REGIONAL CAMPAIGN FOR THE FULL AUTONOMY OF RURAL AND INDIGENOUS WOMEN IN LATIN AMERICA AND THE CARIBBEAN – 2018

#RuralWomen
women with rights.

GRAPHIC GUIDELINES
The Food and Agriculture Organization of the United Nations (FAO), UN Women, the Central American Agricultural Council of the Central American Integration System (CAC/SICA), Mercosur’s Specialized Meeting on Family Farming (REAF), Brazil’s Special Secretariat for Family Farming and Agricultural Development (SEAD), as well as Uruguay’s General Directorate of Rural Development in the Ministry of Livestock, Agriculture and Fisheries (DGDR/MGAP), are the organizing entities of the campaign #RuralWomen, women with rights.

In 2018, as part of this collaborative initiative, these entities will join efforts, create networks and identify challenges, while sharing experiences and knowledge about the empowerment and full autonomy of rural, indigenous and Afro-descendent women in Latin America and the Caribbean.
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**ANNEXES:** KEY MESSAGES
1. CAMPAIGN STICKER

- The sticker #RuralWomen, women with rights is the main identifier for the campaign and its contents.

- Any person or stakeholder can use this sticker to support the campaign or create their own contents.

- The sticker is available HERE. It is available in 4 languages: Spanish, English, Portuguese and French. To request the translation of the sticker to another language, you can contact: Mujeres-Rurales@fao.org
1. CAMPAIGN’S STICKER

- The campaign also uses the sticker #IndigenousWomen, visible women, in order to highlight indigenous leaders' and women’s points of view on sustainable rural development.

- The sticker responds to the alliance between #RuralWomen, women with rights and the campaign Indigenous women: Make them visible, empower them, an initiative promoted by FAO, the International Forum of Indigenous Women (FIMI), and the News Agency of Indigenous and Afro-descendant Women (NOTIMIA).

- The sticker is available HERE. It is available in 4 languages: Spanish, English, Portuguese and French. To request the translation of the sticker to another language, you can contact: Mujeres-Rurales@fao.org
2. COLOR PALETTE AND FONTS

− The predominant color of the campaign is the same used to identify the 5th Sustainable Development Goal.

− All the contents developed for the campaign consider the use of white backgrounds and simple forms, in order to highlight the grayscale pictures of rural, indigenous and Afro-descendant women.

### Main colors

- **#E8442F**
  - RGB 232,68,47
- **#AF2D23**
  - RGB 175,43,35
- **#3C3C3B**
  - RGB 60,60,59

### Complementary colors

- **#23A38B**
  - RGB 35,163,139
- **#E9BF49**
  - RGB 215,180,45
- **#6A5596**
  - RGB 106,85,150
2. COLOR PALETTE AND FONTS

- In order to increase the consistency of all content, specific **fonts** are used for documents (reports, presentations, agreements, among others) and multimedia contents for social networks.

<table>
<thead>
<tr>
<th>Documents</th>
<th>Social networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Header: <strong>Calibri Bold</strong></td>
<td>- Header: <strong>BEBAS NEUE REGULAR</strong></td>
</tr>
<tr>
<td>- Body text: <strong>Calibri Light</strong></td>
<td>- Body text: <strong>Aller</strong></td>
</tr>
<tr>
<td>- Highlight: <strong>Calibri Light Bold</strong></td>
<td>- Highlight: <strong>DIN 1451 Std</strong></td>
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</tbody>
</table>
3. MAIN BANNER

- The campaign uses a **banner** as a header of all the documents, webpages and informs produced by its organizers.
3. MAIN BANNER

- There is a version of the banner without the organizers' logos, it is available to any person or organization interested in supporting or joining the campaign.
4. MULTIMEDIA CONTENTS FOR SOCIAL NETWORKS

– All the infographs, animations, pictures, videos and other multimedia content produced for the campaign are identified by the sticker #RuralWomen, women with rights.

– They also use the color palette and the fonts defined in this graphic guidelines.

Simple picture

– Grayscale picture, aspect ratio 16:9.

– The campaign’s sticker is in the upper left-hand corner or the lower right-hand corner.

– Copyright.
4. MULTIMEDIA CONTENTS FOR SOCIAL NETWORKS

Photograph with name

- Grayscale picture, aspect ratio 16:9. Copyright.
- Name, occupation and country of origin of the woman in the picture.
- The campaign’s sticker is in the upper left-hand corner or the lower right-hand corner.

© Renata Silva

MARIA HELENA OLIVEIRA
Coffee producer
Brazil
4. MULTIMEDIA CONTENTS FOR SOCIAL NETWORKS

Flyer

- Aspect ratio 16:9.
- The institution’s logo is in the upper left-hand corner and the campaign’s sticker is in the upper right-hand corner.
- Grayscale picture.
- Message.
4. MULTIMEDIA CONTENTS FOR SOCIAL NETWORKS

Animation (GIF)

- Aspect ratio 1:1.
- The campaign’s sticker appears at the opening.
- Message / Grayscale pictures.
- The institution’s logo appears at the closure.
4. MULTIMEDIA CONTENTS FOR SOCIAL NETWORKS

Video

- Aspect ratio 16:9.
- Subtitles for soundless reproduction.
- The campaign’s sticker appears at the opening and the closure of the video.
- The institution’s logo appears after the sticker at the beginning and before the sticker at the closure.
5. PRINTABLE MATERIALS FOR EVENTS

According to the offline component of the campaign, whose actions will be implemented at local and territorial levels, printable materials have been prepared. They are available HERE.

- Roller banner
  200 x 80 cm

- Postcard set
  Rural women and SDGs
  9 x 16 cm

- Folder
  31.7 x 23 cm

- Canvas tote bag
  40 x 30 cm

- Sticker
  9 x 16 cm

- Access card for the web page
  6 x 18 cm
6. CREATION OF NEW CONTENT

- Any person or stakeholder interested in joining the campaign and generating content can find editable templates [HERE](#).

- In order to ensure the consistency of the campaign, it is important that the new products follow this graphic guidelines and are shared to the address: Mujeres-Rurales@fao.org

- Likewise, all products must adhere to the technical guidelines of the campaign, contain proactive messages, use respectful and inclusive language and avoid gender stereotypes.

- For the development of merchandising (pencils, booklets, hats, among others) it is advisable to use only the campaign’s sticker.
ANNEX: KEY MESSAGES

− The 2017 edition of the campaign generated key messages on the relevance of rural women for the achievement of Sustainable Development Goals.

− It is recommended to use these messages as thematic guides for content selection, information management and the creation of new products for the campaign.

− Despite the multiple challenges they face, women play a key role for the empowerment of rural sector.

− Only by exercising their rights, the rural women of our region will be able to unleash their full potential on the path to sustainable development.

− Breaking free from poverty is the starting point for all the people to exercise their right to development.

− Women and their organizations should be an essential part of policy processes aimed to the empowerment of the rural world.
ANNEX: KEY MESSAGES

- Improving livelihoods in the rural world is protecting nourishment of the future.
- In order to guarantee the right to a healthy diet, it is necessary to involve all the actors of the food system, and decidedly rural women, who support the food production in our region.
- In order to fulfill the right to health, comprehensive health systems must be adapted to the physical, mental and social dimensions that affect women and girls.
- In order to exercise their right to health, it is necessary that rural women get benefits from advances in science and the protection of the State.
- Equal access to education is still an unknown reality for a large number of rural women in many countries of the region. This situation impacts on their ability to exercise their autonomy and citizenship.
- Quality education must be a right for everyone equally.
Only if women and men have equal conditions to write their destinies and participate in the public life of their communities, we will be able to build a development model that leaves no one behind.

States must consider the obstacles that women face in tenure and rights to land and other resources, and take steps to ensure adequate legal and policy frameworks.

Women play a key role in food security, due to their knowledge of food production and biodiversity, as well as the management of soils and other resources.

However, they are often excluded from the decision-making processes related to the use and access to natural resources and innovation.

Rural world offers infinite opportunities for employment and economic development.

When societies are fairer, women have equal access to decent work, productive resources, economic decisions and financial services.
<table>
<thead>
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<td>- Rural women constantly face difficulties in carrying out their individual, family and community projects.</td>
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<tr>
<td>- It is vital to correct the inequalities that historically have marginalized them along with other social groups, such as indigenous and Afro-descendent peoples.</td>
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<td>- Rural women contribute to mobilize local economies, therefore they must be considered as strategic agents in the promotion of better productive practices and consumption habits.</td>
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<tr>
<td>- The knowledge of rural women is fundamental to protect biodiversity and natural resources.</td>
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<tr>
<td>- It is fundamental to give a voice to women, who for generations have known how to coexist with the environment and preserve life in all its forms.</td>
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Sustainable development of rural communities will be possible only if women and their families live a life free from any form of violence, injustice or exploitation.

Women are already promoting sustainable development of rural areas and they also are demanding equal treatment and results.

Generating alliances and public policies aimed to their empowerment will position them as change agents in the fight against hunger and poverty.

Contact: Mujeres-Rurales@fao.org