



BRAND GUIDE

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BRAND IDENTITY



About Us

Days For Girls International is an award-winning NGO that works to shatter stigma and limitations associated with menstruation for improved health, education and livelihood outcomes. To date, Days For Girls has reached more than 2 million women and girls in 144 countries on 6 continents with quality, sustainable menstrual care solutions and health education.



DfG PADS

DfG pads are a beautiful, washable, sustainable solution to managing menstruation. Period kits are delivered along with vital menstrual health education.



HEALTH EDUCATION

Our training is designed to help advocates deliver menstrual health education in the field, including a version for boys and men.



SOCIAL ENTREPRENEURS

We help local leaders establish sustainable businesses that produce and sell menstrual products and provide health education.



POLICY & ADVOCACY

DfG partners with governments, coalitions, and other development stakeholders to advance global menstrual equity.

Mission & Vision

Mission: At Days For Girls we are turning periods into pathways. We increase access to menstrual care and education by developing global partnerships, cultivating social enterprises, mobilizing volunteers and innovating sustainable solutions that shatter stigma and limitations for women and girls.

Vision Statements:

- Our vision is to create a world with dignity, health and opportunity for all.
- We believe in a world where periods are never a problem.
- We envision a world where menstruators have knowledge, products and supportive environments to manage their periods.



Our Story

Days for Girls began in 2008 when Founder and CEO, Celeste Mergens, was working with a foundation in Kenya assisting an orphanage in the outskirts of Nairobi. In the wake of historic post-election violence, the population at the orphanage had swelled from 420 children to 1,400.

Upon inquiring about the menstrual health practices of the many girls present in the orphanage, Celeste learned that girls were sitting on cardboard for several days each month, often going without food unless someone would bring it to them. This set into motion her first intervention - disposable pads. But Celeste and her team quickly discovered a major problem - without assurance of funds for ongoing purchase, nor any place to dispose of the pads, this was not a viable or sustainable solution. It was time for plan B: a washable, long lasting pad users could count on month after month.

The first Days for Girls Kits were quite different from the design we use today. Each of the 30 iterations that followed would be informed by extensive feedback and designed to meet unique cultural and environmental conditions in communities throughout the world. What would eventually become clear in the years following Days for Girls' beginning was just how much of a difference that hygiene solutions make in assisting women and girls to break the cycle of poverty and live lives of dignity.

The next step was to develop a health education curriculum that would be included in each distribution. With both the design and curriculum in place, the final stage was to launch a social entrepreneur program to enable local women to earn income doing what they would be willing to do for free: serve as local leaders to ensure menstrual wellness education by starting their own Days for Girls business.

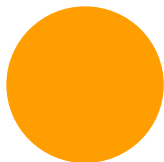


BRAND COLORS

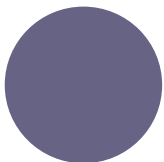


Brand Colors

Primary Colors



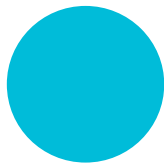
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Plum #676385

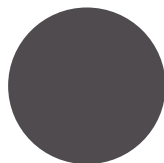


Red #EA563D

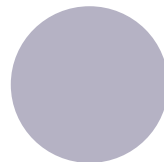


Teal #00BCD9

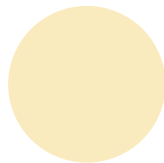
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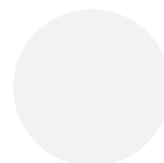
Graphite #4F4B4E



Light Purple #B5B2C4

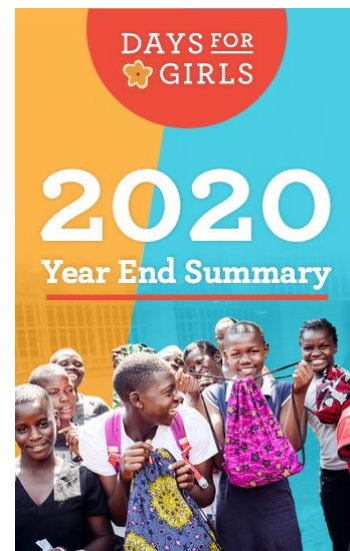
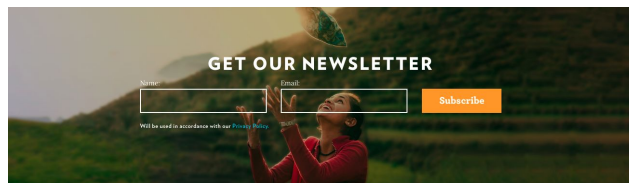
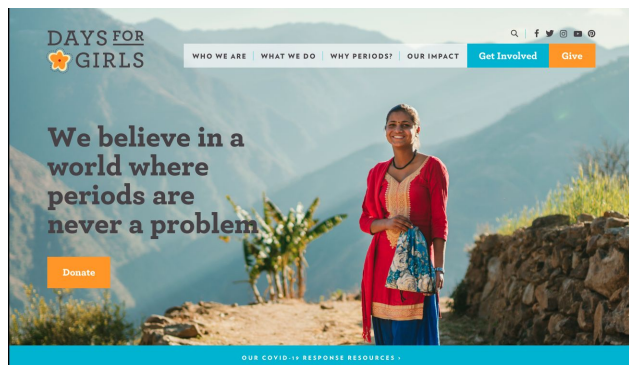


Shell #FAEBBF



Silver #F2F2F5

Color Palette In Use





LOGO USE AND PERMISSIONS

Logo Files

The Days For Girls logo is protected by copyright and trademark. A copy of the logo must be obtained only from the DfGI Communications department and any request should be in writing.

It is recommended that you use the .PNG version for the web. In most cases, this format is the best file to use because the background is transparent.

For printed materials, use the .EPS version.



Logo Instructions

The dark logo must appear on a white or light colored backgrounds only (encompassing all of the flower, stitching and the wording). *See example -->*



The white logo must appear on dark background or dark colored backgrounds only (encompassing all of the flower, stitching and the wording). *See example -->*



No border should ever be used around the logo



BRAND VOICE

Keywords & Phrases

Use the following keywords when talking about DfG:

- Girls, women, menstruators
- Men Who Know
- Ambassador of Women's Health (AWH)
- Menstrual products
- Menstrual health (MH)
- Menstrual health and hygiene (MHH)
- Menstrual solutions (when talking about menstrual products in general)
- DfG Pads (when talking about DfG products)
- Washable pads

Use the following phrases when talking about DfG:

- Days For Girls International is an award-winning NGO.
- We believe in a world where periods are never a problem.
- Our vision is to create a world with dignity, health, and opportunity for all.
- Every Girl. Everywhere. Period.
- Shatter stigma and limitations associated with menstruation for improved education and livelihood outcomes.

Words We Like



- ✓ Menstrual Health AND Hygiene (MHH)
- ✓ Menstrual Health
- ✓ Women and girls
- ✓ Menstruators
- ✓ Menstrual solutions (when talking about menstrual products in general)
- ✓ DfG Pads (when talking about DfG products)
- ✓ Female Genital Cutting
- ✓ Washable Pads



- ✗ Feminine Hygiene
- ✗ Menstrual Hygiene
- ✗ Female Genital Mutilation
- ✗ Reusable Pads



SOCIAL MEDIA GUIDELINES

Social Media Code of Conduct

Please respect the following code when posting about Days for Girls on social media:

- Do NOT use any religious or political language.
- Be respectful of others in your posts and comments -- do not post hateful comments or use divisive language in your posts.
- Avoid use of photos showing a volunteer with the people who are receiving the DfG Kits and/or the use of visual content or messaging that portrays beneficiaries as being “saved” or “rescued.”
- Avoid showing photos that portray suffering, or show subjects appearing sad and dejected. Instead, focus on photos that are inspiring, uplifting and frame subjects in a positive light.

Social Media Hashtags

When posting on social media about DfG, please tag @daysforgirls and use some of our recommended hashtags:

- #DaysforGirls
- #EveryGirlEverywherePeriod
- #MenstruationMatters
- #MenstrualHealth
- #EndPeriodPoverty
- #MenstrualEquity
- #MenstrualMovement
- #PeriodPositive
- #GenderEquality





Days For Girls INTERNATIONAL

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DAYSFORGIRLS.ORG

  **@DAYSFORGIRLS**