes She Can Campaign~~ × adding spaces to the name

~~YESSHECANCAMPAIGN~~ × all caps

~~yesshecancampaign~~ × all lowercase

~~Yesshecancampaign~~ × only first letter capitalized

OUR LOGO



The logo refers to the YesSheCanCampaign Brand. There is only one approved logo that may be used on any marketing materials as well as on the [YesSheCanCampaign](#) website

INCORRECT USAGE



CUT-OFF



WARPED



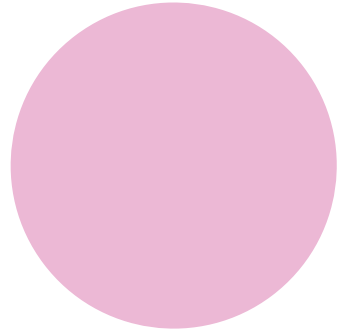
SPECIAL EFFECTS



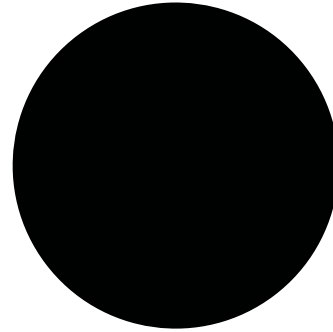
COLOR CHANGE

COLORS

PRIMARY COLORS

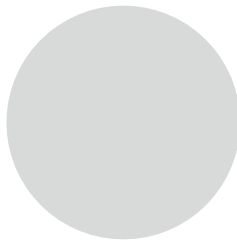


PINK
#ffb6f3

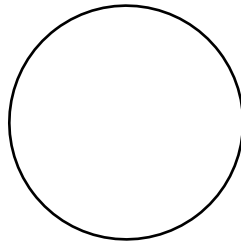


BLACK
#000000

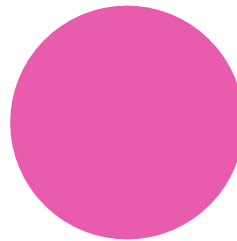
SECONDARY COLORS



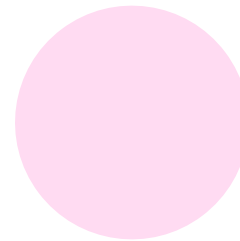
LIGHT GREY
#d9d9d9



WHITE
#ffffff



HOT PINK
#ffb6f3



LIGHT PINK
#ffdbf2

FONTS

PRIMARY FONTS.

MONTSERRAT EXTRA BOLD

MONTSERRAT BOLD

MONTSERRAT REGULAR

Montserrat is a free font available on google fonts. It can be used for main headlines, sub headlines, titles, and storytelling

SECONDARY FONTS.

YRSA REGULAR

YRSA BOLD

Yrsa is a free font available on google fonts. It can be used for body copy, content, forms, email addresses. The font size should be set to a minimum of 12pt

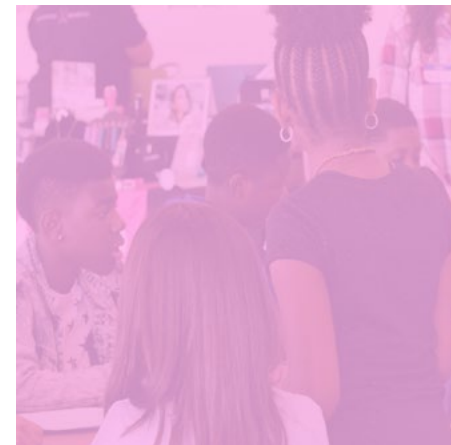
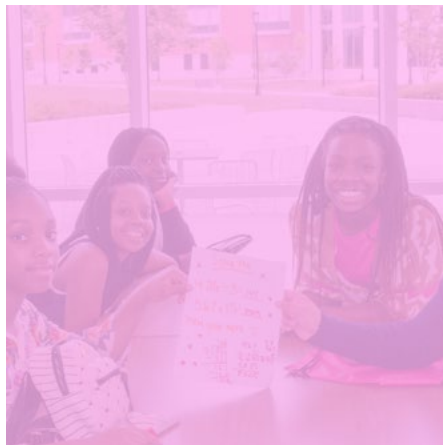
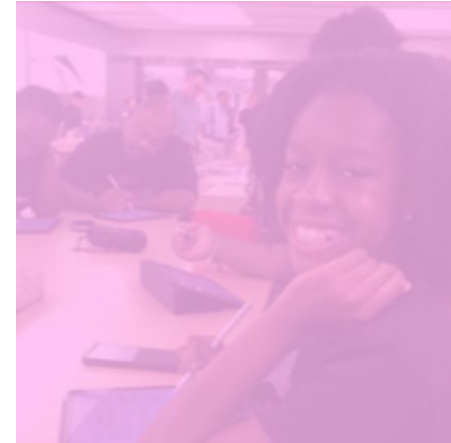
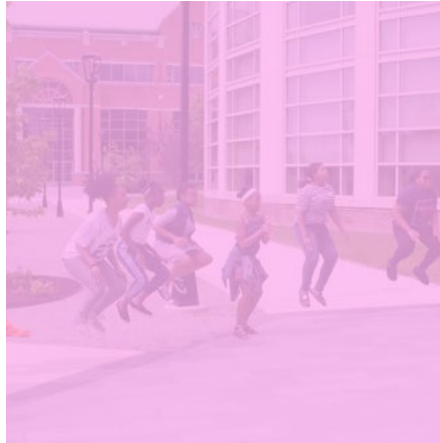
CONTENT STRATEGY

YesSheCanCampaign is a 501(c)(3) youth-led non-profit organization that uses live events and technology to provide educational resources and professional development to girls, young women, and youth nationwide.

YesSheCanCampaign was founded by Zaniya Lewis during her freshman year of college. Since its launch in 2016, the nonprofit organization has reached 2,000+ students nationwide, volunteered 15,000+ hours, won five national awards, and won one international award.

YesSheCanCampaign's five pillars are **EDUCATION, SERVICE, OPPORTUNITY, ADVOCACY,** and **EMPOWERMENT**. We believe through our five pillars, girls, young women, and youth will have the resources to climb despite the obstacles.

IMAGE USE



All images should reflect the positivity and enthusiasm of our organization. Images should be in high resolution and never grainy. A pink filter can be applied to images using our brand specific color. Avoid using stock photos or any images that feel forced and unnatural

SOCIAL MEDIA

Social Media posts for YesSheCanCampaign should have a message consistent with our brand values. The tone should convey our five pillars of education, service, opportunity, advocacy, and empowerment

Each post should include the hashtag #YesSheCanCampaign and a link in bio





LETS CLIMB TOGETHER