MEDIA KIT

# Women Powering Change
# *Brand Guidelines*

Logos, colors, fonts, and key messages for partners, sponsors, vendors, and press. Please use these whenever you feature Women Powering Change Florida.

## ABOUT US

### Short description

Women Powering Change Florida brings women, businesses, and community together to turn shared talents and resources into meaningful change, supporting one local cause every quarter.

### Full description

Women Powering Change Florida is a collective of women empowering each other to drive positive social, economic, and cultural change in our communities. We unite women of all backgrounds, women-owned businesses, and local partners to support one local cause each quarter across four focus areas: women, animals, children, and disaster relief.

## LOGO




**Primary logo**
Full color. Use this whenever possible.




**Secondary logo: navy**
For light backgrounds when full color isn't possible.




**Secondary logo: white**
For dark backgrounds and photos.

Keep clear space around the logo of at least one quarter of its width. Don't stretch, rotate, recolor, or add effects to it.

## COLOR PALETTE

**Change Pink**
**#CF2381**
Headlines, buttons, highlights

**Florida Teal**
**#39A9B2**
Accents, labels, icons

**Deep Navy**
**#123F59**
Text, one-color logo

**Spark Gold**
**#F2B544**
Small accents only

**Warm Cream**
**#FDF8F4**
Backgrounds

**White**
**#FFFFFF**
Backgrounds, logo on dark

## TYPOGRAPHY

### Fraunces

Headlines & quotes

Aa Bb Cc Dd Ee Ff Gg *Italic for emphasis*
abcdefghijklmnopqrstuvwxyz 1234567890

### Plus Jakarta Sans

Body text, buttons & labels

Aa Bb Cc Dd Ee Ff Gg **Bold for labels**
abcdefghijklmnopqrstuvwxyz 1234567890

Both fonts are free from Google Fonts. If they aren't available, use Georgia for headlines and Arial for body text.

## KEY MESSAGES

| | |
|---|---|
| SIGNATURE | Fueling Women. Sparking Change. |
| PROMISE | Women United. Businesses Empowered. Communities Transformed. |
| CALL TO ACTION | Choose Purpose. Lift Others. Create Impact. |
| OUR MODEL | One Local Cause. Every Quarter. |
| INVITATION | Every woman has something valuable to give. |

## OUR MISSION

Women Powering Change is a collective of women empowering each other to drive positive social, economic, and cultural change in our communities.

## HOW WE WORK

Each quarter we choose one local cause and combine our talents, businesses, and resources to help it move forward. Our focus areas are:

**Women • Animals • Children • Disaster Relief**

## OUR VALUES

**Empowerment**
**Community**
**Integrity**
**Impact**
**Growth**
**Courage**

## LEADERSHIP

### Terra Tominelli, Founder & President

Lifelong entrepreneur, educational innovator, and community advocate with more than 25 years in education and eight years in fashion. Founder of TerraNichol Academy of The Arts and Pink Sebastian Boutique, and Sierra Club Citizen of the Year.

## CONNECT WITH US

| | |
|---|---|
| **Website** | womenpoweringchange.netlify.app |
| **Email** | contactwpc941@gmail.com |
| **Area** | Sarasota–Manatee, Florida |

Scan to learn more and get involved. The QR code is high-contrast and error-tolerant, so it is safe to print on flyers, banners, and table signs at 2.5 cm (1 inch) or larger.