

Brand Strategy



SOUTH QUEENS WOMEN'S MARCH

SOUTH QUEENS WOMEN'S MARCH

By: Angelie Ragnauth



WHO WE ARE

- Community-based organization in South Queens
- Advocate for gender equity and social justice
- Amplify marginalized voices
- Organize protests, events, and outreach initiatives
- Builds community through activism and education

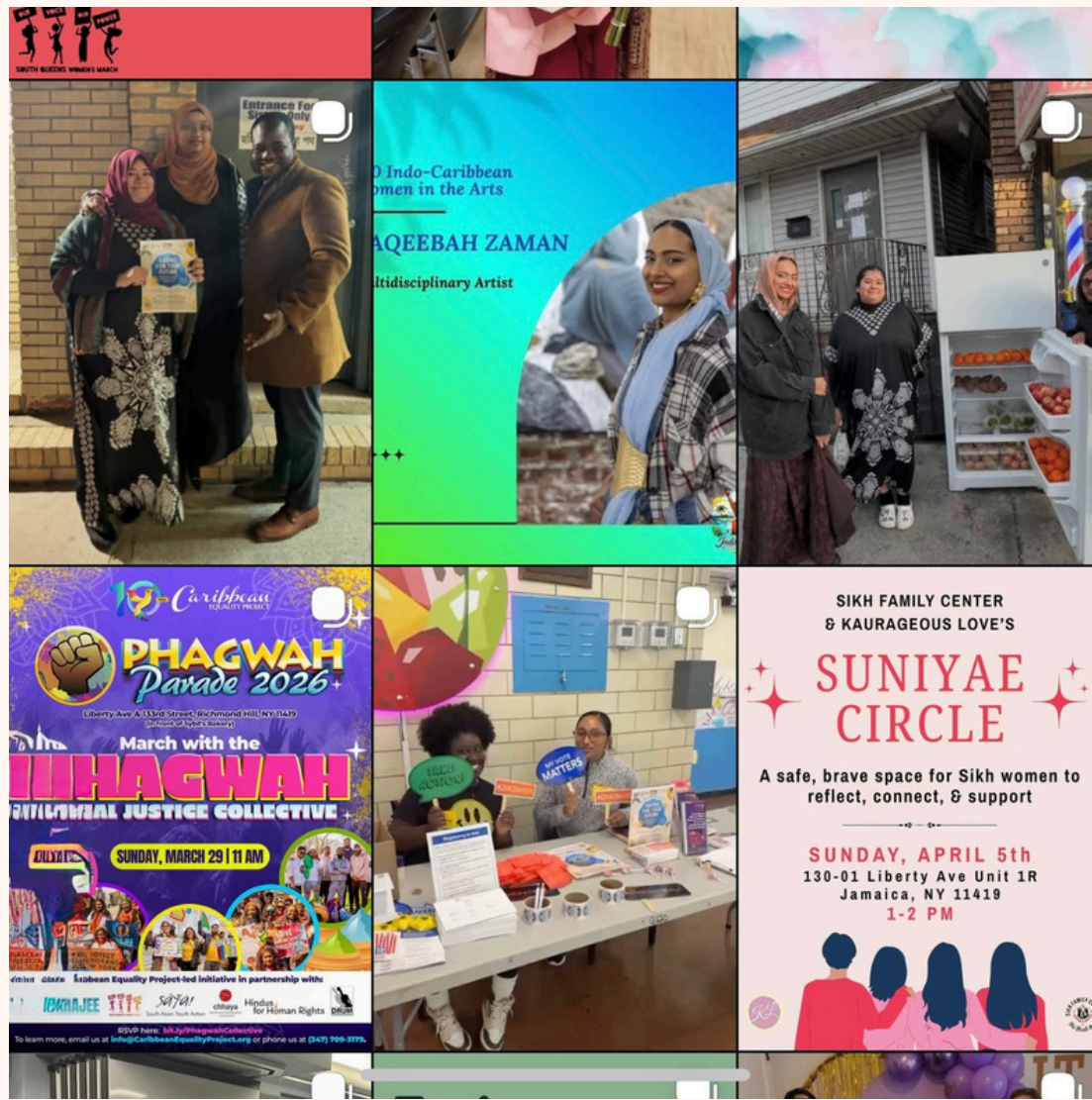
This design is inspired by bold activist movements that center visibility, empowerment, and community voice.

CURRENT BRANDING



- Logo: Simple but lacks strong visual impact
- Color Palette: Limited / inconsistent usage
- Typography: Not clearly defined or consistent
- Imagery: Strong real-life activism photos but not unified
- Overall Feel: Authentic but visually inconsistent

WHY A REDESIGN IS NEEDED



- 1 Current branding lacks a strong, consistent visual identity.
- 2 Current branding lacks a strong narrative and emotional connection.
- 3 Opportunity to strengthen recognition and engagement.
- 4 Limited connection with younger audience.

TARGET AUDIENCE

AGES 16-40

Women, gender non-conforming individuals and allies, young activists, and community organizers

WHERE?




Caribbean & South Asian communities in NYC

VOLUNTEERS LOOK LIKE:




Socially aware, community driven individuals

Our audience values representation, cultural identity, community support, and collective action. They respond strongly to authentic, relatable, and culturally grounded visuals.

COMPETITIVE ANALYSIS

		
<ul style="list-style-type: none"> • Bold community photography • Mix of event flyers, awareness graphics, community event photography. 	<ul style="list-style-type: none"> • Educational & Community focused images/graphics/posts • Advocacy based group 	<ul style="list-style-type: none"> • Survivor focused group. Trusting graphics/supportive content. • emphasis is on accessibility
<ul style="list-style-type: none"> • Indo-Caribbean women + heavier focus diaspora empowerment • Stronger emphasis on healing & care. 	<ul style="list-style-type: none"> • Heavy focus on policies, racial justice • Community focused tone however more formal and professional 	<ul style="list-style-type: none"> • Focus on safety, survivor support • Heavily trauma informed & resources to heal.
<ul style="list-style-type: none"> • Jahajee focuses on culture & community to build emotional connections however visuals are informal and inconsistent across platforms. 	<ul style="list-style-type: none"> • CEP focuses on advocacy, culture, and education to drive their content which leans more on the formal and policy based side rather than community events. 	<ul style="list-style-type: none"> • API Chaya focuses on providing survivors with resources to survive, heal, expand past their trauma.

COMPETITIVE ANALYSIS 2

Organization	Color Palette	Typography	Photography	Verbal Brand
	Bright blue, teal, orange, white	Serif + sans-serif mix	Community, cultural gatherings	Supportive, community-centered
	Bright yellow, teal, black	Bold sans-serif	Portraits, events, vibrant scenes	Empowering, direct
	Teal, orange, white	Clean sans-serif	Documentary-style, real-life moments	Advocacy-focused, urgent

COMPETITION TYPOGRAPHY:



LGBTQ PEOPLE BELONG HERE

After 16 years, we are aligning our name with our belief that **LGBTQ+ liberation is gender justice**. “Sisters” felt appropriate when we were founded. However, it no longer feels needed and we recognize we can reach more people by updating our language to reflect who we really are.

Our decision reflects the people driving our mission forward. The Jahajee network is diverse, and includes a large number of queer and gender nonconforming people. While our LGBTQ+ population is mostly made of newer, younger members, our founding family and initial audiences also included queer people. Jahajee has always been a place LGBTQ+ women and gender-nonconforming people sought out – a place where they could feel safer than in other Indo-Caribbean environments.

We want everyone we serve to know they belong here, and this change is a move toward that.

[MORE ABOUT OUR NAME CHANGE HERE.](#)

Get Involved



DONATE

Keep our work going and growing strong by giving today! Your generous contribution will fuel our movement, helping us get survivors out of crisis and guide them to becoming powerful forces for change.

Jahajee is a project of the Center for Transformative Action, a 501(c)3 nonprofit organization, which accepts all funds on our behalf.

[GIVE TODAY](#)



VOLUNTEER WITH US

It takes a village to create a safe and just future for all. You can volunteer in so many different ways – from helping with major events, to cooking, to showing up to a rally. Join us today!

[GET INVOLVED](#)



JOIN US AS A MEMBER

Our members are the life of our organization! Members help guide and lead the work we do, including programs and campaigns. Members gather monthly to commune and chart the way forward, and take on leadership roles. Become a member today!

[JOIN US](#)

These images were captured from Jahajee.org

COMPETITION TYPOGRAPHY:



Caribbean
EQUALITY PROJECT

ADVOCATING FOR CARIBBEAN LGBTQ VOICES IN NYC

www.CaribbeanEqualityProject.org

Food Justice



A culturally responsive food distribution at Parkside Plaza, Brooklyn, on the 3rd Saturday of each month.

[Learn More](#)

Trans Justice Unit



A program for trans immigrants & asylum seekers through advocacy around healthcare, housing, and more.

[Learn More](#)

Unchained



A healing space for Caribbean LGBTQ+ people in Little Guyana, Queens, and Little Caribbean, Brooklyn.

[Learn More](#)

Phagwah Collective



A coalition of social justice organizations working to support Indo-Caribbean and South Asian communities in South Queens.

[Learn More](#)

COMPETITION TYPOGRAPHY:



API Chaya



SUPPORTING SURVIVORS

Free, confidential, and language-accessible wraparound services for survivors of domestic violence, sexual assault, and human trafficking.



CULTIVATING HEALING

Culturally relevant support groups, community gatherings, and holistic programming to tend to our wellness and interrupt cycles of violence in our families, communities and systems.



BUILDING ACCOUNTABLE COMMUNITIES

Building power through leadership and skill development to prevent, intervene in, and end violence and harm in our communities.

COMPETITION TYPOGRAPHY

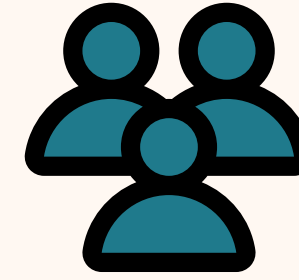


- Clean and modern typography to communicate their message clearly.
- Rely on sans-serif fonts for readability + accessibility across digital platforms.
- Bold Heading and simple body text allow clear navigation of important information.
- Simple fonts also create a welcoming and inclusive tone for CBOs.

INDUSTRY & AUDIENCE TYPOGRAPHY



- In this industry, organizations often use clean and modern sans-serif typefaces to ensure clarity and accessibility across digital platforms.
- These fonts are readable on both desktop and mobile devices, making them effective for sharing important information.



- For my target audience, our typography needs to feel approachable, inclusive, and easy to understand. Simple and structured fonts help users quickly process information and navigate content.
- A clear font hierarchy also improves the overall user experience by guiding attention to key messages.

REDESIGN PROPOSAL

- Develop a bold and cohesive visual identity
- Strengthen brand recognition across platforms
- Use consistent color and typography system
- Highlight real community voices through imagery
- Create a modern, engaging look for younger audiences

This redesign positions South Queens Women's March as a powerful, unified, and recognizable movement.



VERBAL IDENTITY

BOLD
CULTURALLY GROUNDED
EMPOWERING
INCLUSIVE

*We speak with clarity,
urgency, and care.*



BRAND NAME & SLOGAN

SOUTH QUEENS WOMEN'S MARCH

Culture. Community. Change.

BRAND STORY

SOUTH QUEENS WOMEN'S MARCH

Culture. Community. Change.

Founded to amplify marginalized voices, South Queens Women's March celebrates the diversity of Queens' communities. By uniting residents through activism, culture, and advocacy we create spaces where everyone can contribute to long lasting social change.

OUR CORE VALUES

COMMUNITY

COLLECTIVE ACTION

JUSTICE

EQUITY

EMPOWERMENT

INCLUSIVITY

LOGO CONCEPTS

SOUTH QUEENS WOMEN'S MARCH

Culture. Community. Change.



SQWWM

Culture. Community. Change.

VISUAL ELEMENTS

SOUTH QUEENS WOMEN'S MARCH

Font: *Bebas Neue*

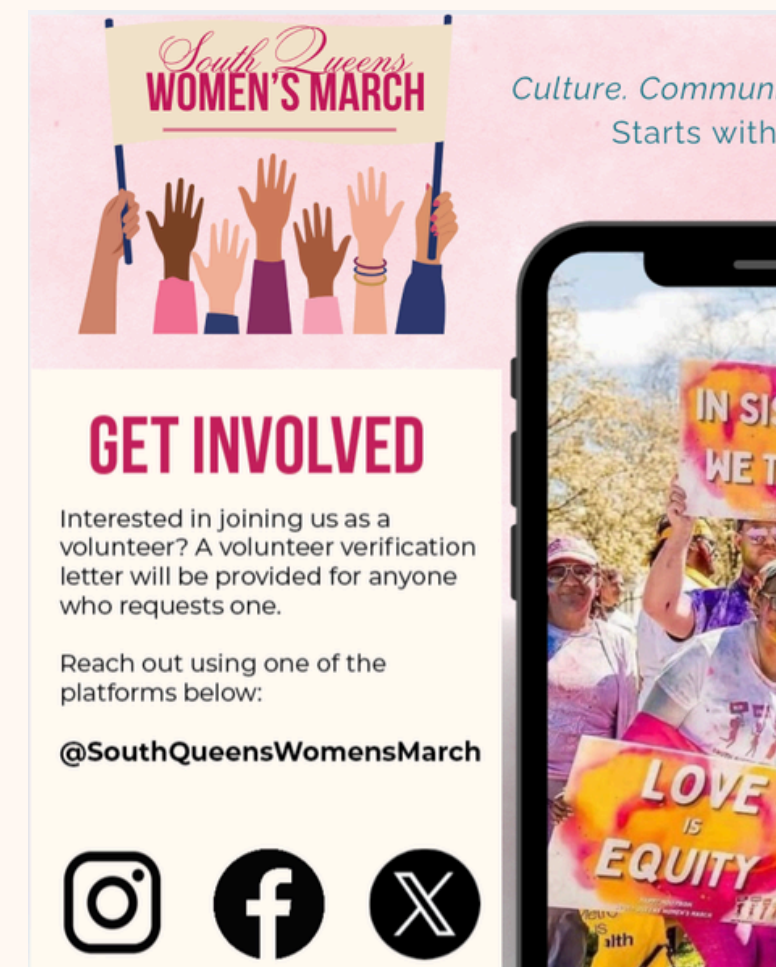
- Titles, Headings

South Queens Women's March

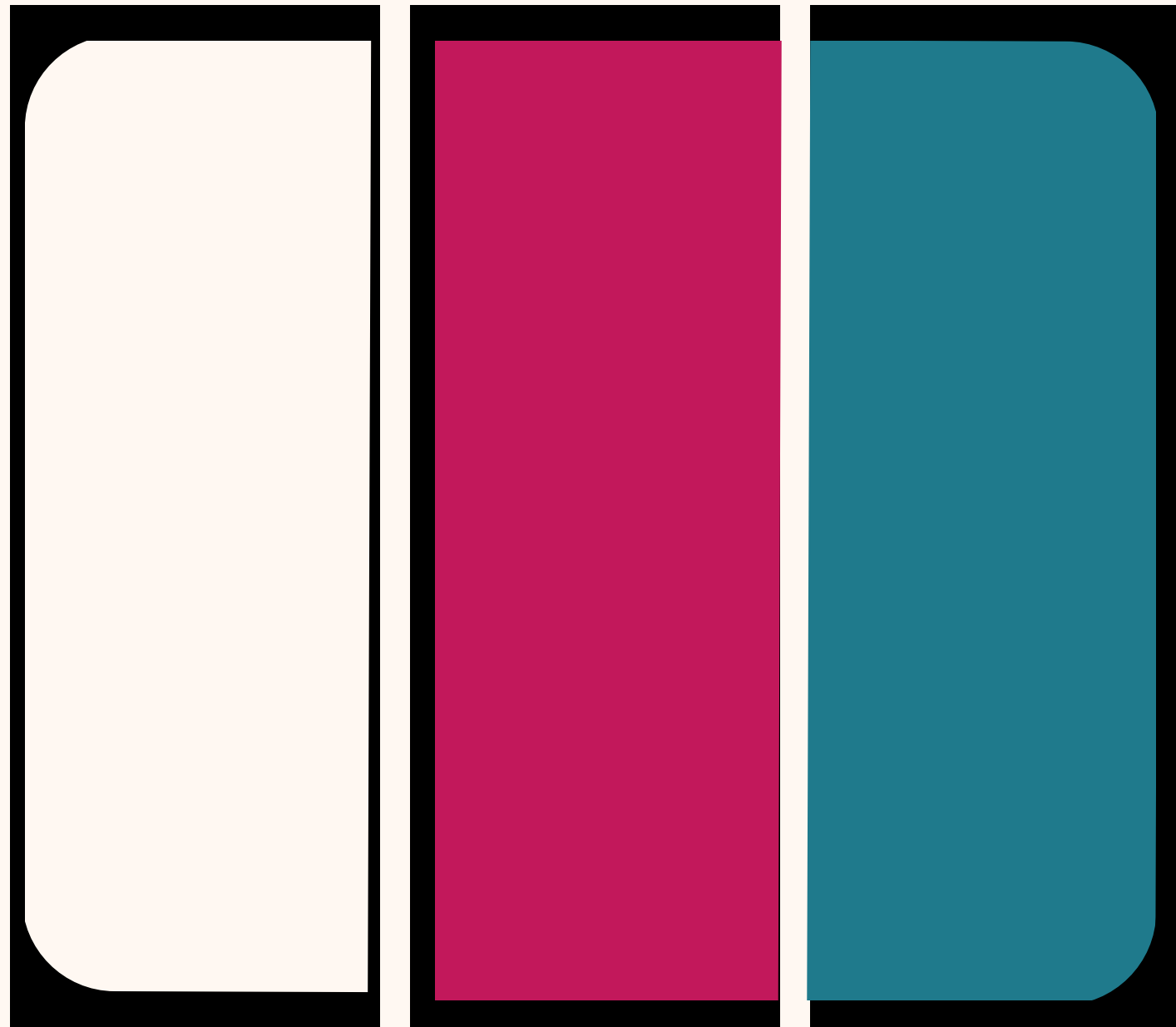
Font: *Raleway*

- Body text
- Subheadings

Image/Graphic Style:



COLOR PALETTE



Off-White: #FFF8F2

Magenta: #C2185B

Teal: #1F7A8C

Our brand palette represents warmth, energy, healing, and cultural grounding.

TYPEFACE SELECTION

- **Bebas Neue** is used for titles and headings because of its bold, clean, and impactful appearance, which helps capture attention and create a strong visual presence. (Alongside logo)
- **Raleway** is used for body text due to its readability and modern design. Its lighter and more refined structure makes it easy to read across different platforms while maintaining a professional and cohesive look.

BEBAS NEUE

Raleway Regular

TYPOGRAPHY HIERARCHY

BEBAS NEUE - TITLE

BEBAS NEUE - SUBTITLE

Raleway SemiBold - Subheading

Raleway Regular - Body Text

The hierarchy creates a clear structure that guides the viewer's attention and improves overall readability.

LOGO VARIATIONS + RATIONALE

The logo uses clean and modern typography to reflect the brand's identity. Its simplicity makes it versatile and easy to recognize across different platforms. The color variations ensure that the logo remains effective on both light and dark backgrounds, maintaining consistency and visibility.



CHANGES FROM WEEK ONE

- Refined font selection:
 - Changed from Old Standard Serif to Raleway Sans Serif for body text.
- Added logo variations
- Added typography research based on competitors and demographic preferences.
- Strengthened brand consistency.
- Added Business Identity System
- Changed color palette to 3 colors (Removed orange & gold)



BRAND IDENTITY SYSTEM

Business Card:


A minimal, typography-driven layout that establishes the brand identity through clear hierarchy, using bold name placement and clean supporting contact information.





SOUTH QUEENS WOMEN'S MARCH

Gender Based Violence Organization

By uniting residents through activism, culture, and advocacy we create spaces where everyone can contribute to long lasting social change.

 (718)-322- 3739

 southqueenswomensmarch.org

 130-01 Liberty Ave Unit 1R, South
Richmond Hill, NY 11419

BRAND IDENTITY SYSTEM

Letterhead:

- A professional design that reinforces the brand identity through subtle logo placement, typography, and clean spacing for official communication.



BRAND IDENTITY SYSTEM

Instagram Post:

A bold promotional layout designed for social media, using strong imagery and type hierarchy to quickly grab attention and get people involved.

South Queens
WOMEN'S MARCH

Culture. Community. Change.
Starts with you.

GET INVOLVED

Interested in joining us as a volunteer? A volunteer verification letter will be provided for anyone who requests one.

Reach out using one of the platforms below:

@SouthQueensWomensMarch

SouthQueensWomensMarch

South Queens
WOMEN'S MARCH

Culture. Community. Change.
Starts with you.

GET INVOLVED

Interested in joining us as a volunteer? A volunteer verification letter will be provided for anyone who requests one.

Reach out using one of the platforms below:

@SouthQueensWomensMarch

Southqueenswomensmarch

Get Involved in YOUR community NOW!
Gather, share, implement strategies to help those around us in need. ❤️

BRAND IDENTITY SYSTEM

Poster (Pantry/Promo Poster):

A visual that emphasizes hierarchy through scale, contrast, and imagery to create an eye-catching promotional advertisement.



WOMEN'S MARCH

SOUTH QUEENS COMMUNITY POP-UP PANTRY

Fresh Food. Community Support. No Barriers.

OPEN TO ALL • FREE OF CHARGE • WHILE SUPPLIES LAST

- Free groceries & produce
- Fresh bread & Pastries
- Period products (PAdS & Tampons)
- Gender based violence resources & more!

DATE: SATURDAY, MAY 17, 2026
TIME: 10:00 AM – 1:00 PM
LOCATION: ROY WILKINS PARK
◦ 177TH ST & BAISLEY BLVD, QUEENS, NY

Join us for a community Pop-Up Pantry providing fresh produce and essential food items to South Queens residents. This event is designed to support families, promote food access, and strengthen our community through care and connection.

*Organized by: South Queens Community Collective
In partnership with local volunteers and community partners*

PLEASE NOTE: THIS IS A FIRST COME, FIRST SERVED EVENT.
PHOTOS & VIDEOS OF COMMUNITY MEMBERS ARE STRICTLY PROHIBITED



WOMEN'S MARCH

SOUTH QUEENS COMMUNITY POP-UP PANTRY

Fresh Food. Community Support. No Barriers.

OPEN TO ALL • FREE OF CHARGE • WHILE SUPPLIES LAST

- Free groceries & produce
- Fresh bread & Pastries
- Period products (PAdS & Tampons)
- Gender based violence resources & more!

DATE: SATURDAY, MAY 17, 2026
TIME: 10:00 AM – 1:00 PM
LOCATION: ROY WILKINS PARK
◦ 177TH ST & BAISLEY BLVD, QUEENS, NY

Join us for a community Pop-Up Pantry providing fresh produce and essential food items to South Queens residents. This event is designed to support families, promote food access, and strengthen our community through care and connection.

*Organized by: South Queens Community Collective
In partnership with local volunteers and community partners*

PLEASE NOTE: THIS IS A FIRST COME, FIRST SERVED EVENT.
PHOTOS & VIDEOS OF COMMUNITY MEMBERS ARE STRICTLY PROHIBITED



WOMEN'S MARCH

SOUTH QUEENS COMMUNITY POP-UP PANTRY

Fresh Food. Community Support. No Barriers.

OPEN TO ALL • FREE OF CHARGE • WHILE SUPPLIES LAST

- Free groceries & produce
- Fresh bread & Pastries
- Period products (PAdS & Tampons)
- Gender based violence resources & more!

DATE: SATURDAY, MAY 17, 2026
TIME: 10:00 AM – 1:00 PM
LOCATION: ROY WILKINS PARK
◦ 177TH ST & BAISLEY BLVD, QUEENS, NY

Join us for a community Pop-Up Pantry providing fresh produce and essential food items to South Queens residents. This event is designed to support families, promote food access, and strengthen our community through care and connection.

*Organized by: South Queens Community Collective
In partnership with local volunteers and community partners*

PLEASE NOTE: THIS IS A FIRST COME, FIRST SERVED EVENT.
PHOTOS & VIDEOS OF COMMUNITY MEMBERS ARE STRICTLY PROHIBITED

BROCHURE DESIGN

An introduction to the brand identity, establishing tone through bold typography, consistent color palette, and a clear visual hierarchy that sets the foundation for the system.

GET INVOLVED

Interested in joining us as a volunteer? A volunteer verification letter will be provided for anyone who requests one.

Reach out using one of the platforms below:

@SouthQueensWomensMarch



Founded to amplify marginalized voices, South Queens Women's March celebrates the diversity of Queens' communities. By uniting residents through activism, culture, and advocacy we create spaces where everyone can contribute to long lasting social change.



Culture. Community. Change.



WHO WE ARE

Inspired by global and national women's rights movements, the South Queens Women's March amplifies the voices of South Queens' diverse women.

We are an all-volunteer multi-generational, intersectional platform working to foster women's empowerment through dismantling norms, practices, and institutions that support patriarchy and gender injustice.

We are taking our sisterhood to the streets to unify women and gender non-conforming individuals in our community and connect them to the tools and resources necessary to empower their own lives and thrive.



BROCHURE DESIGN

A deeper exploration of the brand's visual language, showcasing how layout, type, and imagery work together to maintain consistency across different applications.

OUR SERVICES

We are serving our communities through a variety of committees.

Gender Based Violence Committee

Our workshops address topics, such as the qualities of a healthy relationship, establishing healthy boundaries, how to foster self-love and combat bullying, how to intervene when witnessing street harassment, self-defense, and safety planning.

Mutual Aid & Service Committee

Our drives have been ingrained in our organization's planning since the beginning. These efforts offer a way for community members to pool their resources and give back to other members who may be struggling at any given time.

Youth & Professional Development

To address the inequities and unfair distribution of resources for youth and community members, primarily Black and Brown women in the South Queens community, we host a series of workshops primarily focused on bridging the equity gap.

At SQWM, we will continue to use our movement and organization to bridge the equity gap and ensure survivors and our community members get the resources they deserve.

WHAT WE DO

- Organize marches & protests
- Advocate for women's & gender rights through different means of expression. (Art Healing, Workshops, Protests, Pantries, etc.)
- Support community initiatives
- Educate & raise awareness.



WHY IT MATTERS



South Queens Women's March amplifies voices that are often unheard and brings attention to issues impacting women and gender alike in our community.

Through collective action, we create space for change, empowerment, and equality.

JOIN THE MOVEMENT.

**STAND WITH US.
MAKE YOUR VOICE HEARD.**

NEWSLETTER DESIGN

A deeper exploration of the brand's visual language, showcasing how layout, type, and imagery work together to maintain consistency across member communication and organization updates.

April 2026



New Member Edition

✦ CULTURE. COMMUNITY. CHANGE ✦



SPOTLIGHT: ART COMMITTEE

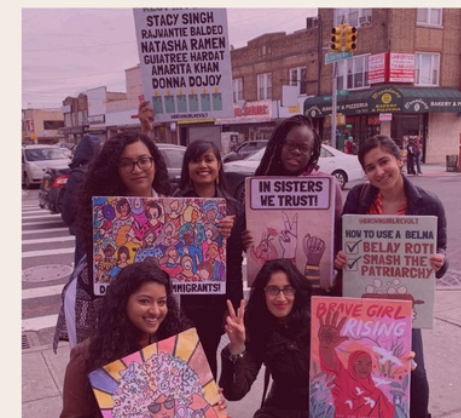
This month we're celebrating the incredible work of the Art Committee, whose creativity has shaped so many of our events so far this year. Thank you to the artists and volunteers who continue to make our movement vibrant and visually bold.

MARCH HIGHLIGHTS

- Art & Healing Workshops
- Feel Good Fridays: Self-Defense Series
- Community Care & Mutual Aid
- Civic Engagement & Voter Education
- Youth Creative & Leadership Programs

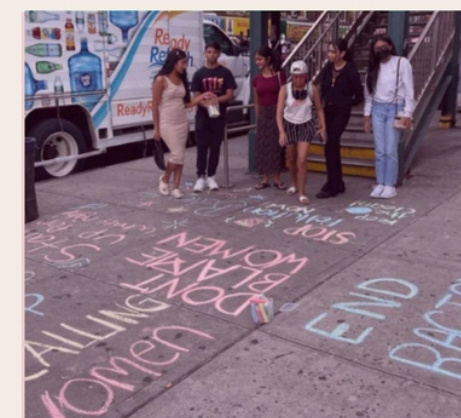
JOIN A COMMITTEE...

ART HEALING COMMITTEE



The Art Committee is a creative space where ideas come to life and connections grow. By organizing events, supporting young artists, and celebrating diverse voices, the committee helps make art, engaging, and impactful for everyone.

GENDER BASED VIOLENCE COMMITTEE



Our workshops address topics, such as the qualities of a healthy relationship, establishing healthy boundaries, how to foster self-love and combat bullying, how to intervene when witnessing street harassment, self-defense, and safety planning.

MUTUAL AID & SERVICE COMMITTEE



Our drives have been ingrained in our organization's planning since the beginning. These efforts offer a way for community members to pool their resources and give back to other members who may be struggling at any given time.

YOUTH & PROFESSIONAL DEVELOPMENT



To address the inequities and unfair distribution of resources for youth and community members, primarily Black and Brown women in the South Queens community, we host a series of workshops primarily focused on bridging the equity gap.

GET INVOLVED

Here's how you can continue making an impact:

- Volunteer at upcoming holiday events
- Join a committee or planning team
- Donate to support SQWM's mission
- Follow and share updates on social media
- Invite friends and neighbors to join our newsletter

Your voice and participation amplify community strength!

RESOURCE CORNER

Here are a few important supports for our community this winter:

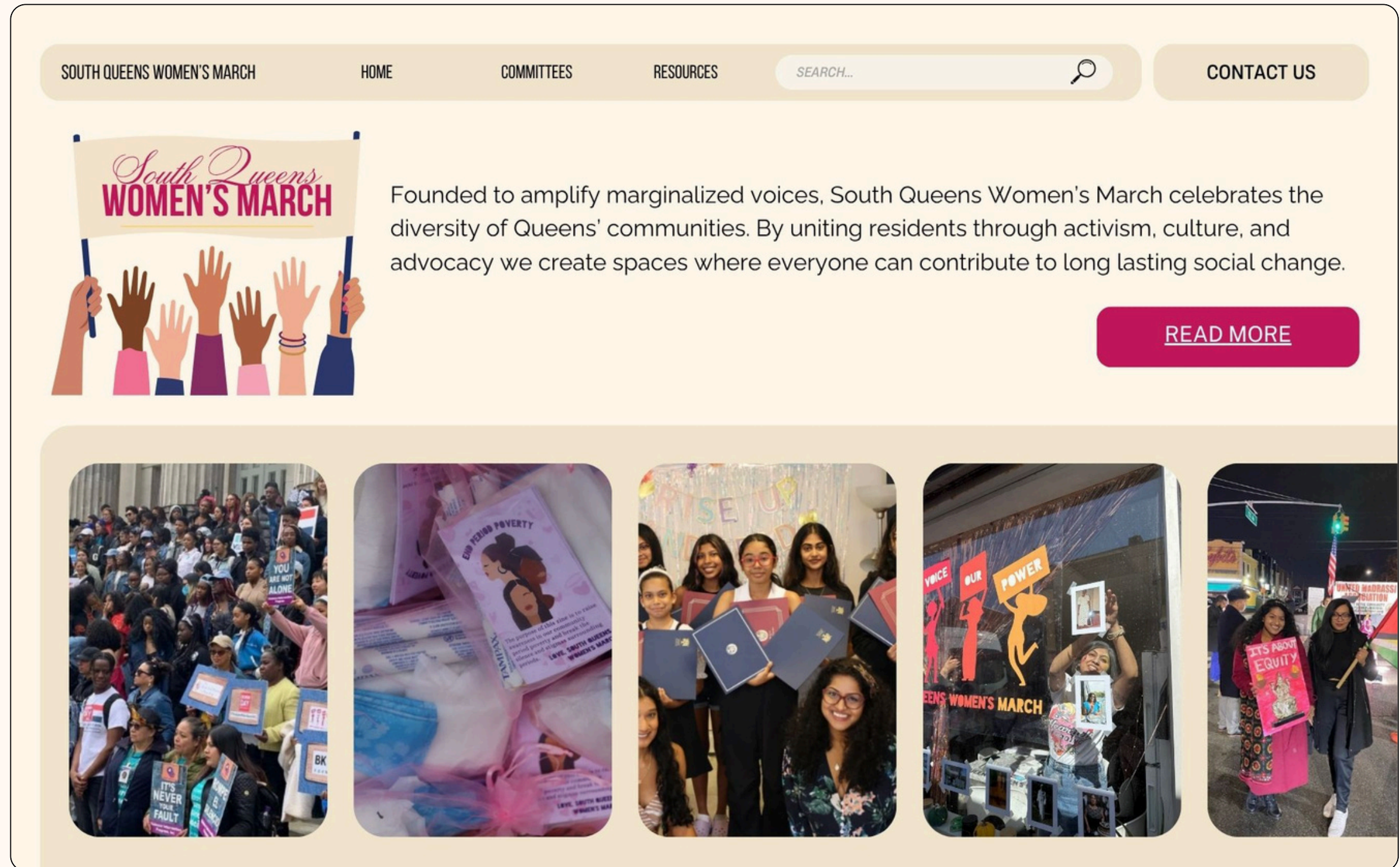
- Domestic Violence Hotline: 1-800-799-7233
- NYC Well (24/7 Mental Health Support): 1-888-692-9355
- Local Mutual Aid + Support Networks: Check SQWM social channels for updates

Community care is collective care, never hesitate to reach out.

Our mailing address is:
130-01 Liberty Avenue Unit 1R, Queens NY 11419

WEBSITE DESIGN

A deeper exploration of the brand's visual language, showcasing how layout, type, and imagery work together to maintain consistency across multiple platforms



FINAL CHANGES

- Who we are: rework into bullets this design is inspired by
- Explain current branding before why redesign
- Competitive analysis: second table how they are represented, color, type, photography, verbal brand
- Move typography slides
- Add redesign proposal slide
- Visual Elements: change inner child pic, write more about both fonts
- Business card: title to close to edge
- Move IG size captions remove one bullet point
- Poster Alignment text everything clean up
- Brochure: fix picture and grids help me plz

