



# **WE Finance Code** Media Toolkit for Signatories

Resources for amplifying  
your story as a signatory of  
the WE Finance Code

# Contents

1. **Introduction**
2. **How to Use this Toolkit**
3. **Branding Guidelines**
4. **Key Messaging**
5. **Social Media**
6. **Visual Assets**
7. **Launch Events**

# 1

## Introduction



Welcome to the Media Toolkit for Signatories of the Women Entrepreneurs Finance Code (WE Finance Code, or simply, the Code). This toolkit is designed to help you effectively communicate your commitment to gender equality and your involvement in the WE Finance Code to the media and the public. By using the resources provided, you can showcase your organization's leadership, amplify your impact and inspire others to join the Code.

The WE Finance Code is administered globally by the Women Entrepreneurs Finance Initiative (We-Fi) Secretariat, housed in the World Bank.

To view latest updates about the WE Finance Code, visit [www.wefinancecode.org](http://www.wefinancecode.org)

To learn more about We-Fi, visit [www.we-fi.org](http://www.we-fi.org)

# 2

## How to use this Toolkit

Organizations like yours become signatories of the WE Finance Code to show their commitment to increasing financing to women-led micro, small and medium enterprises (WMSMEs) around the world.

Developed exclusively for WE Finance Code signatories, this media toolkit provides the resources and guidance to help your organization publicly communicate its commitment to driving systemic change for gender equality in the financial sector. Inside the Toolkit, you will find useful information on:

- ▶ How to communicate your participation in the Code, at either national or global levels
- ▶ What messages to include in your press releases and other official communications
- ▶ Best practices for amplifying your participation in the Code on social media
- ▶ How to use the WE Finance Code logo in your collaterals and on digital platforms
- ▶ What you can expect from the We-Fi Secretariat

### QUESTIONS?



If you have any questions about this toolkit, please contact:

We-Fi Secretariat  
[wefinancecode@worldbank.org](mailto:wefinancecode@worldbank.org)

Sean Ding, External Affairs Officer  
[sding1@worldbank.org](mailto:sding1@worldbank.org)

# 3

## Branding Guidelines

Consistency is key to building and maintaining a strong brand presence for the WE Finance Code globally. “WE” is more than an acronym – it means WE are all in this together! By adhering to the guidelines outlined in this section, we ensure that every interaction with WE Finance Code reflects the core values behind the Code and strengthens our brand identity. Thank you for your commitment to the WE Finance Code brand.

### Referring to the WE Finance Code - «Dos and Don'ts»:

In any public-facing materials, please ensure that the WE Finance Code is referred to correctly. Below are the correct terms – and terms to avoid:

Acceptable 	Unacceptable 
<ul style="list-style-type: none"><li>✓ WE Finance Code</li><li>✓ Women Entrepreneurs Finance Code</li><li>✓ “the Code” as an abbreviation – use ONLY when the full term is spelled out in the same context at its first mention.</li></ul>	<ul style="list-style-type: none"><li>✗ We-Fi Code</li><li>✗ WE Code, or We Code</li><li>✗ We Finance Code (wrong capitalization)</li><li>✗ Wi-Fi Code</li><li>✗ Women Finance Code</li><li>✗ We-Finance Code (wrong capitalization, redundant hyphen)</li><li>✗ WE-Finance Code (redundant hyphen)</li></ul>

# 4

## Key Messaging

There are local and global channels for participating in the Code: Entities in countries with National Codes will participate through those National Codes, and global organizations may participate as global signatories of the WE Finance Code. As such, signatories should tailor their messages based on their levels of participation:



# 4

## Key Messaging

### **4.1. Communicating commitment upon becoming a participant as a global signatory**

If you are joining the WE Finance Code as a global signatory, your organization has signed a Letter of Commitment as either a Financial Service Provider (FSP) or Ecosystem Partner. We encourage global signatories to amplify their participation in the Code and highlight their leadership's commitment to advancing women's economic empowerment through both owned and earned media.

As a global signatory, we will also create a designated webpage to showcase your profile and commitment. You are encouraged to share this page with media and partners. To view a sample page, visit: [www.wefinancecode.org/global-signatories/sample](http://www.wefinancecode.org/global-signatories/sample). We ask that you provide a quote (1-2 sentences) from your CEO to be highlighted on this page. In addition to the quote, we may also, in consultation with you, list the actions that your organization is committing to and/or innovations it has introduced.

# 4

## Key Messaging

### 4.1. Communicating commitment upon becoming a participant as a global signatory

You may find suggested text below to add to a press release or internal communication about joining the Code:

- ▶ [Organization name] is pleased to announce that we have become a signatory to the WE Finance Code.
- ▶ The WE Finance Code is a system-wide effort to increase financing to women-led micro, small and medium enterprises (WSMEs). As a global signatory, [organization name] is proud to provide leadership, improve data and take actions that will help eliminate constraints and financing gaps for women entrepreneurs.
- ▶ Housed in the World Bank with support from 14 donor governments, We-Fi has facilitated over US \$3 billion to over 150,000 women-led businesses in developing countries since its founding in 2017.
- ▶ [Insert quote from the president / chief executive officer of your organization, or a Champion your organization has named] For example:
  - ▶ “Supporting women-led businesses is key to accelerate gender equality. [Organization name] is looking forward to expanding and introducing new measures that support women entrepreneurs”, says [insert name and title].
  - ▶ To learn more about [organization name]’s participation in the WE Finance Code and our commitment to increasing women’s access to finance, visit: [www.wefinancecode.org/global-signatories/organization-name](http://www.wefinancecode.org/global-signatories/organization-name) (actual URL will be shared separately)

# 4

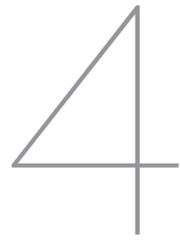
## Key Messaging

### 4.2. Communicating commitment upon becoming a National Code Signatory

If you are joining the WE Finance Code through a National Code, your organization has completed the onboarding process – which includes submitting a letter of commitment and completing an onboarding form, with one of the Code’s Implementing Partners (multilateral development banks) working in your country.

We encourage National Code signatories to amplify their participation in the Code and highlight their leadership’s commitment to advancing women’s economic empowerment through both owned and earned media.

Implementing Partners, in partnership with country actors and with guidance from the We-Fi Secretariat, may create country-specific websites / webpages for the National Code. We ask that you work directly with your Coordinator on highlighting your profile online, as well as sharing any actions your organization is committing to.



# Key Messaging

## 4.2. Communicating commitment upon becoming a National Code Signatory

You may find suggested text below to add to a press release about joining a National Code. Please consult with your Coordinator / We-Fi Implementing Partner when translating the messages into local languages:

- ▶ [Organization name] is pleased to announce that we have become a signatory of the WE Finance Code – [insert country name].
- ▶ The WE Finance Code is a multi-stakeholder effort supported by [insert Implementing Partner name], the Women Entrepreneurs Finance initiative (We-Fi), and the coordinator and national coalition members.
- ▶ WE Finance Code aims to increase financing to women-led micro, small and medium enterprises (WSMEs). As a signatory in [country name], [organization name] is proud to provide leadership, improve data and take actions that will help eliminate constraints and financing gaps for women entrepreneurs in [insert country name].
- ▶ Housed in the World Bank with support from 14 donor governments, We-Fi has facilitated over US \$3 billion to over 150,000 women-led businesses in developing countries since its founding in 2017.
- ▶ [Insert quote from the president / chief executive officer of your organization] For example:
- ▶ “Supporting women-led businesses is key to accelerate gender equality. [Organization name] is looking forward to expanding and introducing new measures that support women entrepreneurs”, says [insert name and title].

# 4

## Key Messaging

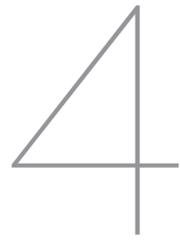
### 4.3. Communicating progress on data, leadership, and action

Signatories may highlight their progress on the three pillars of the Code:

- ✓ Supporting women-led businesses through leadership
- ✓ Expanding measures to support women entrepreneurs
- ✓ Collecting and reporting sex-disaggregated data

These messages can be used in periodic reports, executive talking points, or press releases introducing new products and services. For social media use, we encourage you to mention We-Fi and/or your Implementing Partner and use hashtag **#WEFinanceCode** so that we may amplify the messages globally. For more on social media, please refer to Section 4 of this Toolkit.

When communicating progress, we strongly encourage you to share stories where real women entrepreneurs are involved – preferably with high-resolution photos and videos.



# Key Messaging

## 4.3. Communicating progress on data, leadership, and action

Suggested text for communicating progress through press releases, talking points or social media (to be tailored / translated based on local / institutional contexts):

### Communicating progress on data:

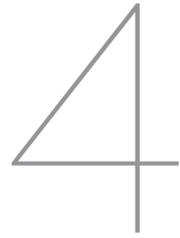
- ▶ Since joining the WE Finance Code as a signatory in [month-year], [Organization name] has been actively tracking sex-disaggregated data in our lending portfolio. Over the past [time period], we have provided financing to [insert number] women-led MSME customers, and approved loans totaling [insert amount] to these women-led businesses. (for additional data points to communicate, please refer to the WE Finance Code brochure or consult with your Coordinator)

### Communicating progress on expanding measures to support women entrepreneurs:

- ▶ As a signatory of WE Finance Code, we are committed to helping more women-led businesses access finance. Recently, [organization name] announced [insert new program / product / service name], which is expected to help women entrepreneurs [insert expected impact of the program].

### Communicating leadership:

- ▶ In [insert year], we joined the WE Finance Code, a global initiative dedicated to increasing financing to women-led micro, small and medium enterprises (WSMEs). Our commitment remains unwavering. As highlighted by [insert CEO / senior leader name] at [event name]: [insert quote]



# Key Messaging

## 4.4. Executive talking points

An effective way to highlight your organization's commitment to supporting women-led businesses is to incorporate WE Finance Code in your leadership's talking points as they participate in high-level events. We summarized a few useful talking points in this Toolkit, but please feel free to adjust them based on your local / institutional contexts.

### Suggested Talking Points on the constraints:

#### Access to Finance as a constraint:

- ▶ Women-led SMEs face persistent challenges in accessing financial resources, such as limited collateral and asset ownership, technology and information barriers, as well as existing gender biases. Bridging the gender gap in access to finance not only empowers women entrepreneurs, but also adds tremendous value to economies by unlocking women's full potential.

#### Importance of working across the financial sector:

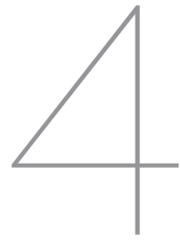
- ▶ Collaboration across the financial sector is essential in creating a more robust and inclusive financial ecosystem. By working together, regulators, banks, fintech companies and other industry players can amplify the impact of financial initiatives and deliver more funding in the hands of women entrepreneurs.

#### Importance of women entrepreneurs to the economy:

- ▶ Women entrepreneurs play a crucial role in shaping our economy. WSMEs contribute significantly to job creation, innovation, and overall economic diversity. Investing in women-led businesses is an investment in the economic resilience of our communities.

#### Serving women entrepreneurs makes business sense:

- ▶ Serving women entrepreneurs is simply good business. Women-led SMEs often demonstrate strong financial acumen, resilience, and a commitment to community development. By tailoring our services to this market segment, we not only foster economic stability but also tap into a market with immense potential for sustainable growth.



# Key Messaging

## 4.4. Executive talking points

### Suggested Talking Points on joining the WE Finance Code:

- ▶ I am pleased to announce that [organization name] has become a signatory to the Women Entrepreneurs Finance Code, or WE Finance Code – which is a global initiative dedicated to increasing financing to women-led micro, small and medium enterprises.
- ▶ (For National Code signatories)  
We are proud to be working with [insert We-Fi Implementing Partner name] to champion the WE Finance Code in [country name], together with [coordinator and national coalition members].
- ▶ The WE Finance Code is a multi-stakeholder effort supported by [insert Implementing Partner name], the Women Entrepreneurs Finance initiative (We-Fi), and the coordinator and national coalition members.
- ▶ The WE Finance Code is a system-wide effort to increase financing to women entrepreneurs. As a signatory, [organization name] is proud to provide leadership, improve data and take actions that will help eliminate constraints and financing gaps for women entrepreneurs.
- ▶ We look forward to collaborating with other financial institutions and sharing knowledge and best practices to bridge the gender gap in access to finance.

# 5

## Social Media

### TAG, FOLLOW AND INTERACT WITH US ONLINE:



#### LinkedIn

<https://www.linkedin.com/company/women-entrepreneurs-finance-initiative/>



#### Website

[www.wefinancecode.org](http://www.wefinancecode.org)

#### Suggested hashtags

**#WEFinanceCode #WeFi  
#EmpowerWomen  
#WomenEntrepreneurs**

Spread the word about your commitment to the WE Finance Code on your social media platforms using the following sample posts:



Sample social media postcard.

- ▶ We are proud to join the Women Entrepreneurs Finance Code, a global initiative that helps increase financing to women-led businesses. Together, we can break barriers and create a more inclusive entrepreneurial ecosystem. #WEFinanceCode #GenderEquality
- ▶ Gender equality isn't just good for women; it's good for business. We're committed to closing the gender financing gap and fostering a culture of inclusion. Join us in supporting the Women Entrepreneurs Finance Code. #WEFinanceCode #EmpowerWomen
- ▶ Empowering women entrepreneurs is not just a goal; it's a mission. That's why we're excited to become a signatory to the Women Entrepreneurs Finance Code #WEFinanceCode and take steps towards a more equitable future. #EmpowerWomen

# 5

# Social Media



## The power of stories

When communicating your commitment and progress on social media, we strongly encourage you to tell stories of real-life women entrepreneurs. In essence, telling stories of real women entrepreneurs is not just about showcasing individual successes; it's about weaving a narrative of empowerment that resonates with a broader audience and drives collective action.

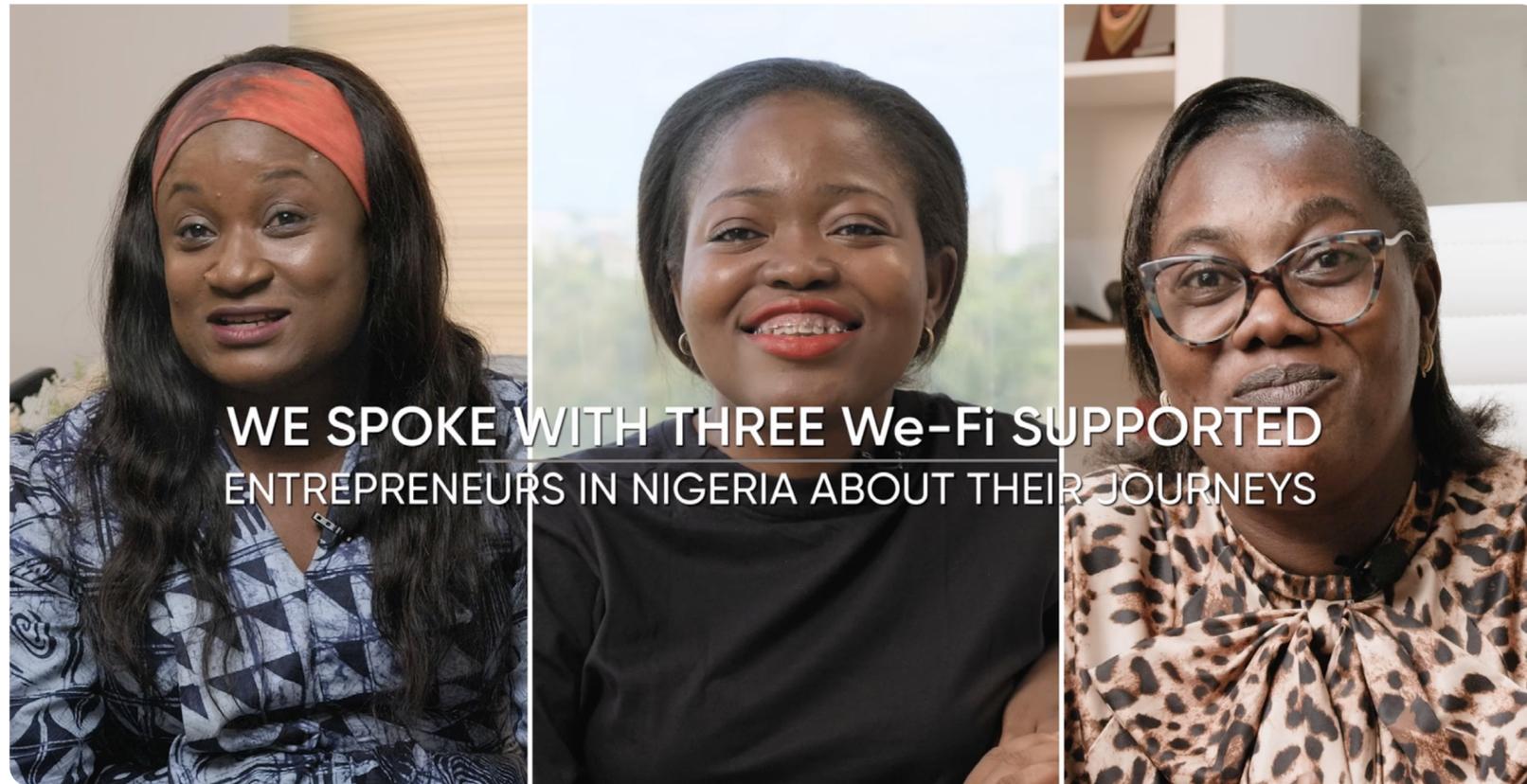
Authentic stories build trust and credibility in the progress being communicated. Real-life examples demonstrate the tangible impact of initiatives, reinforcing the authenticity of the efforts made toward financial inclusion and women's economic empowerment.

Stories also serve as powerful tools for advocacy, influencing policymakers and stakeholders to recognize the importance of sustained efforts in financial inclusion. These stories create a compelling narrative for policy change that supports and accelerates women's economic empowerment.

# 5

# Social Media

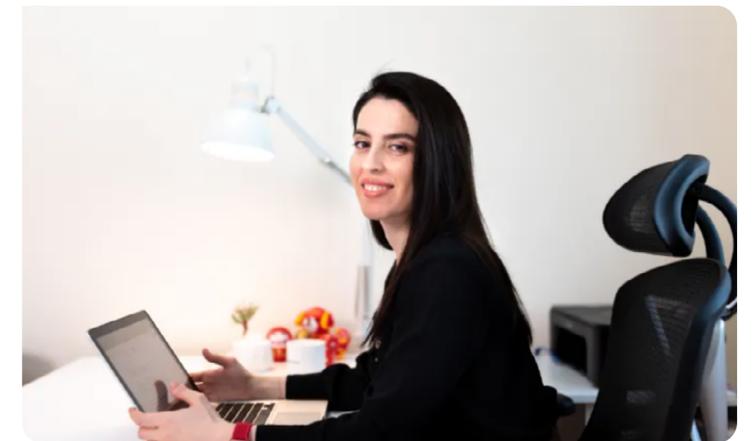
## Stories examples



[We-Fi supported entrepreneurs in Nigeria share their success stories](#)



[Move over 'tech bros': Women entrepreneurs join Africa's fintech boom](#)



[Meet the Women Pioneers Creating Green Jobs in Arab Countries](#)

# 6

## Visual Assets



### Introduction

The WE Finance Code logo is a crucial element of our brand identity and should be used consistently to maintain a strong and recognizable visual presence. These guidelines are designed to ensure that the logo is used effectively and consistently in various contexts and to maintain the integrity of our brand. Logos may be displayed on company collaterals, web pages and other digital or print materials. Signatories are encouraged to include the WE Finance Code logo in the footer section of their websites, and link to the signatory profile page on [www.wefinancecode.org](http://www.wefinancecode.org) or the National Code website, as applicable.

### Use of logo

Signatories are encouraged to use the appropriate WE Finance Code logo where possible – such as on websites, annual reports, and other corporate collaterals. The logo should be prominently displayed at launch events and other discussions of the WE Finance Code.

Only entities which the coordinators have explicitly granted the right to use the WE Finance Code logo can do so. If for any reason the Coordinator rescinds that offer, entities must remove the logo where possible.

# 6

## Visual Assets

### Logo Variations

The WE Finance Code logo is available in several variations to accommodate different use cases. These variations include full-color, grayscale, and one-color options. When choosing a logo variation, consider the background and context to ensure optimal visibility and legibility.

**We ask that National Code signatories use the logo variation that highlights the country name (Variation B).**

Please contact the Implementing Partner / coordinator to request the National Code logo.

VARIATION A  
For global signatories



VARIATION B  
For National Code signatories



VARIATION C  
For small spaces / when used as icons



[Download logo files](#)

# 6

## Visual Assets

### Additional Guidance on Logo Use:



#### Full-Color Logo

The full-color logo is our primary version and should be used in most situations. It consists of the WE Finance Code seal and texts in the designated colors.



#### Grayscale Logo

Use the grayscale logo when color printing is not available or when the design context calls for a more subtle approach. It retains the same proportions and design as the full-color logo but is rendered in shades of gray.



#### One-Color Logo

The one-color logo should be used in situations where full-color or grayscale versions are not suitable, such as newspaper ads, faxes, or situations where color options are limited. It should be used in the designated color specified in the next section.

# 6

# Visual Assets

## Color Usage

The WE Finance Code logo uses a specific color scheme to ensure brand consistency. These colors should be used as follows:



**Primary Color**  
**#9b2068**  
**(purple)**

The primary purple color is the dominant color of the logo and should be used for the wordmark and icon in the full-color version.

**Secondary Color**  
**#eb6258**  
**(orange):**

The secondary orange color is used for the checkmark icon within the logo, as well as for highlighting the country name (for National Codes).

# 6

# Visual Assets

## Minimum Size

To ensure the legibility and visual impact of the logo, it should not be reproduced smaller than 0.75 inches (19mm) in width for printed materials or 100 pixels in width for digital use.

## Prohibited Usage



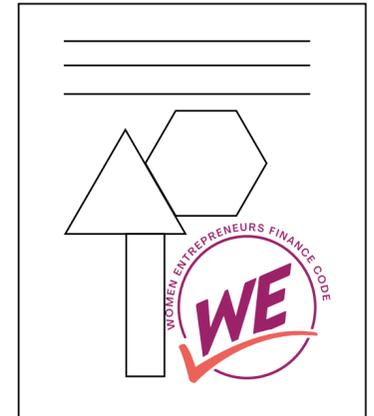
Do not alter the logo's proportions or design elements.



Do not use unapproved colors for the logo.



Do not use the logo on busy or cluttered backgrounds that compromise its visibility.



Do not place the logo too close to other graphic elements or text.

X

# 6

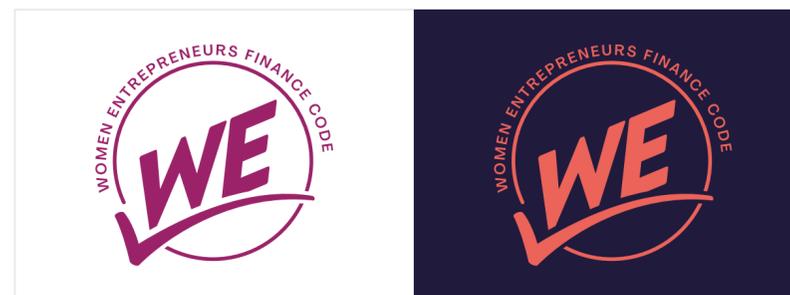
# Visual Assets

## CONTACT



If you have any questions or need assistance with logo usage, please contact the We-Fi Secretariat or your Implementing Partner

## Background Considerations



When using the WE Finance Code logo on various backgrounds, ensure that it remains legible and visually appealing. Follow these guidelines:

### Full-Color Logo

This version works best on light or neutral backgrounds. Avoid using the full-color logo on darker images or backgrounds, as it may not provide enough contrast.

### Grayscale Logo

The grayscale logo is more adaptable to different backgrounds and can be used on light or dark backgrounds with good contrast.

### One-Color Logo

The one-color logo can be used on both light and dark backgrounds, but ensure that the chosen color provides sufficient contrast.

# 6

## Visual Assets

### Imagery Guidelines

Use high-quality, authentic images that align with the brand personality – women’s empowerment, financial inclusion, and gender equality.

If possible, avoid stock photos that do not reflect diversity or authenticity.

### Typography Guidelines

Use the designated fonts for all communications. While fonts may vary across languages, we recommend “Arial” as the primary font (or a similar, “sans-serif” typeface in other languages)

Maintain consistent font sizes for readability.





# Launch Events

Launching the WE Finance Code is a significant milestone, and hosting a successful launch event requires careful planning and execution. Here are some suggestions to ensure an effective and impactful launch:

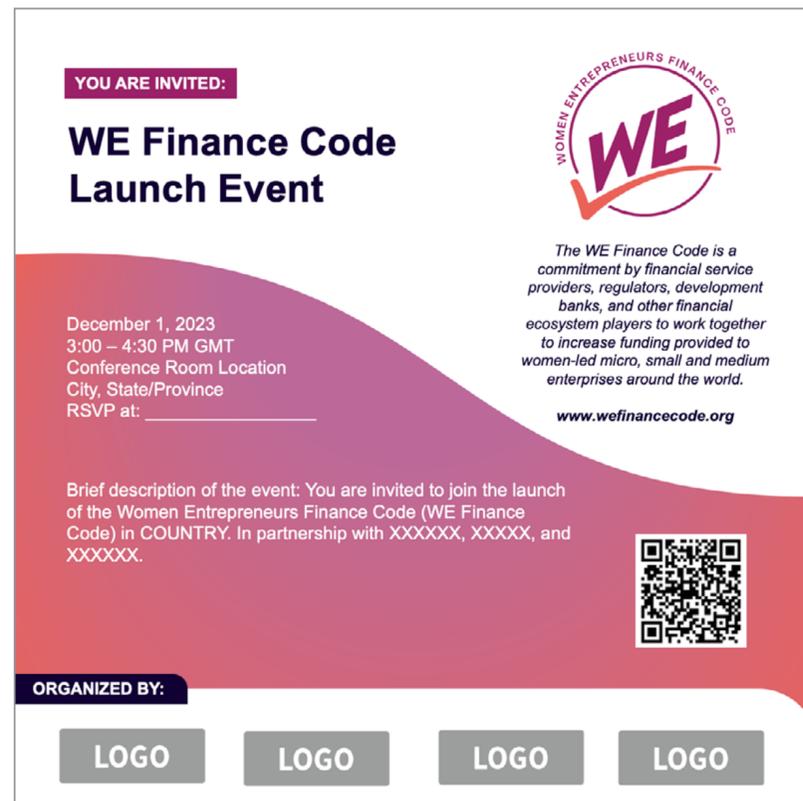
## Ten Steps to Ensure a Successful Launch

- 1. Define Event Objectives**  
Clearly outline the primary goals of the launch event, such as introducing the WE Finance Code, creating awareness, fostering partnerships, and building a positive brand image.
- 2. Establish Target Audience**  
Identify and understand the key stakeholders, including potential clients, industry partners, government representatives, and media. Tailor the event to meet the interests and needs of the target audience.
- 3. Choose an Appropriate Venue**  
Select a venue that aligns with the brand image of WE Finance Code and accommodates the anticipated number of attendees comfortably. Ensure it is easily accessible and has the necessary facilities for presentations, networking, and other activities.
- 4. Develop a Compelling Agenda**  
Craft a detailed agenda that includes key presentations, demonstrations, panel discussions, and networking opportunities. Ensure a balance between informative sessions and engaging activities to keep attendees actively involved. As an example, we recommend that a public launch event incorporate 1-2 keynote speeches from local or global partners, a signing ceremony and photo-op with senior leaders, and a panel discussion with key coalition partners. Optionally, the event may also include more in-depth technical workshops.

# 7

# Launch Events

## Ten Steps to Ensure a Successful Launch



Sample event invite card.

[Download here](#)

### 5. Design Invitations and Promotional Materials

Create visually appealing invitations and promotional materials that reflect the brand identity of WE Finance Code. Event materials, banners, and signage should prominently feature the WE Finance Code logo and maintain consistency in color and design. The invitation should also clearly communicate the event details, agenda, and RSVP instructions. You may download a sample invitation template [here](#).

### 6. Secure Engaging Speakers and Panelists:

We recommend that launch event speakers include representation of government leadership, central bank / regulatory agencies, banking associations, bank CEOs / Champions, Implementing Partners, and other local stakeholders.

### 7. Leverage Multimedia Presentations:

Incorporate visually engaging multimedia presentations to convey key messages effectively. Use videos, infographics, and slides to showcase the mission, vision, and impact of WE Finance Code. Download a background template [here](#).

# 7

## Launch Events

### Ten Steps to Ensure a Successful Launch



Sample event background slide. [Download here](#)

- 8. Establish a Social Media Strategy**  
Leverage social media platforms to drive engagement before, during, and after the event. Please use #WEFinanceCode as the hashtag across social media platforms.
- 9. Capture Moments with Photography and Videography**  
Hire professional photographers and videographers to capture key moments throughout the launch event. This content can be used for post-event marketing, testimonials, and future promotional materials.
- 10. Implement Post-Event Follow-Up**  
Send thank-you emails to attendees, share event highlights, and provide additional information about WE Finance Code. Gather feedback to assess the success of the launch event and identify areas for improvement.



# Thank you

If you have any questions about this toolkit, please contact:

We-Fi Secretariat  
[wefinancecode@worldbank.org](mailto:wefinancecode@worldbank.org)

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