

Charter Champion Brand Identity Media Kit

Thank you for your commitment to moving the needle towards closing the gender entrepreneurship gap. You are making history! By signing on, you are eligible to utilize the Brand Identity to help support and promote local women entrepreneurs.

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

As a Charter Champion, 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!

Charter Champion

Customizable Template available here:

<https://docs.google.com/presentation/d/1yL06DLZtInDQ3FDQocN0WpJDaJqRYa79kDe0yhvBzTE/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. Add your business name/logo where indicated
4. Save the image as a .png
5. Post to your desired social channels

Suggested Copy (Charter Champions):

1. {Organization's name} is pleased to announce that we are an official Saskatchewan Women Entrepreneur Charter Champion!

WESK publicly released the Woman-Owned Business Brand identity, which makes it easy to identify and support our local woman entrepreneurs. Champions of woman entrepreneurs (like us) can show their support by signing the Charter. Learn more below! <https://wesk.ca/get-involved/sk-women-entrepreneurship-charter/>

2. {Organization's name} is an official Champion of Women-Owned Saskatchewan Businesses!

As part of this new initiative from WESK, organizations can now sign up to show their support of our local woman entrepreneurs. We hope you will join us! Learn more below! <https://wesk.ca/get-involved/sk-women-entrepreneurship-charter/>

3. BIG News WESK has released a Charter for corporations to sign showing their dedication and support to Saskatchewan Women Owned Business.

The Charter contains four principles that corporations commit to. These principles help advance women-owned business and close the gender gap. I hope you will join us in signing the Charter! Learn more below. <https://wesk.ca/get-involved/sk-women-entrepreneurship-charter/>