



WIN house Brand Guidelines

July 2023

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Section 1: Defining Our Brand

This section, we outline the building blocks of the WIN house brand, including what we stand for, what sets us apart, why we choose the words we use, and how we've decided to show up in our community, and in the world.

Who We Are

WIN house has been providing a safe place for women, non-binary individuals, and children in the Edmonton area a safe place to flee for over five decades. As a low-barrier model, we adjusted our language and understandings to ensure this is inclusive of trans women and non-binary individuals. The care we have for the people we serve can be seen through our passionate professionals, volunteers, and dedicated donors. WIN house is committed to continuing to provide safety, support, relief, and resources.

OUR MISSION: WIN house exists to further non-violent relationships and environments for women and non-binary individuals with or without children.

OUR VISION: Women, non-binary individuals, and children are safe and free from abuse in their environments and relationships.

VALUE STATEMENT: WIN house is people focused and forward-thinking, without exception.

Our Story

WIN house didn't start as a shelter for women who had suffered abuse, but a home for women who were transient. Daisy Wilson, a local advocate, noticed the increased number of women who were transient at the Downtown Greyhound station.

In 1968, a group of 28 organizations met to discuss the growing problem of women facing houselessness, and with the help of Daisy Wilson, an action committee was formed, establishing a point of contact and referral for women in need. At first, it was a storefront where women could come to rest and receive information about social assistance. There were no beds or long-term accommodations, and women could often be found sleeping upright on stools.

In 1970, the storefront expanded, and an overnight emergency shelter was opened in the basement of All Saints Cathedral. There was one staff member, women slept on

mats on the floor, and the women relied on the YWCA for meals, meaning they had to depend on multiple organizations within the city. The overnight shelter allowed the committee to better understand the circumstances of the women accessing shelter, and they came to realize most of the women had been experiencing abuse. The committee adopted a mandate to serve women and their children who had been victims of all forms of abuse.

Five years later, on September 26th, 1973, Edmonton Women's Shelter was incorporated as a charitable organization. They began to work towards building a shelter where women could find emergency accommodations and food. This was achieved in 1978 when the first shelter building, lovingly referred to as WIN I, was opened. In 1982, WIN II opened, and doubled the capacity of the shelter. From 2006-2009, WIN house looked for ways to expand services for women in need. In 2010, WIN III, a second-stage shelter, opened to help meet the needs of immigrant, refugee, and trafficked individuals. WIN III is the only shelter of its kind in Canada, seeking to support the most marginalized women, non-binary folks, and children in our community.

Today, the two of our shelters operate 24 hours a day with our third shelter WIN 3 acting as a second stage shelter, allowing residents to stay for up to three years. WIN house operates using a trauma-informed and low-barrier model, welcoming all women, non-binary people, and their children who need support.

How We Describe The Need for WIN house

Challenge – violent situations

Individuals experiencing violent situations on the rise in Canada. Two thirds of Canadians know a woman who has been abused. This number is likely low, not accounting for those who do not report due to many factors like intersectional marginalization, fear, and barriers in reporting. With so many women, non-binary people, and children fleeing violence, options are often limited for those who need help.

Solution

WIN house offers comprehensive supports for those fleeing violence. From emergency and second-stage shelter supports to community outreach and a 24/7 helpline, WIN house is here for individuals fleeing violence when they need it most.

Result

With the work of WIN house, women, non-binary individuals, children, and supporters can be empowered to recognize violence and change their journey.

Organization

People-Focused

Attentive. Collaborative. Unified.

Respecting, valuing, and empowering individuals in their journey. Being invested in their success.

Forward Thinking

Enlightened. Flourishing. Bold.

Thinking about and planning for the future. Always learning and seeking challenges. Working towards development for WIN house and our community.

Without Exception

Inclusive. Intersectional. Embracing.

Creating an environment where everyone feels welcome, and differences are celebrated. Approaches seek to center those most marginalized. Seeking understanding, harmony, and community.

Empowerment

Self-Determination. Resourceful. Thriving.

Avoiding judgements, decisions, and actions based on what we think is best. Working *with* those we support. Viewing interactions as opportunities for promoting empowerment within our shelters and our communities.

Safety

Welcoming. Validating. Accessible.

Accepting and acting on feedback, best-practices, and new understandings. Providing a space free from judgment and violence.

Systemic Change

Accountable. Innovative. Educational.

Acknowledging power imbalances, recognizing systems that maintain oppression, and utilizing privilege to strive for equity and communities free from violence.

Persona and Personality

We are creative, purposeful, respectful, hardworking, collaborative, and innovative. We are leaders in our community, and we are inclusive of everyone, without exception.

Our culture turned inward creates our impact; our culture turned outward creates our brand.

Our brand is a reflection of who we are, and what we represent to our residents, and in our communities.

If nothing else, our brand should represent the best of what we bring to our communities - inclusivity, innovation, respect, purpose, and collaboration.

We are human. We aim to be an ideal collaborative partner for community members, organizations, and those we support. We communicate in a way that is informed, purposeful, respectful, and inclusive. If we do not have an answer, we seek to find it, and encourage you to do the same.

We demonstrate our commitment to our residents, communities, and vision by placing those we support at the center of every communication.

Voice and Tone

The key to sounding like WIN house is speaking directly to those we are communicating with, in a voice that they can hear and recognize.

We are humans, speaking to humans. We emulate face-to-face communication via social media and online chat.

While the work we do is serious, our tone reflects the content of our conversations. We are serious when needed, but are not afraid of being casual when appropriate.

While we intend to have a more conversational tone, we are not overly formal. Our tone varies depending on the audience, the context, and the information we need to get across.

Our voice isn't only a part of our brand, but a representation of the people behind it. Because of that, we are not including specific rules about what to say and what not to say.

Voice and Tone

Here's what we are
(and aren't):

- Confident (not cocky)
- Conversational (always appropriate and respectful)
- Intelligent (but always accessible)
- Friendly
- Helpful and informative
- Casual (but professional)
- Caring and empathetic
- Respectful
- Clear, concise
- Human

We are authentic. We like the people we are talking to. We are proud of our impact and what we are talking about.

What we have to say is more important than being admired or recognized for how we say it. If people do not understand our substance, then our focus is too much on style.

We ensure professional standards are met in our communications. If we have questions about language, we ask. Em dashes, oxford commas, and contractions are our friends.

In our communications, we value accessibility. We use language that is clear and concise. We communicate with purpose. We recognize that we can be leaders and demonstrate our knowledge while using plain and accessible language. We include image descriptions, alternative text, captions, and other accessibility measures in our communications.

We are purposeful with our language. We are considerate and intentional with the words we use. We recognize the power that language holds, and use it appropriately.

We seek to always use the most updated language, and are knowledgeable about these choices.

We do not use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur. If you are unsure about the use of a word or its meaning, find another word. If we make a mistake, we ensure accountability, and we learn and do better.

Language

Women

WIN house knows that transgender/trans women are women. All people fleeing violence who identify as a woman or are non-binary are accepted. We offer a safe and inclusive space, without exception.

In communications, the term “women” is inclusive of trans women. When describing who we support, we are sure to include women and non-binary individuals.

While both non-binary and nonbinary are correct, in our communications we use non-binary (hyphenated) for consistency.

We recognize that we are always learning and language is always evolving. We strive to stay informed and use the most up-to-date and respectful language, with intention. As we learn more and adapt, we will update this guide and our communications going forward.

Key Messages

Key messages are the main points of information that we want our various audiences to hear, understand, and remember when they think about WIN house. They are brief messages that articulate what we do, why we do it, how we are different, and the value we bring to our communities, sector, and stakeholders.

Key messages serve as the foundation of our branding and are reflected in our written and spoken communications.

For the purposes of this section, our target audiences and key stakeholders are:

- Donors and Sponsors (individual and corporate)
- General Public/Communities
 - It is important to keep in mind that the general public includes prospective donors/sponsors, prospective volunteers and staff, people who may need our services in the future, people who can share information about WIN house, and many other individuals we would like to reach.
- Residents/people we serve
- Volunteers and prospective volunteers/prospective staff

Below are key messages, their purpose, the target audience, and supporting messages. Use these as a guide for written and spoken communications. If you are unsure how to use a key message, or which key message to use, reach out to communications@winhouse.org for further instruction.

Note: Individual campaigns will have specific key messaging. Reach out to communications@winhouse.org for further information.

<p>Purpose Calls to Action</p>		
<p>Target Audience Donors & Supporters, General Public</p>		
<p>Key Message With your support, WIN house is able to continue to provide and expand ongoing programs and services that secure a future free of violence for the residents we serve.</p>		
<p>Key Message No matter how old you are, where you live, or whether or not you can give, you can help end the gender-based violence crisis - and you can start right now!</p>		
<p>Supporting Message 1 Every dollar you donate or raise increases your lifetime impact.</p>	<p>Supporting Message 2 Looking for ways to give back? We are always looking for volunteers to support our teams and the people we serve. Sign up to be a volunteer today! Link in Bio.</p>	<p>Supporting Message 3 Join a community of dedicated WIN house supporters by signing up for a monthly donation. Monthly gifts are one of the most important types of donations, as they enable us to continue to grow our programs and partnerships throughout the year.</p>
<p>Key Message At WIN house, we know one thing for sure - we are strongest when we work together.</p>		
<p>Supporting Message 1 If you love community, events, and the work we do at WIN house, we bet we have the perfect opportunity, just for you!</p>	<p>Supporting Message 2 Join our growing volunteer base and help make an impact in your community today! Visit WINhouse.org for more details.</p>	<p>Supporting Message 3 Our fundraising events account for nearly 30% of our annual fundraising goals. Check out our upcoming events and attend as a guest, volunteer, or sponsor!</p>

<p>Purpose Our Impact/Core Offerings</p>		
<p>Target Audience Donors & Supporters, General Public, Our Residents, Prospective Volunteers/Staff</p>		
<p>Key Message WIN house provides support from the moment someone calls, to well after leaving the shelters through ongoing support from our amazing staff.</p>		
<p>Supporting Message 1 We provide crisis intervention, safe housing, and education to empower individuals experiencing violence, and encourage their new start.</p>	<p>Supporting Message 2 Serving Edmonton and area for over five decades, we've been offering women, non-binary individuals, and children a safe place to flee.</p>	<p>Supporting Message 3 The care we have for the people we serve can be seen through our passionate professionals, volunteers, dedicated donors and residents of the cause. WIN house is committed to continuing to provide safety, support, relief, and resources.</p>
<p>Key Message We are a person's first point of contact.</p>		
<p>Supporting Message 1 We are the people that answer their call when they need help. We are the people that answer the door with a friendly smile, and often, we are the ones with whom residents share stories they haven't told their closest friends.</p>	<p>Supporting Message 2 We exist to further non-violent relationships and environments for women and non-binary individuals with or without children.</p>	<p>Supporting Message 3 Our vision is a world where everyone is safe and free from abuse in their environments and relationships.</p>
<p>Key Message We believe all people deserve to feel safe at home, but the reality is, thousands of women, non-binary individuals, and children do not.</p>		
<p>Supporting Message 1 67% of Canadians know a woman who has been abused.</p>	<p>Supporting Message 2 We believe all people can change their journey.</p>	<p>Supporting Message 3 Stand with WIN house and our residents to encourage safe and healthy relationships.</p>

Key Message		
Win house provides a safe space and emergency services for individuals fleeing violence.		
Supporting Message 1 WIN house offers a safe and inclusive space for individuals experiencing violence. Learn more about our services by clicking the link in our bio.	Supporting Message 2 Two thirds of Canadians know a woman who has experienced some form of violence in her lifetime. This is why our team at WIN house is working tirelessly to bring support to those who need it most.	Supporting Message 3 We at WIN house have a vision for a safer, more inclusive future, where we can foster healthy caring relationships. Learn more about our mission on our website.

Section 2: Design Elements

In this section, we will outline best practices for the use of WIN house brand assets and offer useful examples.

The Umbrella

The umbrella has a simple canopy with three visible panels and a straight handle in the center, inside of a circle.

The umbrella is our signature deep purple colour.

The symbol is legible at most sizes, and can be resized for various applications.



Rationale

The Umbrella represents different things to different people. One of the most common associations with umbrella imagery is safety and shelter, making this an appropriate logo for WIN house.

The term umbrella is also used to describe something that represents a range of things or ideas. This can be applied to WIN house, as we provide many programs, services, and resources for those accessing our shelters and our supports.

The umbrella has many different meanings, and symbolizes different things for a range of people. To some, the umbrella symbolizes unity, protection, dignity, and safety. For others, the umbrella is an analogy for that which keeps you safe from the storm. An umbrella can also symbolize emotional and physical safety. What is perhaps the most globally recognized symbolism of the umbrella, is shelter, protection, and safety.

So, why the umbrella? In short, the umbrella represents shelter and protection. This is representative of the role of WIN house in the community, and in the lives of our residents.

Community Feedback

In August of 2022, individuals were asked to share what they think of when they see the WIN house umbrella logo via Facebook, Instagram, and Twitter. Following are some of the responses:

- “I see an invitation to come out of the ‘rain’ for a moment of shelter and warmth and relief.”
- “Shelter, support and a moment to breathe.”
- “A safe place.”
- “Helping others.”
- “You are safe now.”

Our Logo

The WIN house logo is composed of an umbrella and a logotype set in Times New Roman.



The horizontal logo is the primary logo and should be used in most instances.

The vertical, stacked logo can be used as a secondary option, for designs in which the horizontal logo does not align.

The logo is in our signature deep purple colour.



The individual umbrella logo should not often be used in print. This logo is best used on social media, or other areas that are already branded and where the logos with the WIN house logotype is present, to ensure brand recognition and association.



Always use the logo files provided. Do not recreate.

For any questions on logo usage, and which logo to use, contact communications@winhouse.org.



Usage on Backgrounds

The signature deep-purple logo is appropriate for use on light backgrounds. This includes white, our signature light blue, our signature pink and our signature yellow, among others. The contrast between the logo and the background should be high enough that the logo is entirely clear.

For dark backgrounds, such as our signature deep-purple, black, or our signature dark-blue, the logo can be recoloured to white for legibility.

For questions on logo contrast and colouring, contact communications@winhouse.org.



 WINhouse

 WINhouse

Logo Misuse

When using the WIN house logo, please follow these guidelines:

- Do not crop the logo.
- Do not use different colours.
- Do not change the size or position of the umbrella/logotype.
- Do not distort the logo (i.e. make it smaller in length or height, changing the ratio).
- Do not add shadows or any other effects.
- Do not re-create the logo with any other typeface.
- Do not use an outline of the logo.
- Do not rotate any part of the logo.

In Support Of Logos

When using a WIN house logo to promote an event or initiative that is not led by WIN house (i.e. a third party event), “In support of” logos must be used in place of our signature logos.

All logo usage guidelines above apply to our “in support of” logos.

For any questions about “in support of” logo usage, please contact communications@winhouse.org.

When using the “in support of” logos paired with a different logo, both logos should feel of equal size, and there should be a clear space between both logos.

We kindly ask that you adhere to the following:

- Do not pair the WIN house logo with partner logos - always use the WIN house logo and partner logos separately.
- Do not use the WIN house name or branding as part of your own.
- Do not use WIN house in any advertising without our approval.
- Do not use WIN house assets of similar words/marks on any merchandise.



WIN house Spelling

WIN house is two words (with a space between WIN and house) and should appear as such in all digital and printed collateral. When typing WIN house, the WIN should always be capitalized and the h in house can be capitalized or lowercase.

The only place where an exception is made is in our WIN house logo. In the logo, WINhouse appears to be one word, keeping the capitalized WIN and the lowercase h.

Notes to Remember:

- WIN house should not be referred to as “The WIN house”.
- When referring to our shelters, ensure “shelters” is plural. You may also refer to them as the houses. The shelters are also called WIN I, WIN II, and WIN III.

History of Our Name

WIN house is an ongoing project of Edmonton Women’s Shelter Ltd., which we were formally known as, and which remains our charitable organization name.

The name WIN house is an acronym for “Women in Need”. While we no longer serve only women, this name represents our history and a significant part of the work we do.

In recognizing that WIN house now supports non-binary individuals, and to increase inclusivity of our brand, the name WIN house can also be thought of as being tied to the notion of our residents, and how WIN house may help them thrive and succeed.

Core Colours

WIN house has five core colours. Use these colours in any layout or collateral design.

When choosing a text colour, only use accessible colour combinations (covered below).

Please note, use of white and black are acceptable as well, though core colours, in any combination, should be used as much as possible to maintain consistent branding.

Color Hex:

#4D3040
#FD5373
#C6CFDA
#33658A
#F5D547

Deep Purple

4D3040

R77 G48 B64

Pink

FD5373

R253 G83 B115

Light Blue

C6CFDA

R198 G207 B218

Dark Blue

33658A

R51 G107 B138

Yellow

F5D547

R245 G213 B71

Colour Gradients

2E1D26	1F3D53	C70227
3E2633	29516E	FC113D
4D3040	33658A	FD5373
7C4E67	4487B9	FD758F
A6718E	72A5CB	FE98AB
627A97	DAB40C	
94A5B9	F4CF2C	
C6CFDA	F5D547	
D1D9E1	F7DD6C	
DDE2E9	F9E691	

Accessible Colour Combinations

All examples shown on the right pass the contrast standards. Use only these combinations in any graphics or communication to maintain accessibility.

If using secondary colours, please contact communications@winhouse.org for information on contrast and accessibility.



Typography: Headers

WIN house headers are in Times New Roman. In most communications, the first letter of all sentences and proper nouns should be capitalized. Using all caps is permitted on promotional/marketing material, but using all lowercase should be avoided.

Ensure letter spacing and line spacing is legible, while not being too large. If you have questions about spacing and accessibility of text, please contact communications@winhouse.org.

Text size is dependent on the type of communication. For questions about text size, please contact communications@winhouse.org.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Regular Quick wafting zephyrs vex bold Jim.

Regular Italic Quick wafting zephyrs vex bold Jim.

Regular Bold Quick wafting zephyrs vex bold Jim.

Bold Italic Quick wafting zephyrs vex bold Jim.

Typography: Body

Typeset all text and paragraph text in Arial. In most communications, the first letter of all sentences and proper nouns should be capitalized. Using all caps is permitted on promotional/marketing material, but using all lowercase should be avoided.

Ensure letter spacing and line spacing is legible, while not being too large. If you have questions about spacing and accessibility of text, please contact communications@winhouse.org.

Text size is dependent on the type of communication. For questions about text size, please contact communications@winhouse.org.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789

Regular Quick wafting zephyrs vex bold Jim.

Regular Italic Quick wafting zephyrs vex bold Jim.

Regular Bold Quick wafting zephyrs vex bold Jim.

Bold Italic Quick wafting zephyrs vex bold Jim.

Typography: Handwriting

Handwriting typeface should be used sparingly, as an accent on promotional and marketing materials. It is best to avoid handwriting typeface unless pre-approved by the development team to ensure consistency.

Sample not required to match.

*Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 0123456789*

Handwriting fonts used should be clear, and should not appear as strong cursive writing, but rather a human penmanship style. An example can be seen on the right.

Regular

Quick wafting zephyrs vex bold Jim.

Regular Italic

Quick wafting zephyrs vex bold Jim.

Regular Bold

Quick wafting zephyrs vex bold Jim.

Bold Italic

Quick wafting zephyrs vex bold Jim.

Handwriting should never appear in all caps.

Ensure letter spacing and line spacing is legible, while not being too large. If you have questions about spacing and accessibility of text, please contact communications@winhouse.org.

Text size is dependent on the type of communication. For questions about text size, please contact communications@winhouse.org.

Imagery

WIN house uses imagery in our internal and external communications to invite colour, dynamics, and creativity to our brand. The use of appropriate imagery also works to humanize the interactions that individuals have with WIN house through a screen or a two-dimensional platform. Below are some notes about the imagery we tend to use, as well as examples of appropriate imagery. All digital imagery requires alternative text and image descriptions. Please contact communications@winhouse.org with any questions about how to write image descriptions and alternative text.

Illustrations

Our illustration style is elevated, fun, and casual. Illustrations are occasionally used on promotional and marketing materials to add dynamics to graphics.

Illustrations should be changed to WIN house core colours as much as possible.



Icons

The use of icons in graphics and design not only adds visual interest in simplistic forms, but also assists in making our designs accessible. Icons provide symbolism and conceptual clarity when used in relation to text and context. Icons should represent the context of the relevant communication.



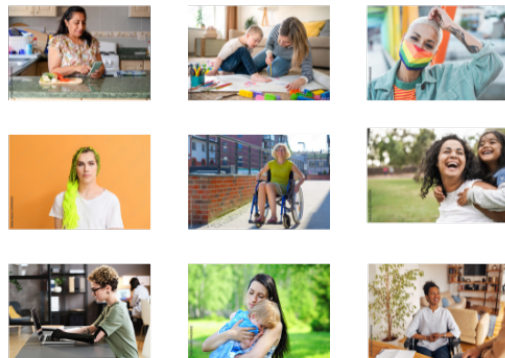
Photography

Like our brand voice, photography direction is on a spectrum from serious to relatable and aspirational. This applies to videos and animations as well.

Please note that if you are taking photos with the intention they are used in communications, there are certain tips and expectations to follow. Please contact communications@winhouse.org for further information.

Avatars:

Relatable, human, warm, colorful, mature, personable, uplifting. Images should be inclusive of all types of people, including people of varying race, ethnicity, ability, age, etc. Note that we primarily use avatars of women, non-binary individuals, and children.



Still Life:

Clear, concise, human, simple.



Lifestyle:

Aspirational, collaborative, confident, clear, focused, human.



Video

Lower Thirds:

Design of videos and text should be clean and clear. Avoid overlaying text on a video without a solid background to ensure accessibility. Titles and names should be in Times New Roman, with other text in Arial.

Ending Slates:

All videos should end with the WIN house logo.

Captioning:

All videos with speech should include captioning.

B-Roll:

WIN house may use B-Roll, background footage and imagery, in communications and advertising. This may be used as a visual accompaniment to speech and verbal communications. B-Roll footage should be related to verbal communications it accompanies.

Sounds/Audio

WIN house currently does not have a need for a full audio identity, which is generally composed of audio logos, music and musical elements, and sound design specific to a brand.

While we do not have a need for this, it is important to recognize the impact of sound and aim to maintain consistency in the audio aspects of our branding and presence.

Sound affects the way we feel, think, and act. It allows us to reach another sensory element when connecting with our audience, and can impact the effectiveness of our communication.

While there are no set audio recordings for WIN house, please keep the following notes in mind:

- For videos, try to use uplifting music with or without lyrics (depending on if there is speech).
- For videos that are more serious in nature, try to avoid using melancholy music and stick to something more neutral.
- When recording speech, ensure minimal background noise is present and that the audio is clear and good quality.
- Avoid using sounds that may be triggering such as yelling/screaming and other loud sounds like gunshots, explosions, etc.

Section 3: Official Documents

In this section, we link to official documents such as letterhead, business cards and media kits. Please ensure you **MAKE A COPY** of any official documentation you need, and refer to our Social Media Policy linked at the bottom.

Logos

Logos can be downloaded [here](#). Save as a *png file* for use on collateral. Please see the preview on the right.



Letterhead

Letterhead can be downloaded [here](#). Please make a *copy* of the template for use. Please see the preview on the right.



Business Cards

The business card template can be found [here](#). Please contact the development team if you are in need of business cards. Please see the preview on the right. The top image represents the inside of the foldable business card. The bottom image represents the front and back, with the information being on the front and the imagery and social media icons on the back.



Email Signatures

The email signature template can be found [here](#). Please contact the executive assistant if you are in need of an updated email signature. Please see the preview on the right.

First Last | Pronouns
WIN House • Job Title

Phone: 780-471-6709 ext. XXXX | Helpline: 780-479-00:
Email: email@winhouse.org
P.O. Box 20088 RPO Beverly
Edmonton, AB T5W 5E6
www.winhouse.org

We respectfully acknowledge that WIN House operates in several lç throughout Amiskwaciwâskahikan (colonially known as Edmonton) of Treaty 6 Territory, and the traditional territory of Metis and First such as the Cree, Saulteaux, Blackfoot, and Nakota Sioux. We wish land and thank the Indigenous people who welcome us here today, v recognizing the ongoing impacts of colonialism and the relevance th have to the work we do.

Stay Connected!

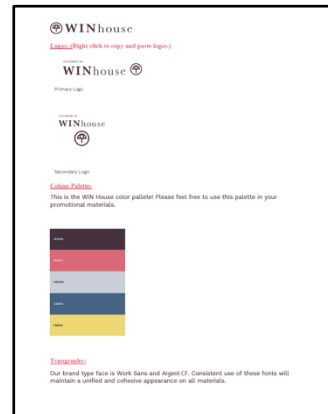
Presentation Templates

The presentation templates can be found [here](#). Please make a *copy* of the template for use. Please see the preview on the right. (Alternative template can be found on [Canva](#))



Third Party Event Brand Kit

The third party toolkit brand kit can be found [here](#). Please see the preview on the right.



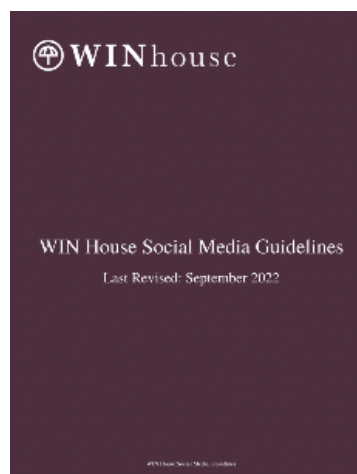
Media Kit

The WIN house media kit can be found [here](#). Please contact the development team for further information. Please see the preview on the right.



Social Media Policy

The social media guidelines can be found [here](#). Please see the preview on the right.



Social Media/Communications Requests

Individuals can request communications from the communications specialist. The form to submit a request can be found [here](#). Please see the preview on the right.

Questions	Responses
<h3>WIN House Social Media & Communications Request Form</h3> <p>1. Name *</p> <input type="text" value="Enter your name"/> <p>2. Email *</p> <input type="text" value="Enter your email"/>	