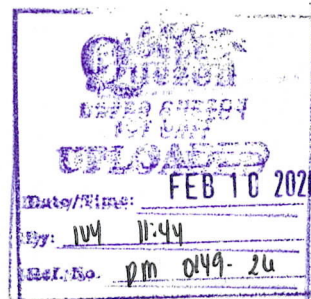




Republic of the Philippines  
**Department of Education**  
REGION IV-A - CALABARZON  
SCHOOLS DIVISION OF QUEZON PROVINCE



6 February 2026

**DIVISION MEMORANDUM**  
No. 0149, s. 2026

**2026 NATIONAL WOMEN'S MONTH CELEBRATION**

To: Assistant Schools Division Superintendents  
Division Chiefs  
Division GAD FPS  
District GAD in-charge  
School Heads  
All Concerned

1. In reference to **Philippine Commission on Women (PCW) Memorandum Circular No. 2026-02**, entitled **"Guide for the 2026 National Women's Month Celebration,"** and anchored on *Republic Act No. 6949, declaring March 8 as National Women's Day*, and *"Republic Act No. 9710"*, known as the *"Magna Carta of Women"*, this Office, through the *Division Gender and Development Focal Point System (GFPS)*, hereby announces the conduct of the **2026 National Women's Month Celebration (NWMC)** throughout the month of March. This year marks the fourth installment of the continuing campaign banner, **"WE for Gender Equality and Inclusive Society."**
2. Anchored on this year's goal of affirming women's leadership as an essential part of national identity, the 2026 NWMC adopts the sub-theme **"Lead like the Babaylans, Filipinas!"** This theme highlights the unique leadership traditions of the Babaylans—women leaders in pre-colonial Philippines whose authority was rooted in wisdom, empathy, mediation, and moral guidance—underscoring these values as enduring models of Filipina leadership today..
3. Relative thereto, *all schools and offices across DepEd Quezon* are advised to conduct the 2026 NWMC under the banner **#WeCanBeEquALL**, and implement the suggested activities outlined in the attached Memorandum Circular.

DEPEDQUEZON-TM-SDS-04-009-003



Address: Sitio Fori, Brgy. Talipan, Pagbilao, Quezon  
Contact No.s: (042) 784-0366 | (042) 784-0164 |  
(042) 784-0391 | (042) 784-0321  
E-mail Address: [quezon@deped.gov.ph](mailto:quezon@deped.gov.ph)  
Website: <https://quezon.deped.gov.ph>



Republic of the Philippines  
**Department of Education**  
REGION IV-A - CALABARZON  
SCHOOLS DIVISION OF QUEZON PROVINCE

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4. Branding and specific guidelines including advocacy and awareness materials can be accessed through this link, <https://tinyurl.com/DepEdQZN-2026NWMC>.
5. For further guidance, the *School Heads in-charge of GAD* are advised to attend the online orientation on **February 16, 2026; 10:00AM onwards** via **Zoom Teleconference**. Link will be sent through the official messenger account of the district in-charge.
6. Immediate and widest dissemination of this Memorandum is enjoined.

  
**ROMMEL C. BAUTISTA, CESO V**  
*Schools Division Superintendent*

SGORRA/02/06/2026

DEPEDQUEZON-TM-SDS-04-009-003

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Address: Sitio Fori, Brgy. Talipan, Pagbilao, Quezon

Contact No.s: (042) 784-0366 | (042) 784-0164 |  
(042) 784-0391 | (042) 784-0321

E-mail Address: [quezon@deped.gov.ph](mailto:quezon@deped.gov.ph)

Website: <https://quezon.deped.gov.ph>

## MEMORANDUM CIRCULAR NO. 2026-02

**TO:** Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges, Government-Owned and/or -Controlled Corporations, Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of the National Government, Local Government Units, and All Others Concerned

**SUBJECT:** Guide for the 2026 National Women's Month Celebration

**DATE:** January 29, 2026

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### 1.0 Purpose

This Memorandum Circular is issued to provide guidance to stakeholders in the preparation and conduct of the National Women's Month Celebration (NWMC) in March 2026. The following sections are included:

- Background and Policy Mandates;
- Multi-year Theme and Objectives;
- Focus for the 2026 NWMC Campaign;
- Suggested Activities for Stakeholders;
- PCW-Organized Activities;
- Observance of Health and Safety Protocols and Conduct of Peaceful and Non-partisan Activities;
- Use of Gender and Development (GAD) Budget; and
- Details for Sending Inquiries and Feedback

### 2.0 Background and Policy Mandates

The National Women's Month is an occasion recognizing the significant contributions of women in nation-building. Held every March, it serves as a platform to honor achievements across various sectors while emphasizing the continuous need to advocate for gender equality and women's empowerment.

The Philippine Commission on Women (PCW) spearheads the annual celebration, highlighting the vital roles women play in national development. This observance emphasizes the importance of respecting, protecting, and advancing women's rights, enabling them to reach their fullest potential and thrive in all aspects of life. Moreover, the NWMC is aligned with the global observance of

International Women's Day (IWD), reinforcing the worldwide movement for gender equality and women's empowerment.

The following issuances serve as the legal bases for the NWMC:

- **Proclamation No. 224, s. of 1988** – Declaring the first week of March each year as **Women's Week** and **March 8** as **Women's Rights and International Peace Day**;
- **Proclamation No. 227, s. of 1988** – Providing for the observance of the Month of **March as Women's Role in History Month**; and
- **Republic Act No. 6949 (1990)** – Declaring March 8 of every year as National Women's Day.

### 3.0 **2023-2028 Campaign Banner**

This year marks the fourth installment of the 2023–2028 recurring campaign banner, **WE for Gender Equality and Inclusive Society**.

More than a statement of achievement, the theme serves as a rallying point. It highlights the milestones the Philippines has achieved in narrowing gender gaps while encouraging continued engagement from individuals, communities, and institutions. According to the 2025 Global Gender Gap Report by the World Economic Forum, the Philippines has surged back into the global top 20, climbing five places to rank 20th out of 148 countries. With an overall gender parity score of 78.1 percent, the Philippines reasserts its leadership as Asia's most gender-equal nation and ranks third in the East Asia and Pacific region.

#### 3.1 Elements of the Theme:

- **WE** represents both **Women and Everyone**, highlighting that achieving gender equality is a shared responsibility. **WE** also stands for **Women's Empowerment**, a goal which can only be realized when all sectors—individuals, agencies, institutions, private partners, and duty-bearers at both national and local levels—work together to ensure women have equal rights and opportunities. Women's active participation in seizing these opportunities is equally essential. Through the combined efforts of Women and Everyone, gender equality can transition from an aspiration to a tangible reality.
- **Gender Equality** constitutes the first component of the GEWE advocacy, representing the fundamental goal in advancing women's rights. The theme emphasizes the urgent need to accelerate efforts toward this critical aspiration. According to the 2025 Global Gender Gap Report, achieving

full gender parity is projected to take 123 years. While this remains a long horizon, it is an improvement from the 132-year estimate in 2024, bringing the global community 11 years closer to parity in just one year. This progress, though modest, reflects a growing recognition that gender equality is essential to economic growth and societal resilience, especially amid global uncertainty.

The pursuit of gender equality today is an investment in a more inclusive and equitable future, even if its full realization may extend beyond our generation. The phrase “gender equality”—preceded by the word “for”—serves as a call to action for both Women and Everyone to advocate for, act on, and promote equality and inclusivity.

- **Inclusive Society** extends beyond a gender-responsive approach, envisioning a community that transcends distinctions in SOGIE, class, ability, generation, status, and culture. It aspires to a society where every individual, each inherent rights and responsibilities, actively contributes to collective growth. Equality and inclusion are interwoven elements of the GEWE advocacy, emphasizing the importance of cultivating a society that embraces and celebrates diversity.

#### **4.0 Focus and Objectives of the 2026 National Women’s Month Celebration**

With the goal of recognizing that women’s leadership is a fundamental part of national identity, the 2026 NWMC carries the sub-theme ***“Lead like the Babaylans, Filipinas!”***. It aims to highlight the distinctive leadership qualities of Babaylans, women leaders in pre-colonial Philippines whose authority was grounded in wisdom, empathy, mediation, and moral guidance rather than force, hierarchy, or territorial power. Setting them apart from others who often governed through warfare or dominance, Babaylans led through inclusion, spiritual insight, and collective care, safeguarding communities and guiding them through conflict. By embodying these qualities, the celebration underscores how women’s leadership fosters balanced, resilient, and empowered communities, reflecting a model that remains relevant today.

This focus also aligns with regional aspirations, complementing the 4th ASEAN Women Leaders Summit, ***“Shaping the Future of ASEAN: Women’s Leadership in Advancing People Empowerment, Regional Security, and Economic Prosperity.”*** By drawing inspiration from Babaylan leadership, the 2026 NWMC demonstrates how Filipino women continue to drive inclusive governance, peacebuilding, and community development locally and across ASEAN, emphasizing values-driven, community-centered leadership that advances gender equality and collaborative progress.

## 4.1 Objectives

This year's celebration serves as a continuing campaign to amplify women's leadership across sectors by reclaiming and embodying the Babaylan model—anchored in wisdom, compassion, courage, and a deep sense of responsibility to the community. It seeks to affirm gender equality not merely as a policy principle, but as a cultural legacy that has long guided Filipino society, highlighting the vital role of women in shaping our nation. Through this campaign, women are empowered to lead transformative change—not only in their families and communities, but also in the broader Philippine society and across the ASEAN region. This demonstrates that gender-responsive leadership is a powerful force for social progress, regional collaboration, and sustainable development. By showcasing the impact of women's leadership in all sectors, the celebration underscores the enduring truth that when women lead, communities thrive, societies advance, and nations grow stronger.

### Specifically, it aims to:

- Showcase women's leadership and contributions by demonstrating how Filipino women, are already leading change in governance, peace, security, and economic development in the country and in the ASEAN region by highlighting pathways to embody Babaylan-inspired leadership;
- Promote gender-responsive programs and policies to ensure women have equitable access to opportunities, resources, and meaningful participation in decision-making spaces enabling them to exercise leadership that benefits communities and drives inclusive growth. Empower marginalized and underrepresented women, including rural women, indigenous women, and women with disabilities, by providing capacity-building and meaningful engagements, ensuring all women can participate fully and lead in their communities and sectors.
- Strengthen multi-sectoral collaboration and accountability, engaging government agencies, LGUs, civil society, and other stakeholders to scale up initiatives that achieve visible outcomes for women, supporting leadership that foster transformative change nationally and regionally.

## 5.0 Suggested Activities for Stakeholders

PCW calls on all government agencies, NGOs, sectoral groups, private entities, CSOs, and various stakeholders at the national, regional, and local levels to organize meaningful and relevant activities aligned with the focus of the 2026 NWMC and the GAD objectives. Suggested activities may include:

**5.1 NWMC-themed Flag Raising Ceremony** – NGAs and LGUs are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies during the last week of February and the first week of March (or on other relevant dates). It is strongly recommended that the All-Women Cast Lupang Hinirang music video be featured in NWMC events. The video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.

**5.2. For GAD Focal Point System (GFPS) Members** – Members of the GFPS from agencies are invited to participate in the onsite event on March 6, 2026. Further updates including specific details, will be posted on the NWMC webpage and official accounts of PCW.

GFPS are also encouraged to conduct activities that recognize and honor the leadership, achievements, and contributions of their women employees as part of the 2026 National Women’s Month Celebration. It aims to highlight exemplary performance, inspire others, and promote a culture of appreciation and empowerment within the agency.

**5.3 Regional Women’s Leadership and Innovation Exhibits:** Stakeholders are encouraged to organize exhibits that showcase women’s leadership and innovation through programs and initiatives led or co-led by women. Examples include highlighting women-led projects that achieve measurable community or governance outcomes, presenting success stories of women influencing policy and decision-making, conducting interactive sessions or mini-workshops led by women leaders to share skills and strategies, hosting panel discussions or mentorship showcases connecting emerging and experienced women leaders, and displaying innovative practices where women drive inclusive solutions and advance gender equality. Exhibits may also feature multimedia presentations linking local initiatives to ASEAN-aligned priorities, demonstrating how women’s leadership contributes to transformative change, community empowerment, and regional development.

**5.4 Celebrating Women Leaders:** Organize a mini recognition activity within the agency to highlight women leaders who demonstrate exemplary leadership and inspire others. Examples include short nomination drives for outstanding women employees, conducting quick “leader share” sessions where nominees talk about their experiences, or giving certificates of appreciation during team meetings or NWMC events. This activity aims to celebrate women’s leadership, inspire colleagues, and foster a culture of appreciation and empowerment.

**5.5 Capacity-Building and Women in Governance Dialogues:** Conduct training and mentorship programs on leadership, entrepreneurship, digital literacy, and climate resilience for women, with a focus on linking local participation to regional outcomes in governance, economic growth, and peacebuilding. These sessions aim to equip women, particularly those in rural or

marginalized communities, with the knowledge and skills to actively participate in decision-making and community development. Moreover, the dialogues will demonstrate how grassroots initiatives contribute to ASEAN's socio-cultural, economic, and political-security objectives, and how women's participation strengthens regional development and resilience.

**5.6 #GADtoKnow Campaign:** Implement awareness initiatives that showcase women's leadership in advancing gender-responsive laws, programs, and services, highlighting how women actively lead, implement, or influence initiatives that improve access to opportunities and align with ASEAN frameworks and agreements. Examples include featuring stories of women leaders driving change in governance, policy, or community programs, or highlighting their contributions to promoting gender equality and inclusive development.

**5.7 Offer your own "Serbisyo para sa Kababaihan":** Public and private entities that provide direct services, transactions, and products to the public may extend gestures of appreciation to women and girls on International Women's Day (March 8) or throughout March. These tokens may include freebies, discounts, priority lanes, and other special promotions. These activities can serve as platforms to showcase initiatives and programs aimed at empowering women. Stakeholders who wish to have their #SerbisyoParaSaKababaihan activities included in PCW's official announcements are invited to fill out the form posted on the NWMC webpage.

**5.8 For DOH-retained hospitals and Local Government Units:** In line with Section 17 (Women's Right to Health) of RA 9710 or the Magna Carta of Women, which mandates the provision of comprehensive health services for women, DOH-retained hospitals and LGUs are encouraged, as may be allowed, to support HPV testing and vaccination activities for women and girls, such as free or subsidized HPV screening, vaccination, and information and education sessions on cervical cancer prevention.

**5.9 Cultural and Artistic Events:** Organize storytelling sessions, music performances, art exhibits, or theater productions highlighting women's creativity, leadership, and contributions to communities. These events aim to celebrate women weavers and other traditional artisans, demonstrating how cultural heritage can support economic empowerment and sustainable livelihoods.

**5.10 Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration:** Initiate activities for the Girl Child Week, observed every fourth week of March, which is led by the [Council for the Welfare of Children \(CWC\)](#), as well as the Women with Disabilities Day celebration spearheaded by the [National Council on Disability Affairs \(NCDA\)](#).

**5.11 #PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile:** Show your commitment to women's empowerment and gender equality by wearing

purple every Wednesday throughout March. Extend your support by illuminating offices, landmarks, and public spaces with purple elements. Join the online movement by updating your profile picture with PCW's official frame through #PurpleYourProfile, helping amplify awareness and engagement in digital spaces. These simple yet impactful actions not only celebrate women but also sparks conversations about Women's Month.

**5.12 Musika ng Kababaihan Fridays (#MNKFriday):** Celebrate gender equality through music and harmony every Friday in March! Play empowering songs from the MusikJuana Songwriting Contest and other PCW advocacy songs in offices, public and private spaces, parks, and on social media. Let these anthems of women's empowerment inspire action and amplify the message of gender equality. Access the collection here: <https://library.pcw.gov.ph/search/?q=musikjuana>.

**5.13 Use the official collateral designs:** Stakeholders are encouraged to use the official branding design released by PCW for the 2026 NWMC. The branding guide, standard banner, and sample collateral designs are available for download on the NWMC webpage.

**5.14 Use the official hashtag '#WEcanbeEquALL':** The online campaign to rally support for gender equality under the hashtag #WEcanbeEquALL. This encourages everyone to stand for equality and inclusivity, ensuring that all individuals, regardless of gender, ability, status, or circumstance, are treated with respect and granted their rights. By embracing #WEcanbeEquALL, participants reaffirm their commitment to leaving no one behind and sharing actions advancing gender equality and building a truly inclusive society.

**5.15 Be featured in the NWMC Calendar of Activities and Event Photos:** Agencies with planned activities are encouraged to share details with PCW for inclusion in the NWMC Calendar of Activities. Agencies may also submit photos of their events for posting on PCW's Facebook page, pending review and compliance with deadlines. Activity lineups and photos can be submitted via the links provided on the NWMC webpage.

## **6.0 PCW-Organized Activities**

Stakeholders are encouraged to participate in or support the activities organized by the PCW in celebration of the 2026 NWMC:

### **6.1 National Women's Month Celebration Kickoff Ceremony**

A one-day celebration to be held on March 6, 2026, at the Rizal Memorial Coliseum, Malate, Manila. The event will feature messages and presentations from key leaders, highlighting the national government's vision of Filipino women as powerful catalysts for inclusive growth, peace, and development in the Philippines and in the ASEAN region.

The whole day event will include a trade and service fair, engaging interactive activities such as games, trivia, raffles, as well cultural and artistic performances. Together, these elements create a joyful and participatory celebration that honors women's achievements, leadership, and creativity in all their diversity.

### **6.2 #SheSays 2026: Women Bridging Change**

PCW introduces #SheSays, a campaign highlighting women leading transformative initiatives in governance, peace, innovation, and sustainability. Messages and statements will showcase their achievements, challenges, and partnerships, demonstrating how Filipino women contribute to national development and support ASEAN priorities for empowerment, economic growth, and regional security.

### **6.3 Development of 2026 NWMC Sticker Pack**

A digital sticker collection featuring empowering messages on gender equality and women's empowerment will be made available for use across popular social media and messaging platforms such as Viber, Facebook Messenger, Instagram, among others. Users can easily add these stickers to conversations, sharing positive messages, sparking dialogue, and raising awareness on gender parity. By integrating these stickers into everyday chats and social media interactions, the campaign turns digital spaces into platforms for advocacy, encouraging a fun yet meaningful way to promote women's empowerment and inclusive leadership.

## **7.0 Observance of Health and Safety Protocols and Conduct of Peaceful and Non-partisan activities**

PCW reminds all stakeholders to adhere to relevant health and safety protocols during physical gatherings. The annual NWMC is a peaceful and non-partisan event. To maintain focus on the advocacy, stakeholders are requested to refrain from using PCW-produced materials for partisan political activities.

## **8.0 Use of Gender and Development (GAD) Budget**

Government offices may allocate expenses for the NWMC from their GAD Budget and include them in their GAD Accomplishment Reports, provided that the activities align with the theme, objectives, and focus area specified in PCW's guidelines and fall within the mandate of the implementing agency.

This Circular is not intended to alter established policies related to GAD Planning and Budgeting, procurement, auditing, or other financial and administrative regulations set by relevant oversight agencies.

## 9.0 Details for Sending Inquiries and Feedback

Stakeholders are encouraged to visit the following link for more information, downloadable collateral designs, and updates about the 2026 NWMC:

<https://pcw.gov.ph/2026-national-womens-month-celebration/>

Announcements are also available on PCW's official social media pages:

<https://www.facebook.com/PCWgovph>  
<https://twitter.com/PCWgovph>  
<https://www.instagram.com/pcwgovph/>

Advocates can also join the PCW's Viber Channel for the latest updates:

<https://bit.ly/pcwgovphviber>

For further inquiries and clarifications, stakeholders may contact the **PCW Corporate Affairs and Information Resource Management Division (CAIRMD)** through the following channels: (02) 8735-1654, 0917-845-4814, [womensmonth@pcw.gov.ph](mailto:womensmonth@pcw.gov.ph), or [media@pcw.gov.ph](mailto:media@pcw.gov.ph), and look for Ms. Jescel Aquino or Ms. Ciarra Dave Abcede.

**For guidance and appropriate action.**

  
**ERMELITA V. VALDEAVILLA**  
Chairperson

Philippine  
Commission  
on Women



2026 National Women's Month

# BRANDING GUIDELINES



# What's inside?

- 1.... Brand Identity
- 2.... Logo Guidelines
- 3.... Campaign Theme Logo
- 4.... Color Palette
- 5.... Typography
- 6.... Advocacy Materials
- 7.... Digital Collaterals
- 8.... Online Campaign

# DISCLAIMER

The 2026 National Women's Month Celebration is **strictly non-partisan** and is **not in any way an election-related activity**. To uphold the integrity and purpose of this celebration, we kindly remind everyone to **refrain** from using PCW-produced materials, including branding elements, messages, and collaterals, **for any political or campaign-related activities**. Let us ensure that the focus remains on advancing women's rights and fostering inclusive progress for all.

# Branding Guidelines

This year marks the third installment of the 2023-2028 recurring National Women's Month Celebration (NWMC) campaign banner: WE for Gender Equality and an Inclusive Society. It serves as both a positive affirmation and a call to action, renewing the commitment to advocacy.

The banner not only represents a statement of progress but also serves as a powerful call for sustained action. It symbolizes the milestones achieved in narrowing gender gaps in the Philippines, while rallying broader support for the advocacy.

# Brand Identity

# National Women's Month Logo



Logo in transparent background



Logo in white circle when use in darker background

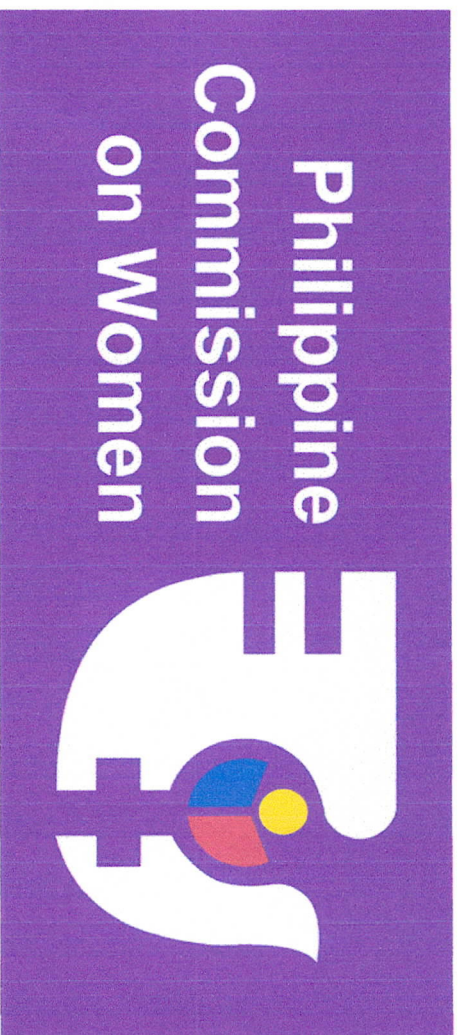
To ensure that this logo always appears clearly and unobstructed, it is important to take note of the following:

- The logo shall not be modified and tampered. No other elements should be present within the logo itself.
- Provide an area of clear space around it.
- There should be a minimum clear space, which is equal to the height of "M" as indicated in the figure above, around the logo. No other object shall appear within the indicated area at any time and where possible. The clear space can also be increased.
- The logo shall always be legible and must never lose its integrity when reduced to smaller size.
- The logo shall appear in print not smaller than 25mm in width.

[Click the link below to download](#)

- [Transparent logo](#)
- [Logo with white circle](#)

# The PCW Logo



This is the logo of the Philippine Commission on Women. It consists of the dove symbol and the type “Philippine Commission on Women”. Both elements must be used together at all times. In most applications, the logo is placed inside an identity box or band for emphasis and distinction. The color used for the box or band is purple, which is globally recognized as the color of women, symbolizing justice and dignity.

The PCW logo must not be altered or recreated in any way that violates the integrity of its design. Thus, the relationship of its elements shown here should always be retained. Neither the icon nor the typography should be used independently of the other. The only exception permissible is when used on social media sites and other applications, but shall be subject for approval.

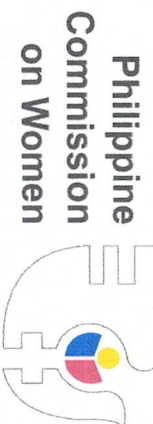
# The PCW Logo

The PCW logo has been designed as a unit, consisting of the symbol and the logotype. There are two acceptable full logo variations: the white and the royal purple.



### Royal purple logo

The dove symbol is not outlined and the logotype is in reverse for better contrast

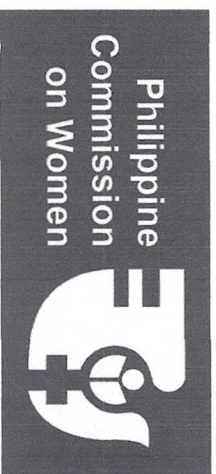


### White (stand-alone) logo

The dove symbol is outlined in black and the logotype is in black.



### Philippine Commission on Women



### Philippine Commission on Women



**Treatment in reverse and black & white**  
For instances in which the PCW logo will appear on a black & white or grayscale publication, the PCW logo should appear 100% black on white. When placed on a black background, the logo should appear 100% white.

# The PCW Logo



## Clear space and minimum size

The logo should maintain a minimum clear space equal to the height of the "P" around the whole logo. No other object should appear within this area at any time, and where possible, this clear space should be increased.

The PCW logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the logo should never appear in print smaller than 25mm in width.

The PCW logo appears in the official campaign streamer with the phrase "In support of" on top. This indicates that the participating stakeholders support the PCW-led campaign; it does not necessarily mean that PCW is endorsing any activity, project, program, product, or service that any interested group from the government or the private sector may initiate in line with the campaign. The use of PCW logo for other purposes other than the templates/designs released by the Commission is not allowed, unless prior approval is secured by writing to the Office of the Executive Director (Send email to: [records@pcw.gov.ph](mailto:records@pcw.gov.ph))

# Use of PCW Logo with NWMCL Logo

## “In support of” Logo

In support of:



This logo variation prominently displays the phrase “In support of:” on top of the PCW logo, and where appropriate, a PCW brand logo for a specific initiative (e.g. National Women’s Month Celebration, 18-Day Campaign to End VAWM). When used with a brand logo, the PCW logo shall be placed on the right-most part of the layout.

The use of this logo variation indicates that the proponent supports the PCW and its advocacy; it does not necessarily mean PCW’s endorsement of any activity, project, program, product, or service that any interested group from the government or the private sector may initiate.

**This logo variation shall be generally used for PCW-led programs, projects, and activities wherein stakeholders have the freedom to conceptualize and organize their own initiatives to support the general objectives set by the PCW.**

Its use may also be allowed for self-initiated programs, activities, and projects of other entities that support the advocacies and objectives of PCW on gender equality and women’s empowerment.

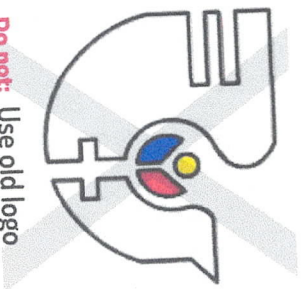


# Incorrect Use of the PCW Logo

FOLLOWING ARE EXAMPLES OF INCORRECT USE OF THE PCW LOGO.



**Do not:** Crop logo



**Do not:** Use old logo



**Do not:** Rearrange words, characters and symbol



**Do not:** Stretch or distort



**Do not:** Change color



**Do not:** Use of transparent background and changing or adding of outline

# Campaign Theme Logo



The campaign theme logo is composed of “**WE for Gender Equality & Inclusive Society**” typographic treatment.

- **WE** represents both **Women and Everyone**, highlighting the collective responsibility for achieving gender equality. This responsibility does not rest solely on women but requires the involvement of all sectors—individuals, agencies, institutions, private partners, and duty-bearers at both national and local levels. **WE** also stands for **Women’s Empowerment**, a goal that can only be achieved when all these entities work together to ensure women have equal rights and opportunities. Women’s active participation in seizing these opportunities is equally essential. Through the combined efforts of Women and Everyone, gender equality can transition from an aspiration to a tangible reality.
- **Gender Equality** constitutes the first component of the GEWE advocacy, representing the fundamental goal in advancing women’s rights. The theme underscores the urgent need for accelerated action to intensify efforts toward this crucial aspiration. According to the Global Gender Gap Report, the lack of significant, widespread progress has delayed the timeline for achieving gender parity. Current data indicates that it will take 134 years—roughly five generations—beyond the 2030 Sustainable Development Goal (SDG) target to achieve full parity. It is noteworthy that no country has yet achieved full gender parity, meaning that many of us, and likely most of our children, may not witness gender parity within our lifetimes.

# Campaign Theme Logo



- However, hope remains. The fight for gender equality today is an investment in a more inclusive and equitable future, even if its full realization may extend beyond our current generation. The phrase “gender equality for”—preceded by the word “**for**”—serves as a call to action for both Women and Everyone to advocate for, act on, and promote equality and inclusivity.
- **Inclusive society** extends beyond a gender-responsive approach; it envisions a community that transcends distinctions in SOGIE, class, ability, generation, status, and culture. It aspires to a society where every individual, each inherent rights and responsibilities, plays an active role. Equality and inclusion are interwoven elements of the GEWE advocacy, emphasizing the importance of cultivating a society that embraces and celebrates diversity.

# Color Combination

LOGO CAN BE USED IN THE FOLLOWING  
COLOR COMBINATIONS.



You can use the full color logo in light background.  
Ex: White, Lavender

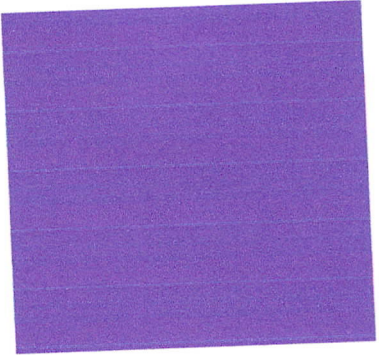


You can use the white logo in dark background color  
Ex: Royal Purple, Dark purple

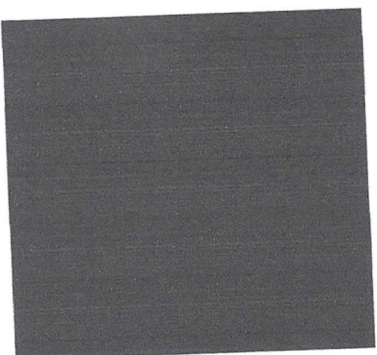


# Primary Palette

Print materials and other brand assets should be attuned with the given color guides for consistency.



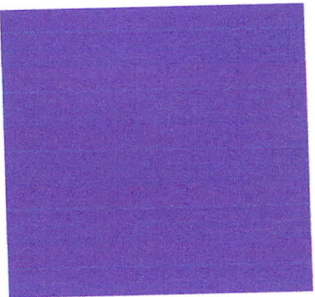
Royal Purple  
#7030AC  
112-48-172  
69-90-0-0



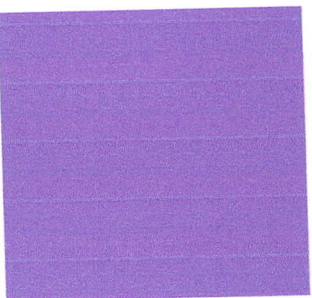
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0-0-0-0  
255-255-255

Black  
#000000  
0-0-0  
75-68-67-90

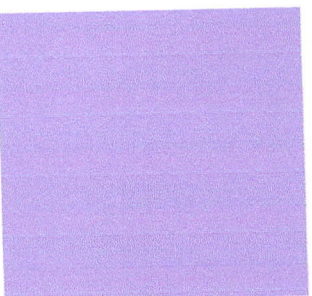
# Secondary Palette



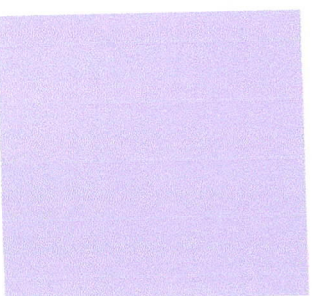
#621AA6  
98-26-166  
76-96-0-0



#8535C4  
133-53-196  
62-84-0-0

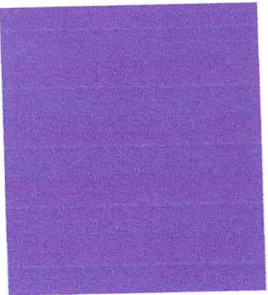


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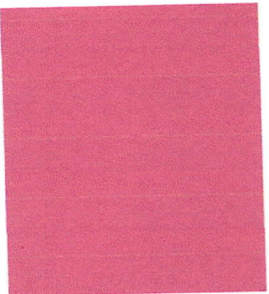


#CBA4EE  
203-164-238  
22-37-0-0

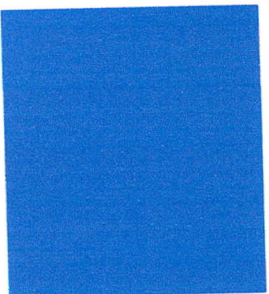
# Campaign Theme Logo Palette



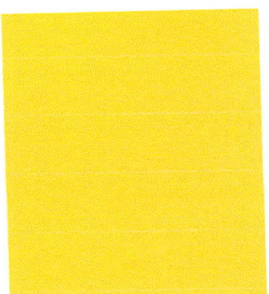
#7030AC



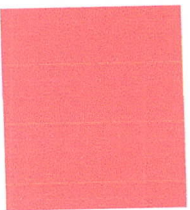
#BE272D



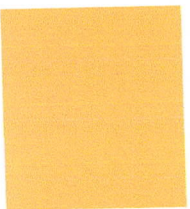
#2D3291



#FFD012



#EF402B



#F89D25



#02548B

# Fonts



**Gotham Bold**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789



**Aqbalumo**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ0123456789  
abcdefghijklmnopqrstuvwxyz0123456789



**Growland Bold**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ0123456789  
abcdefghijklmnopqrstuvwxyz0123456789

# Advocacy Materials

# REMINDER

**PCW does not sell the following collaterals.**

The designs provided here are **FREE** and intended for the reference of agencies and stakeholders interested in developing their own campaign materials in support of the 2026 National Women's Month Celebration.

# 2026 NW/MC Advocacy Streamer 11 ft. X 4 ft.

Streamer Specifications:

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.
- The tarpaulin may be resized to fit agency's posting space as long as the width-height proportion is maintained.



# 2025 NWMC Advocacy Streamer 8 ft. X 4 ft.

## Streamer Specifications:

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.
- The tarpaulin may be resized to fit agency's posting space as long as the width-height proportion is maintained.



# 2026 NWMGC Advocacy Roll Up Banner

## Banner Specifications:

Dimensions: 200cm height and 85cm width

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.
- The tarpaulin may be resized to fit agency's posting space as long as the width-height proportion is maintained.



## 2026 NW/MG Advocacy Shirt

Specifications:

**Round Neck T-Shirt or Polo Shirt**

\*This may vary based on agencies' preferred brand or type as long as the campaign color will be dominant in the design.

Color: Purple

Texture Type: Cotton

Printing Method: Heat Transfer/DTG/DTF

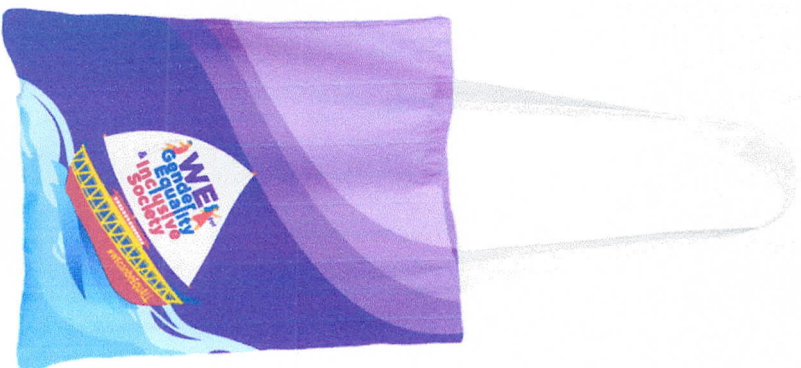
Print Design: Print must be visually clear and readable



## 2026 NW/MC Advocacy Collaterals

Agencies may produce their preferred collaterals as long as the 2025 NW/MC typography and campaign color will be dominant in the design.

Here are some examples:



# Photobooth

# 2026 Photobooth Backdrop

Specifications:

Dimensions: 10 ft length and 7 ft width

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.
- The backdrop may be resized to fit agency's posting space as long as the width-height proportion is maintained.



# Digital Collaterals

## Social Media Post

for Facebook and Instagram



### Specifications:

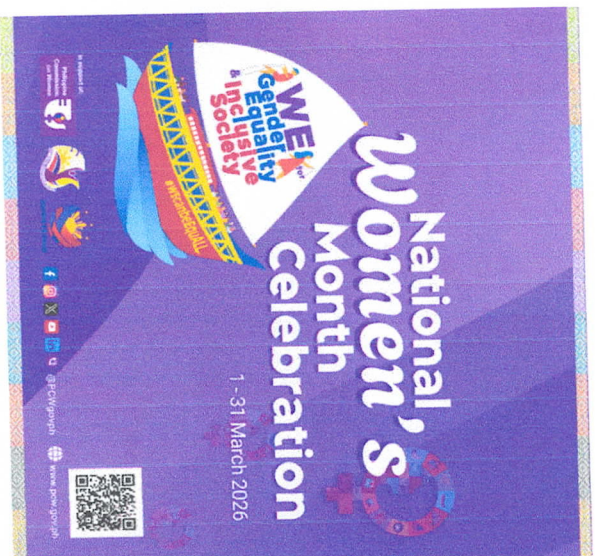
Image Size: 1000px by 1000px and 1080px x 1350px

To ensure the integrity of this IEC material, it is important to take note of the following:

- No other elements should be present within the design itself.

*Canva*

TEMPLATE LINK



# 2025 NWMC Virtual Background



## Specifications:

Zoom background for online events

Image Size: 1920 x 1080 px



# Online Campaign



## 2026 NWMC Profile Frame

How to get the 2026 NWMC Profile Frame via Twibbonize

1. Scan the QR Code or click the link:  
<https://twibbo.nz/nwmc2026>
2. Choose Your Photo, click continue and download.
3. Post your advocacy profile picture on social media along with a message of support.



# #Purple Wednesday

March 4, 11, 18, & 25

Wear anything PURPLE on all Wednesdays of March to signify support to gender equality and women's empowerment.

Share it via Facebook, Instagram, and X using the hashtags **#WECanBeEquALL** and **#PurpleWednesday2026**





# #Purple YourIcon

Light up and decorate offices or landmarks in purple to spark interest and discourse on the celebration and what it stands for.

Share it via Facebook, Instagram, and X using the hashtags **#WecanbeEquALL** and **#PurpleYourIcon2026**

## Official Hashtag

Showcase your National Women's Month activities and women's empowerment initiatives online by using the hashtag

# #W&Camber&gnALL

in all your social media posts.

# Already have activities lined up?



Submit your list of activities via  
<https://bit.ly/2026NWMC> to be included in the  
**NWMC Calendar of Activities**, which will be  
featured on the NWMC webpage.



# Be featured on PGW Facebook Page!



Share your activity photos [bit.ly/2026NWMCAP](https://bit.ly/2026NWMCAP) and  
get featured on our official Facebook page!



Bureau of Fisheries and Aquatic Resources - National Freshwater Technology Center  
Science City of Muñoz, Nueva Ecija

PANTAWI PROGRAM  
LUCENA CITY

Maitag Central School  
Maitag, Valenzuela City

ADME  
7

# Serbisyo *para sa* Kababaihan

2026

Celebrate everyJuaña this National Women's Month!

We call on government agencies and private entities to offer freebies, discounts, special lanes, and other promos for women and girls on International Women's Day (March and/or throughout March. It's time to show our appreciation for all the remarkable contributions women and girls make to our society!

Got something exciting in mind?

Share your Serbisyo Para sa Kababaihan here:

[bit.ly/2026NWWMCSPKU](https://bit.ly/2026NWWMCSPKU)





For more information visit:

For queries and concerns you may email [womensmonth@pcw.gov.ph](mailto:womensmonth@pcw.gov.ph)



@PCWgovph



[www.pcw.gov.ph](http://www.pcw.gov.ph)