

WUI Brand & Partnership Logo Guidelines

BRAND GUIDELINES: Publicizing Our Partnership

WOMEN Unlimited, Inc. (WUI), The **Women's Organization for Mentoring, Education and Networking** encourages its Corporate Partners to use these [Brand Guidelines](#) to showcase our partnership on your company website, in corporate recruitment collateral, in promotional materials, and in professional social media profiles. We invite you to share your commitment to developing female talent by using the below [WUI Brand Guidelines](#).

To reciprocate, WOMEN Unlimited Inc. will publicize its partnerships by showcasing Corporate Partner logos/names.

WUI LOGO

To request a copy of the WUI logo, please email skendrick@women-unlimited.com and include details of intended use. We will provide art/image specifications and JPEG.

WUI NAME

WOMEN Unlimited, Inc., The **Women's Organization for Mentoring, Education and Networking**

LINKING TO OUR WEBSITE

We invite Corporate Partners to hyperlink directly to the WOMEN Unlimited website. Contact skendrick@women-unlimited.com to share intended use of linking and for assistance.

WUI CONTENT FOR USE IN PARTNER MATERIALS & WEBSITE

**Accompanied with WUI logo*

About WOMEN Unlimited, Inc.

WOMEN Unlimited, Inc. partners with organizations that are focused on gender parity and committed to developing a more diverse talent pipeline. We involve all key players: Senior sponsors, managers, mentors, and the selected female talent - with development benefits realized by each. The *WUI Matrix Platform for Parity* incorporates mentoring, educational and networking opportunities, providing unique development experiences for female talent resulting in sustainable business impact and results.

SHARING ON SOCIAL MEDIA

To share your engagement with WOMEN Unlimited, Inc., participants, mentors, and speakers may post the following on social media profiles:

**Accompanied with WUI logo*

WOMEN Unlimited, Inc. Alumnae, Program Name and YEAR

Speaker for WOMEN Unlimited, Inc. Program Name and YEAR

Mentor in WOMEN Unlimited, Inc. Program Name and YEAR

Example:

FOLLOWING WUI ON SOCIAL MEDIA

Follow us on social media platforms to receive the latest in articles and other informative information about gender parity initiatives and ideas. Feel free to cross post our activities.

[Twitter](#)

[Facebook](#)

[LinkedIn](#)

Hashtags – #genderparity #partneringforparity #fearlessfuture

When Posting About a WUI Experience on Social Platforms:

- ‘Follow’ our WOMEN Unlimited, Inc pages on LinkedIn, Twitter, and Facebook (links above)
- When sharing about us, use the full name, **WOMEN Unlimited, Inc.**
- **Tag** WOMEN Unlimited, Inc.
- When posting your affiliation with WUI, use the name of the program with which you are engaged *using the format shown here: **The FEW, LEAD or IMpower***
- *Note that WUI does not encourage sharing the images of others without their express, written consent, nor does WUI have control over this activity.*

PARTNER PROFILES: Sharing Your Organization’s Logo & Name

When a Corporate Partner agrees to allow WOMEN Unlimited, Inc. to share the company name and logo, WUI showcases the commitment that the organization has made to further the successes of female talent and parity.

Corporate Partner logos may be showcased in a variety of ways, including:

1. **On our www.women-unlimited.com website.** This allows your company’s logo to be added to the impressive list of other committed corporate partners that are demonstrating and amplifying their initiatives in the area of female talent development and gender parity.
2. **In WUI meetings** (whether virtual or in-person) in which managers and mentors from many organizations join together to discuss a topic, allowing attendees to see what companies are ‘in the room’, and to get a sense of the corporate community that they are joining.
3. **On social media posts**, written by WOMEN Unlimited, Inc., to share noteworthy news about a best practice or success that organization and/or leaders have experienced.

CLICK HERE (or contact Your Area Manager) TO OPT OUT OF ALLOWING WOMEN Unlimited, Inc. TO SHARE YOUR COMPANY LOGO. *By doing so, WUI will not use your logo in any way other than internal WUI communications.*

For any Marketing & Communications questions or further guidance, contact Susan Kendrick, at skendrick@women-unlimited.com.