

## Woman-Owned Brand Identity Media Kit

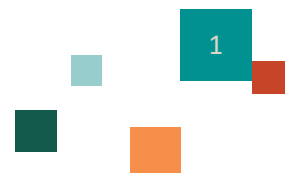
Welcome and thank you for declaring yourself as a Saskatchewan woman-owned business! By signing on, you are eligible to utilize the Brand Identity to help support and promote local women entrepreneurs.

This brand identity is has been created the to inspire and empower women entrepreneurs to celebrate themselves and their achievements.

*Our ask:* To **continually** share your involvement as an official Woman-Owned business in Saskatchewan via your channels (social media, web, email, etc.). In addition to publishing your own content, we ask that you invite/tag other Saskatchewan businesses you think should join. Let's grow this initiative, together!

### **As an official ambassador of these identities, you'll receive:**

- Brand kit, complete with Brand Guidelines and multiple logo variations.
- A customizable brand identity image for use on your social media.
- A Media Kit, full of suggested copy to accompany your social posts.



## Media Kit & Resources

On this page, you will find a link to your customizable social image, as well as a few examples of suggested copy to use to accompany your social post or email. However, please feel free to craft your own personalized content instead.

Be sure to tag us (@WESK306) in your posts!

### Woman-Owned Saskatchewan Business

Customizable Template available here: [https://docs.google.com/presentation/d/1k\\_h4FoFN2eQ9B-2x1mBTVs6LGvCeRsaAQix02oKIKvc/edit?usp=sharing](https://docs.google.com/presentation/d/1k_h4FoFN2eQ9B-2x1mBTVs6LGvCeRsaAQix02oKIKvc/edit?usp=sharing)

#### **How to Customize your Image:**

1. Open the link above (will open in Google Slides)
2. Select “File” and select “Make a copy” to copy the template into Google Slides (must sign-in to a Google Account to be able to do this)
  - a. If you do not have a Google account, Select “File” and then “Download” to Microsoft PowerPoint (or similar program)
  - b. **Note: if you are downloading to PowerPoint, some parts of the image may have moved. Be sure to compare to the Google Slides image and adjust to match.**
3. Replace the current photo with a photo of yourself (or your team), and add your business name/logo where indicated
4. Save the image as a .png
5. Post to your desired social channels

#### **Suggested Copy (Woman-Owned Business):**

1. I’m thrilled to announce my involvement with WESK as an ambassador of the official Woman-Owned Saskatchewan Business brand identity! Through this initiative, local majority woman-owned businesses can now loudly and proudly be identified, making it so much easier to support woman entrepreneurs. Now, it’s your turn! If you’re a majority woman-owned business, you can become an official woman-owned Saskatchewan Business too!

Learn more here: <https://wesk.ca/women-owned-business-brand-identity-about/>

2. Hey Saskatchewan Woman Entrepreneurs – I have exciting news for you! WESK has publicly launched a brand identity specific to Woman-Owned Saskatchewan Businesses. Through this initiative, local majority woman-owned businesses can now loudly and proudly be identified, making it so much easier to support woman entrepreneurs.

I've become an ambassador of this brand, and I'm excited to help take this exciting initiative province-wide! If you're a majority woman-owned business, get involved below.

Learn more here: <https://wesk.ca/women-owned-business-brand-identity-about/>

3. I'm an Official Woman-Owned Saskatchewan Business! And you can be too! WESK's newly announced Woman-Owned Saskatchewan Business brand identity serves as a catalyst to inspire and empower women entrepreneurs to celebrate their achievements. I hope you will join me!

Learn more here: <https://wesk.ca/women-owned-business-brand-identity-about/>