



the *period* purse

Style Manual

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identity

our values

Who We Are

The Period Purse is a non-profit organization striving for menstrual equity by providing marginalized menstruators access to free menstrual products. We also aim to reduce the stigma surrounding periods through education and advocacy. This issue is not just about discomfort; this is a matter of human dignity and our work to restore that to marginalized menstruators.

As a non-profit organization, we communicate trust and legitimacy; people should be at ease that their donations matter and will end up where it should. This is reflected in the organization and simplness of our brand.

The Period Purse began due to the compassion of the individual and the support of the community. These are the virtues that propel our mission and embody what we would like to inspire in others.

KINDNESS

DIGNITY

MEANINGFUL

“Kate Spade meets Mother Theresa”

logo and variations

In general, both the icon and the name, either written or as the wordmark, must be present on the design. This will ensure that the average passer-by will be able to identify us and our cause through both its name and icon. This is especially crucial for design pieces that call for donations. Exceptions to this are smaller materials, such as stickers and pins, in which the wordmark takes precedence.

Main Logo

The main logo configuration consists of both the icon and the wordmark side-by-side. It is best used when centered and standalone. Common uses would be digital posters and other promotional items.



Full Logo

The full logo is used when The Period Purse is being introduced as an organization since it includes our values. Examples include the website, official documents and informative videos.



logo and variations

Wordmark

The wordmark is used primarily when the icon has already been used elsewhere on the design to not repeat the icon unnecessarily. The minimum width of the wordmark in printed works is 1.5".

the period purse

Icon

The purse icon is the symbol of our organization. The icon should take prominence in 3D environment designs to serve as a visual landmark. It is only used by itself in social media.

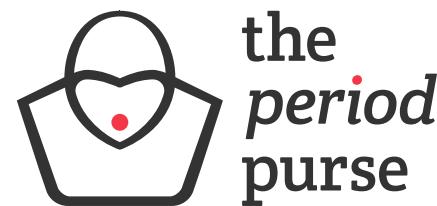


Condensed

The condensed variation is used primarily when horizontal space is limited. It works best in square or circular designs. This logo should always be left-aligned.

*the
period
purse*

CONDENSED WORDMARK



CONDENSED LOGO

logo and variations

Colour Variation

The colour variation is used when the background is too intricate or dark for the original logo to be seen. In those cases, the wordmark changes to white and a pink circle is placed behind the icon.



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LOGO VARIATION



ICON VARIATION



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kindness, community, love

FULL LOGO VARIATION



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CONDENSED LOGO VARIATION

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WORDMARK VARIATION

**the
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purse**

CONDENSED WORDMARK VARIATION

logo and variations

Black and White



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MAIN LOGO B&W



the *period* purse

kindness, community, love

FULL LOGO B&W

the *period* purse

WORDMARK B&W



ICON B&W



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CONDENSED LOGO B&W

**the
period
purse**

CONDENSED WORDMARK B&W

colour palette

Primary Charcoal

C	M	Y	K	R	G	B	HEX
70	63	62	58	51	51	51	333333

Charcoal is the main colour of the logo. It's also the primary colour of headings and paragraphs.



Secondary Teal

C	M	Y	K	R	G	B	HEX
76	21	36	1	51	153	153	339999

Teal is the secondary colour if too much charcoal is present. It is used in the subheadings and other miscellaneous icons.



Primary Period Red

C	M	Y	K	R	G	B	HEX
0	92	68	0	244	54	73	F43649

Period Red is used to draw attention to an action. The bold colour is a recurring theme throughout the brand. It is used in all web buttons and icons related to donation.



Secondary Gray

C	M	Y	K	R	G	B	HEX
76	21	36	1	51	153	153	339999

Gray is used for labels, small font, and thin outlines. It is used in the full logo for the tagline.



Background Pastel Pink

C	M	Y	K	R	G	B	HEX
0	21	0	0	254	212	231	FED4E7

Background Pastel Blue

C	M	Y	K	R	G	B	HEX
18	10	0	0	201	215	248	C9D7F8

typography

Primary Crete Round

Crete Round is the rounded slab serif used for the wordmark and headings. It is always in all lower case. When applicable, the tittle (dot on the letter i) should be red. Other methods commonly employed in headings are italicizing words or changing the colour from charcoal to period red for emphasis. Crete round is also used for buttons or the donation icons.

Secondary Rosario

Rosario is a sans serif with slightly flaired stems and difference in thickness. The flair adds a subtle feminine touch. For better readability, the tracking is increased. It is used for subheadings and general body copy.

Tertiary Fira Sans

Fira Sans is a simpler sans serif used for smaller texts such as labels. It is the only typeface used for displaying numbers. As smaller text, it is often used in all caps. Fira Sans is used as the tagline in the full logo.

headings *emphasized*

CRETE ROUND REGULAR + ITALICS

Subheadings

ROSARIO BOLD + 50 TRACKING

Paragraphs

ROSARIO REGULAR + 25 TRACKING

0123456789 AND SMALL TEXT

FIRA SANS REGULAR + SEMIBOLD

spacing and sizing

In general, the spacing above and below the logo should not be less than the wordmark's x-height or risk clutter. A single line of text (similar to how the tagline is treated in the full logo) placed under the wordmark can be a common exception. The distance between the icon and the wordmark is always half of the height of the un-italicized 'p'.

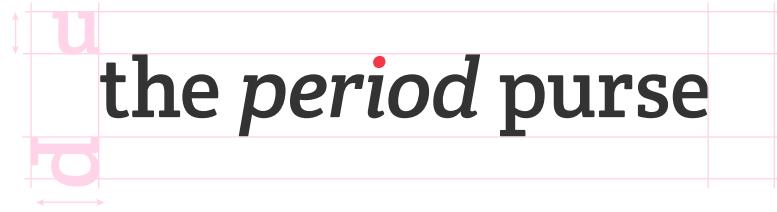
Use the height of the 'p' to determine the required spacing for the sides of the wordmark and condensed verions. However, the main logo and full logo requires more breathing room and should be at least half the width of the icon.



FULL LOGO
Min width: 4"

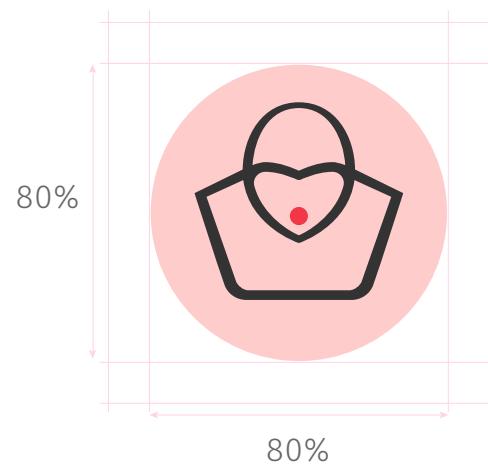
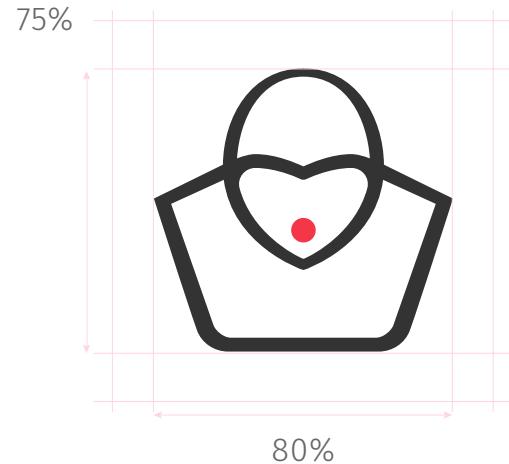


MAIN LOGO
Min width: 2"

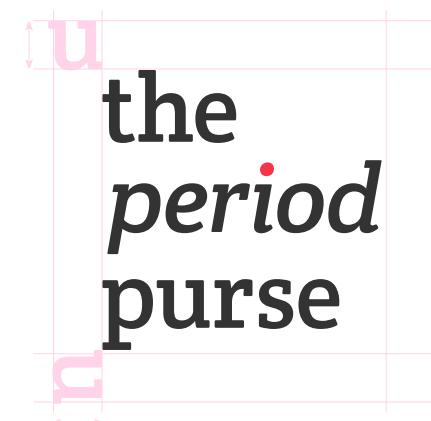


WORDMARK
Min width: 1.5"

spacing and sizing

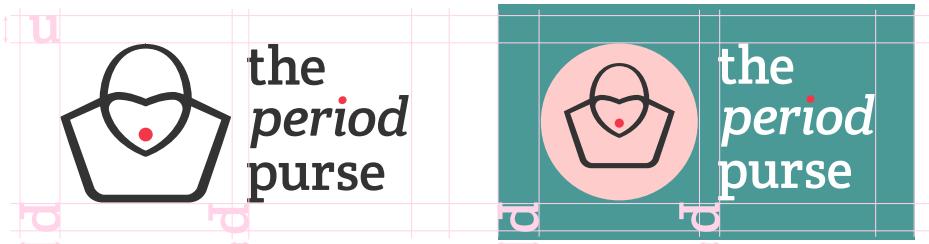


ICON VARIATION



CONDENSED WORDMARK

The height of the icon is 75% the total height of the space. The maximum width of the icon is 80% of the total width. To ensure the correct amount of space is around the icon, refer to the Condensed Wordmark. The height of the icon should equal the height of the wordmark and the spacing around it should be the x-height of the wordmark.



CONDENSED LOGO + CONDENSED LOGO VARIATION
Min width: 1.5"

misuse

- ✗ Do not alter the colours of the logo. The colour variation logo, when used, should always have the pastel pink circle.



the period purse



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- ✗ Do not put red directly behind the logo. A solid background of white or a different brand color should be placed behind the logo first.



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- ✗ The wordmark should not be tilted or deformed.



the period purse

the period purse

- ✗ Do not change the form of the wordmark. For example, do not un-italicize the word period or italicize the entire wordmark.

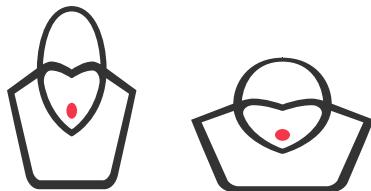
the period purse
the period purse
The Period Purse

misuse

- ✗ The icon should always be equal in size or larger than the wordmark.



- ✗ Do not stretch or squish the icon. The width of the purse outline should stay consistent.



- ✗ Do not add any shadows or other effects to the logo.



- ✗ Do not reposition the icon and the wordmark if they are to be within the vicinity of each other and treated as a logo.

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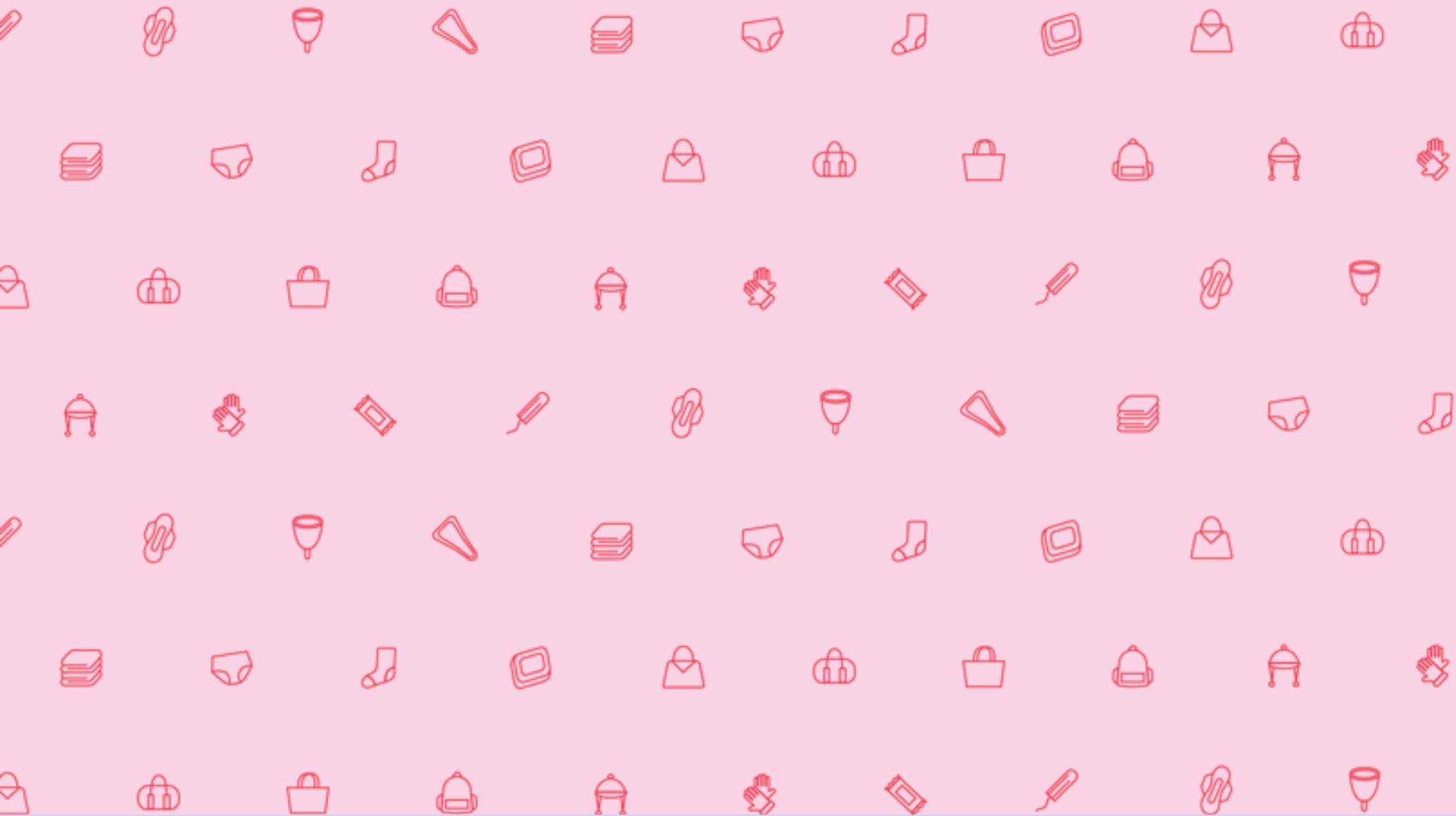


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period
purse



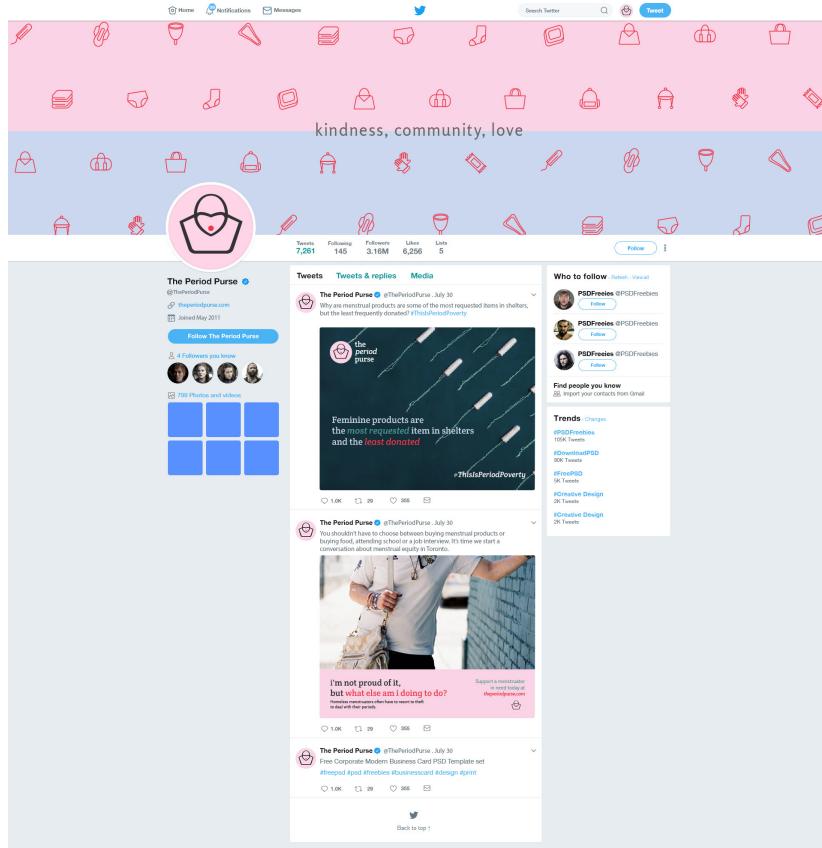
the *period* purse



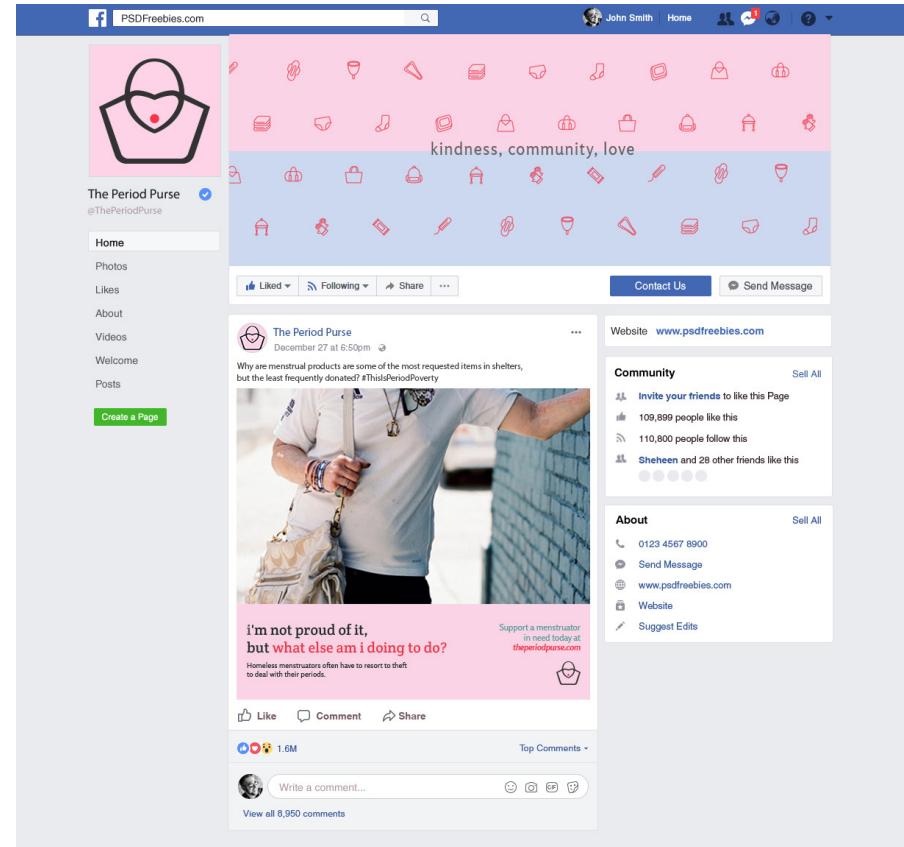


applications

social media



TWITTER



FACEBOOK

Social media pages should remain soft and highlight positive contributions. Display pictures should be of the colour variation icon or the original icon on a pastel pink background. Posters or flyers should have minimal supporting text to bring attention to headings. Cover images should include the tagline.

website

The website will employ rounded corners when possible to communicate our friendly personalities. Use large blocks of colour to separate sections. Icon labels are located below the icons. Left align buttons and text when possible. A donate button will stay fixed on the screen to encourage and remind visitors to donate. UI/UX would involve affirmative microinteractions during and after clicking buttons. Imagery should be subject oriented and simplified.

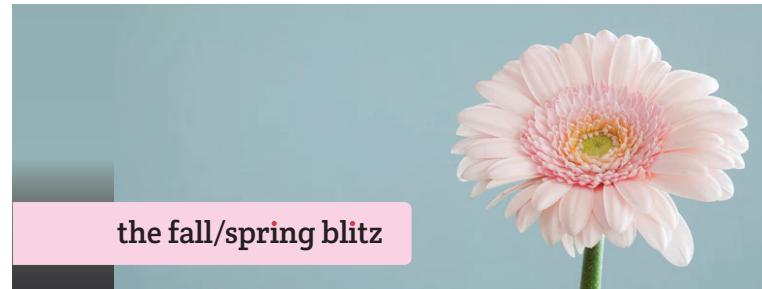


ICONS ARE ONLY OUTLINES AND FLAT. IF NEEDED, THEY MAY HAVE A WHITE CIRCULAR BACKGROUND.

donate

BUTTONS ARE ROUNDED. FONT IS CRETE ROUND.

A screenshot of the period purse website. The header features the logo "the period purse" with the tagline "kindness, community, love". The main content area has a yellow background with three stylized female figures in pink, yellow, and blue. It displays event details: "MAY 28, 2019" and "THE OFFICE PUB". The title "fundraiser.period." is prominently displayed. Below it, text reads "Join us for Toronto's Menstrual Hygiene Day and support a menstruator in need!". A red "buy tickets" button is visible. To the right, another figure is shown with a "donate" button overlaid. A navigation bar at the top includes links for About, Support, Educate, Locations, and Contact.



SECTION PAGES ALWAYS BEGIN WITH A FULL WIDTH IMAGE AND A HEADER FROM THE LEFT.

the period purse
kindness, community, love

About Support Educate Locations Contact

MAY 28, 2019 THE OFFICE PUB

fundraiser.period.

Join us for Toronto's Menstrual Hygiene Day and support a menstruator in need!

[buy tickets](#) [donate](#)

21 989 period purses given

8 schools educated

Dignity, education, menstrual health for all

The Period Purse strives to achieve menstrual equity by providing marginalized menstruators with access to free menstrual products, and to reduce the stigma surrounding periods through public education and advocacy.

We have activities for everyone interested in contributing from packing parties and drives to educative programs such as Menstruation Nation.

How you can help...

The Period Purse accepts both financial and physical donations. Donate today and change a menstruator's life!

[donate](#)

Learn more about our educational programs and how you can spark conversation in your community too!

[educate](#)

The Period Purse always needs many helping hands. Check out what your local chapters are doing and how you can help!

[volunteer](#)

Blog our impact

Megan Scott, Sault Ste. Marie Chapter Leader

I can still remember the day I heard about The Period Purse. My sister-in-law, Blarrie Hamilton, was volunteering at a packing party, when I was visiting her in Toronto. She came home from the event and told me all about it. Before I knew it, I was lying in bed that night, wide awake. My mind was racing with the idea of starting a chapter in my hometown. The Period Purse is now well established in my community in northern Ontario - Sault Ste. Marie. A year has gone by since the Sault Ste. Marie Chapter has opened its doors and the journey has been life-changing...

[read more](#)

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Sign up for our newsletter for information on mini drives and more

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HOME

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the fall/spring blitz

We love your enthusiasm!

Due to our smaller numbers, we can only accept physical donations during our fall/spring blitzes. Please consider holding a mini-drive or chapter locations at specially marked period purse bins at participating stores. This is a great way to raise money financially or check out other chapter events.

For questions regarding item donations, hosting mini-drives and chapter events, please contact our coordinators through e-mail:

the next blitz in...

Toronto North

MAY 31, 2020 to JUNE 30, 2020

VILLENEUVE VILLAGE COMMUNITY CENTRE
150 Davis Rd
Vaughan, ON

acceptable donations

tampons pads menstrual cups cloth pads

washcloths new underwear new socks bar soap/wipes

large purses large bags large totes large backpacks

hats/scarves gloves chocolates/granola bars

*Please note that menstrual cups, cloth pads and period underwear are only accepted in Toronto. Hygiene products are acceptable in both bulk and unopened individual packages.

*Please DO NOT donate: Mouthwash, pain medications, razors, metal nail files, nail clippers, perfume and any used hygiene items.

donate financially

Your financial donation would give us further resources to help provide as many period purses as possible to those in need. Based and impoverished menstruators across Canada.

All it takes is... \$5 for a handbook (distributed during menstruation nation or mini drives)

\$20 for a month of period supplies

\$50 for a cloth pad kit

\$40 for a menstrual cup

\$50 for a full purse

donate monthly

If you're interested in making regular monthly donations, please donate via PayPal.

[donate monthly](#)

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Sign up for our newsletter for information on mini drives and more

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DONATIONS

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chapter locations

Our family is steadily growing in Canada with 12 chapters across Ontario. For more information about each chapter and the wonderful work they do for menstruators in their neighbourhood, please contact the Chapter Leaders.

List of chapters

BRAMPTON

BRANTFORD

DURHAM REGION

KITCHENER-WATERLOO...

LONDON

MISSISSAUGA

There are no more chapters! Thinking of becoming a Chapter Leader? contact our Chapter Coordinator

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Sign up for our newsletter for information on mini drives and more

[f](#) [i](#) [t](#)

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CHAPTERS

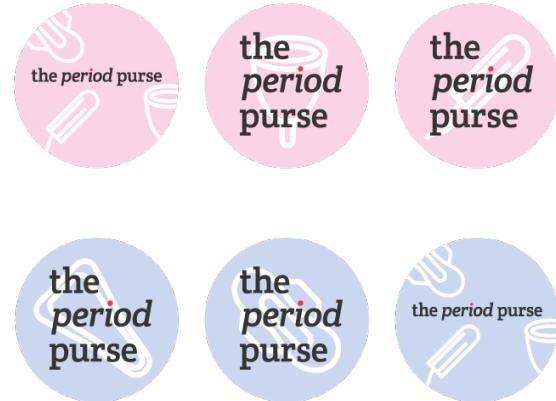
promotional materials

Stickers

Stickers can be handed out as promotional materials or stuck onto the packages given to the menstruators. There are also volunteer stickers, with or without names, for use during events. These will help people identify who is involved with The Period Purse.



VOLUNTEER STICKERS

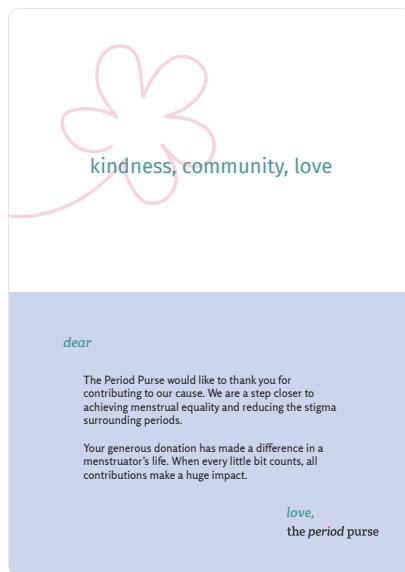


GENERAL STICKERS

business communication

Thank you Cards

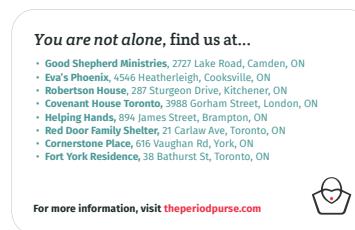
Thank you cards are sent out to those who made financial donations. The corners of the card and envelope should be rounded. The general aesthetic of these cards is elegant and soft; do not be too loud. The names of donators should be handwritten to show dedication.



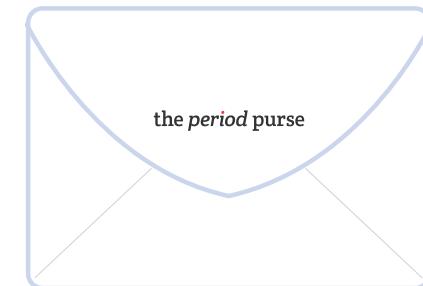
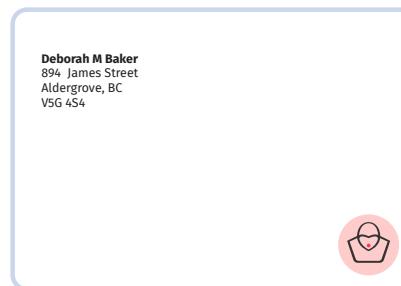
THANK YOU CARDS

Cards for Recipients

These are “business cards” that go into period purse packages. They contain handwritten, encouraging messages on one side to reflect sincerity, and information on participating shelters on the other.



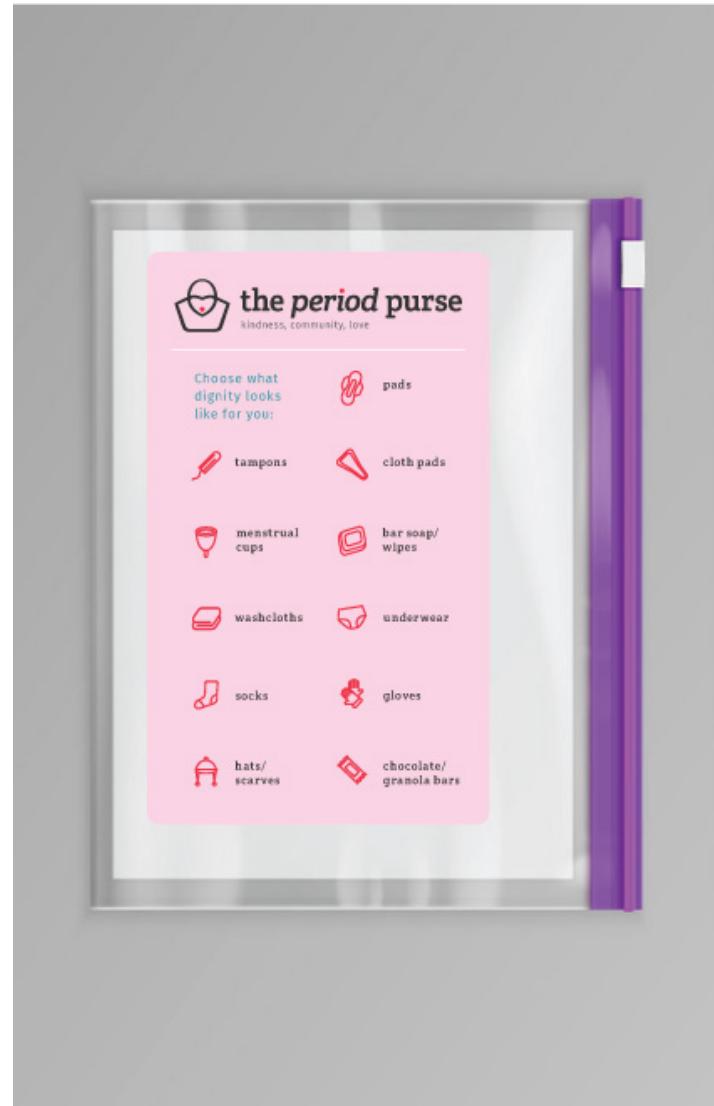
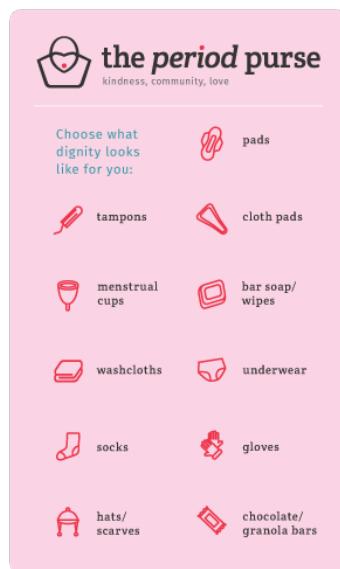
“BUSINESS CARDS”



packaging

Packing sticker

An organizational packing sticker to be used during packing parties. These are stuck onto packages to inform the packer and recipient of what's inside the package since not every package will be the same. These would mostly be attached to packages that are later disposed. Iconography used is the same as the one used on the website.



packaging

Reusable Bag

Reusable plastic bags that are thicker and sturdier to ensure that it will last through harsher conditions. Ideal for when there is a shortage of large purses or bags to distribute. It may also be used to hand out goods at fundraising events. Bags such as these should focus on emphasizing the purse icon.

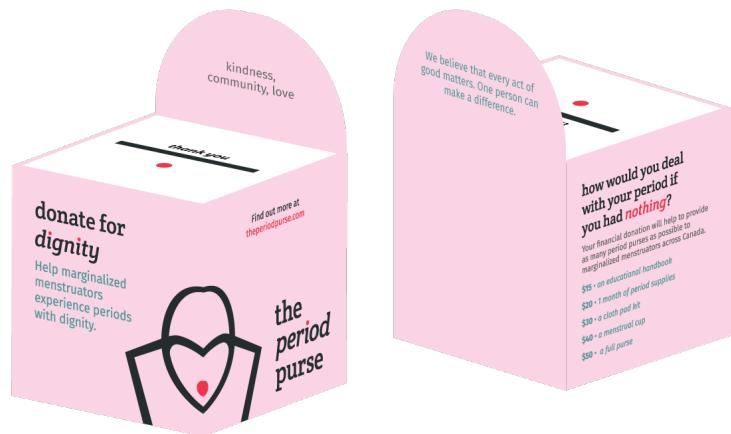


3D environment

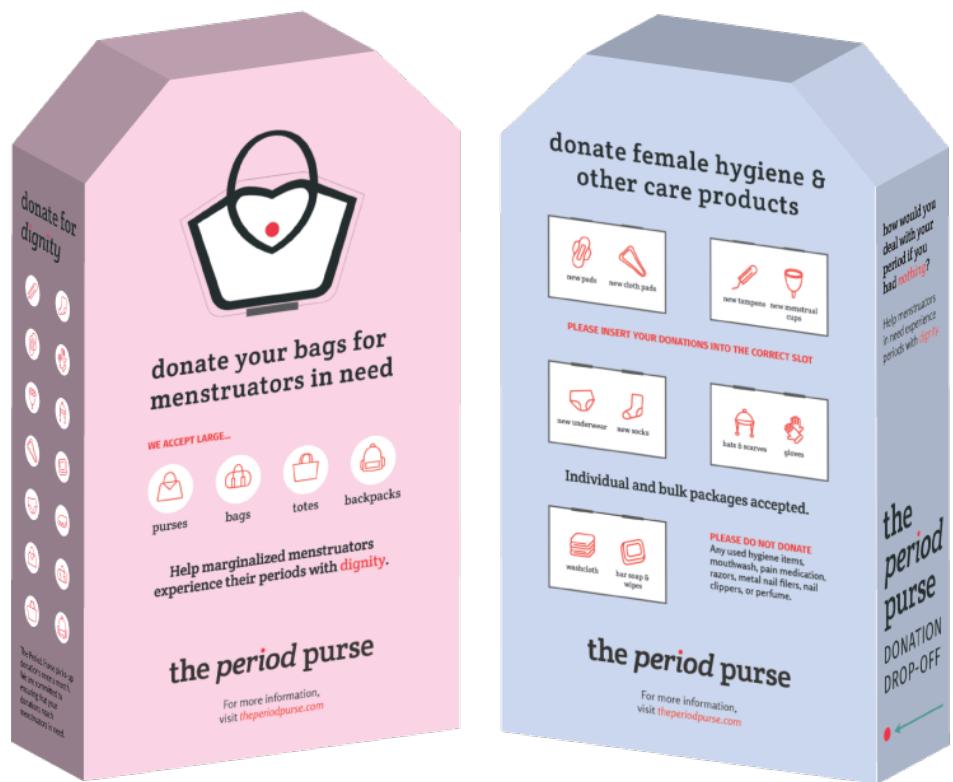
Donation Boxes

Coin donation boxes are to be placed at stores that sell female hygiene products and purse stores. Placed near registers, they are a quick and easy means to bring attention to the cause. They would be made of plastic and locked.

Large item donation bins are roughly 32"x68". Their height is meant to accommodate the size of the donations. They contain separate donation compartments for hygenic and organizational purposes. There are two boxes to provide flexibility in placement and collection. The donations would be collected once a month to ensure that they are not overcrowded or stolen.



DONATION BOX



ITEM DONATION BINS



thank you

GENICE CHANDRA

YSDN 4007

KEYA VEDGAMA

JUNE 10, 2019