

# WE DayX

## We're thrilled you've decided to host your own WE DayX event!

WE DayX supports independent organizers, communities, schools and cities that want to launch their own WE Day-style event. With WE DayX, any group can host their own event in the true spirit of celebrating and inspiring local change-makers.

### Naming your event

It's important that when you're promoting your event, you follow the WE DayX naming conventions so everyone can see how your event fits into the WE Day family. Event names should be formatted as follows:

WE DayX Name of School (e.g., WE DayX Jefferson High School)

WE DayX Name of City (e.g., WE DayX Hamilton)

### Event logos

When developing posters and other promotional items, you may wish to use a logo to show your event's connection to WE Day and the WE Movement. We have developed a WE DayX logo template, which you can customize with the name of your school or city to make a logo for your independent event.

On the next page, you'll find guidelines for how to adapt the WE DayX logo for your own event. Once you've read them over, go check out the logo template file on your USB to get started.

AN INITIATIVE OF



MADE POSSIBLE BY



## Horizontal logos

Here are the guidelines for placing your school or city name in the WE DayX logo template. You can find the template file (**WEDayX\_horizontal\_template.png**) in the same folder as this PDF.

- ▶ Add the name of your school or city after the vertical bar in the logo.
- ▶ The space between the vertical bar and your school or city name should be equal to the space between the WE DayX logo and the bar.
- ▶ The type for your school or city name should be as tall as the letters in “WE DayX.”
- ▶ The font should be Arial.

## Vertical logos

Here are the guidelines for placing your school or city name in the WE DayX logo template. You can find the template file (**WEDayX\_vertical\_template.png**) in the same folder as this PDF.

- ▶ Add the name of your school or city below the horizontal bar in the logo.
- ▶ The space between the vertical bar and your school or city name should be equal to the space between the WE DayX logo and the bar.
- ▶ Your school or city name should be sized such that it is as wide as the dividing bar.
- ▶ The font should be Flama Condensed or Arial.
- ▶ If the name of your school is long, you may want to abbreviate it (e.g., “Jefferson HS” instead of “Jefferson High School”).

Below are some examples:



**Note:** When writing out the organization's name, “WE” should always be in capital letters.

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## Thanks for bringing your passion and energy to the WE Movement!

We can't wait to find out how your WE DayX inspired your community! If you have any questions about setting up your event or your logo, get in touch with your WE Schools Program Manager or email [info@WE.org](mailto:info@WE.org).