

STORIES ARE OUR BRIDGES

2 MIN READ | CASE STUDY

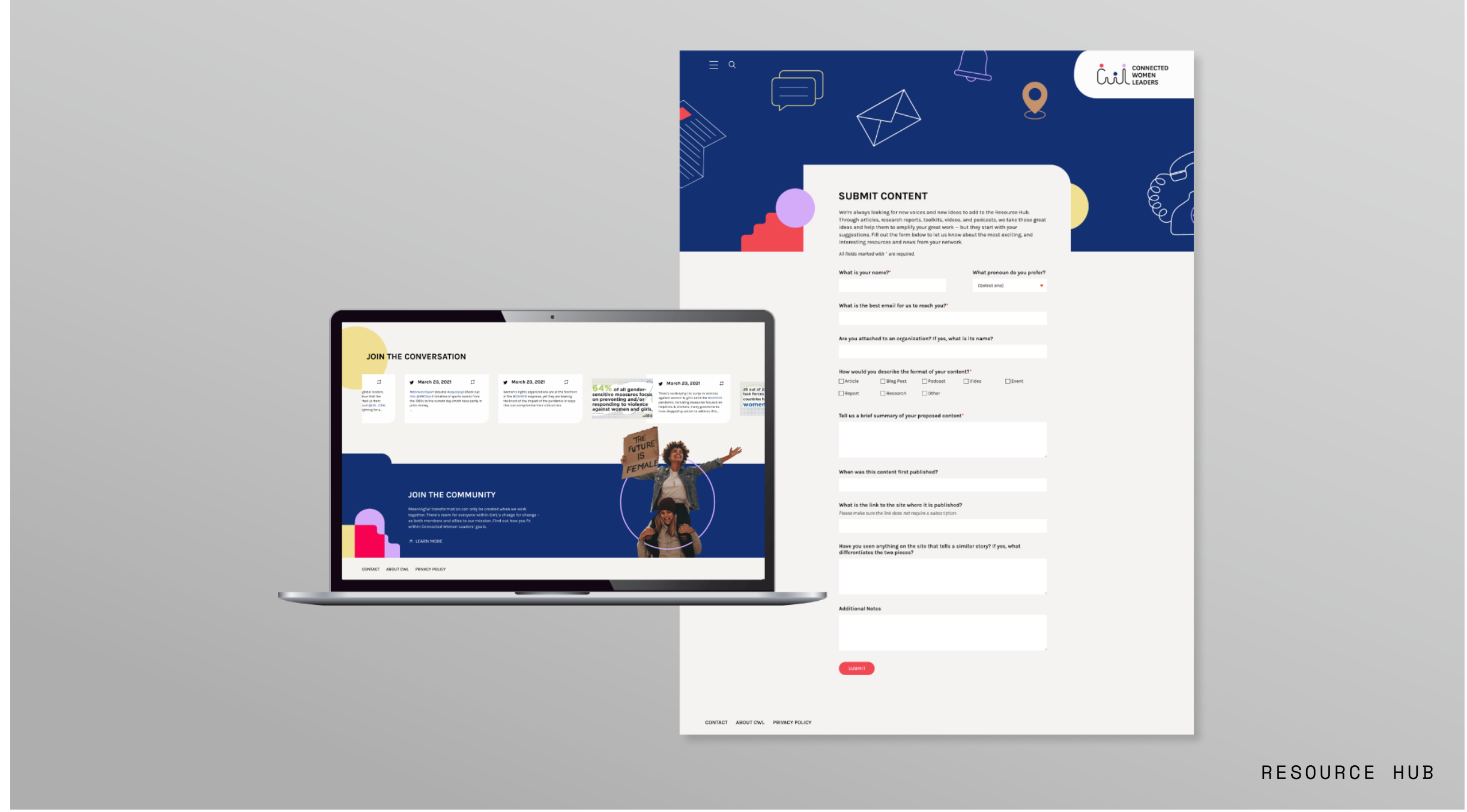


CONTENT

01 ACTIVATING NARRATIVES ABOUT CHANGE

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Connected Women Leaders (CWL) links women to each other so they can share their stories and create a collective force for problem-solving and positive change. But CWL didn't have a central digital hub, so it engaged SJR to develop a thought-leadership platform in advance of its Generation Equality Forum. This resource hub would highlight the work of inspiring and innovative female change-makers and serve as a central place for learning and collaborating.

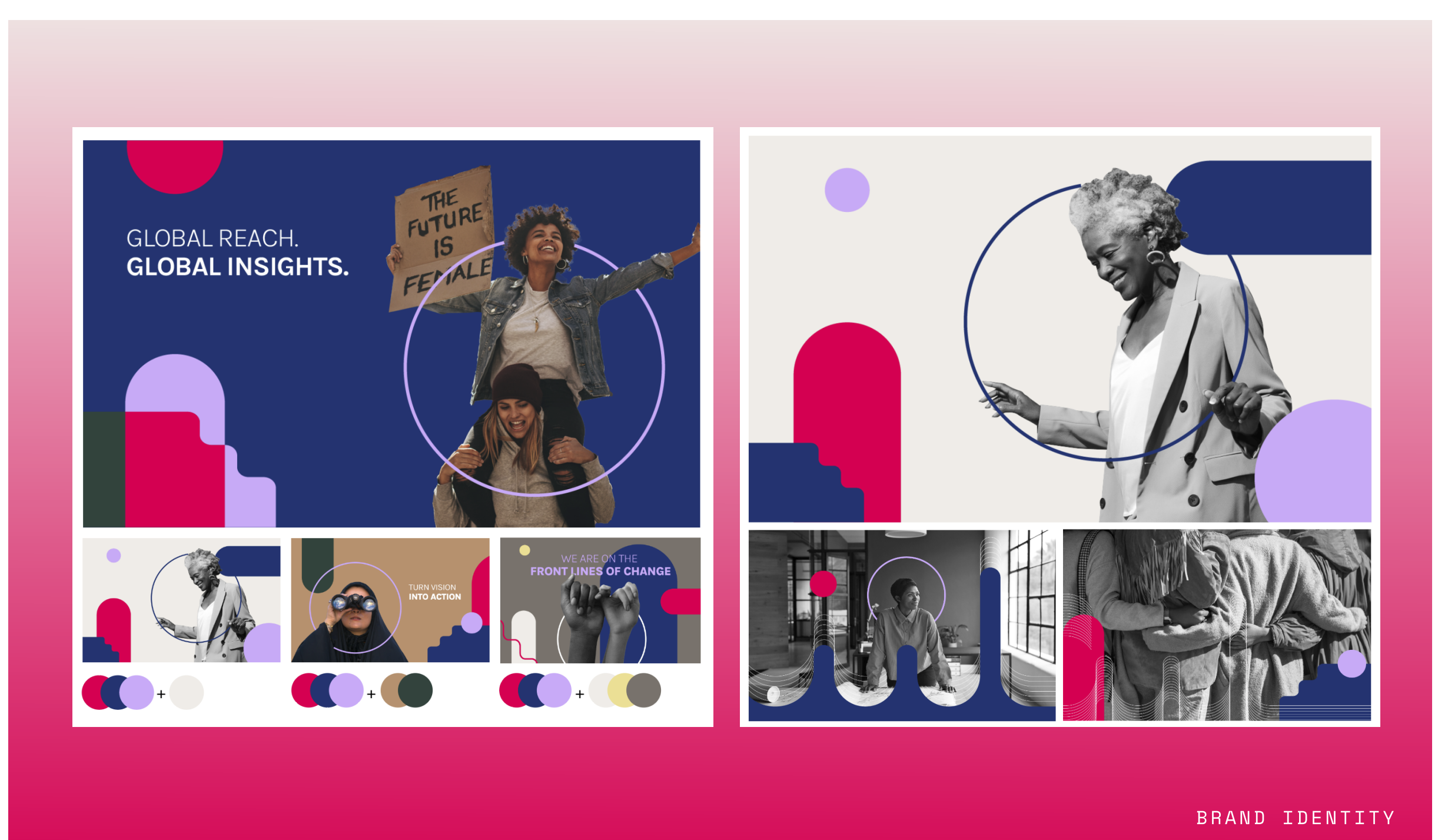


RESOURCE HUB

02 THE POWER OF DESIGN

With a holistic, design-forward approach, SJR successfully launched a digital ecosystem for the women of CWL. The result is a platform that elevates members, mobilizes audiences, and drives a sustained global conversation with its new:

- **Logo:** We designed a logo that strategically represents the interconnectedness of the organization and symbolizes CWL's dynamic network of female leaders.
- **Color palette:** SJR identified three bold and eye-catching colors to help set CWL apart from others.
- **Image library:** By pairing photos with bold graphics, CWL's imagery draws the eye to the humans at the center of the group's work.
- **Shape library:** With its collection of shapes, the platform delivers information with clarity and inspiration.



BRAND IDENTITY

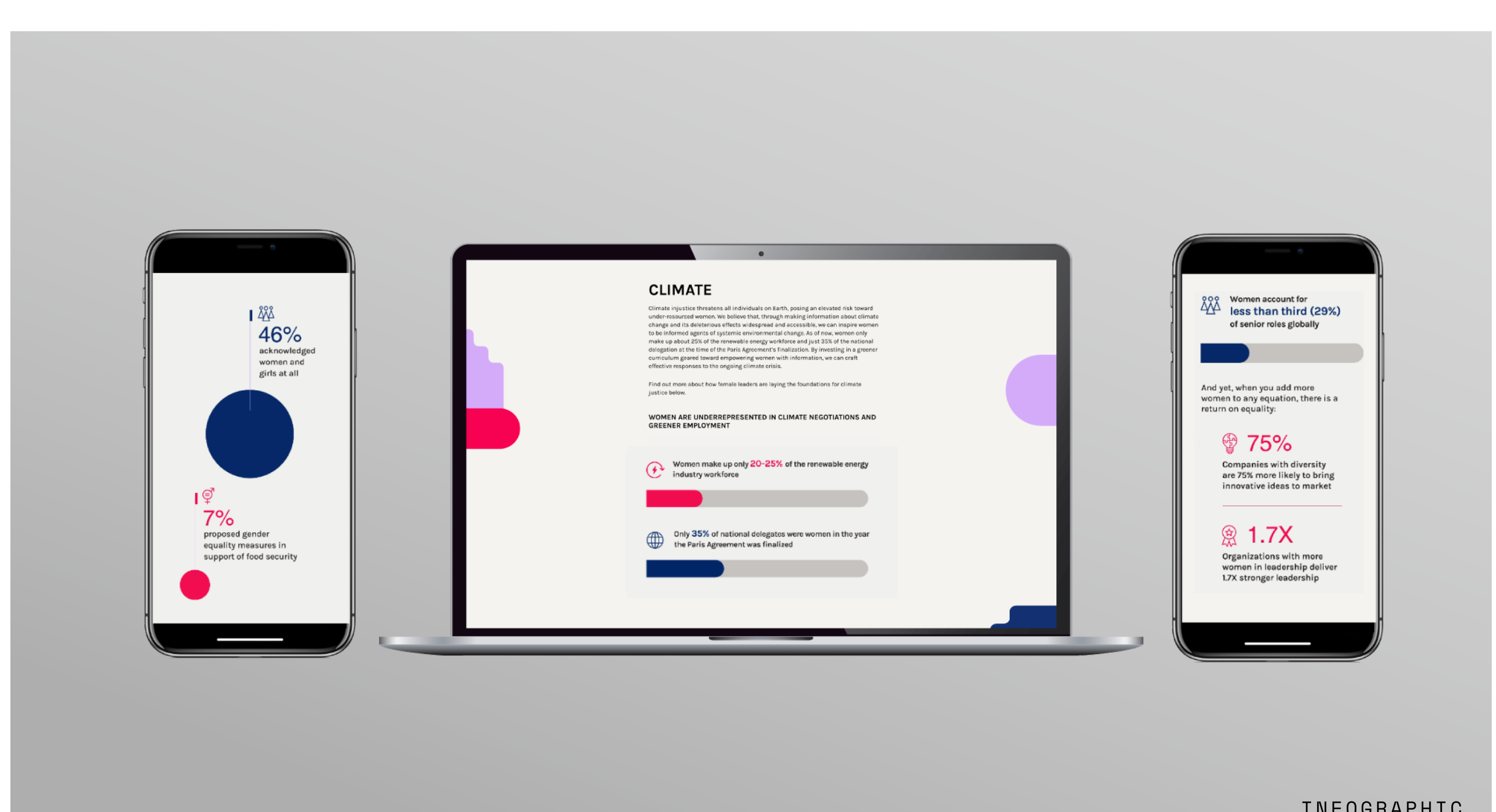
03 CELEBRATING AND ELEVATING STORYTELLING

CWL is a proudly unique brand cofounded by three amazing women leaders: Ronda Carnegie, chief innovation officer, the Female Quotient; Pat Mitchell, editorial director, TEDWomen; and Hafsat Abiola, president, Women in Africa, founder, KIND, and counselor, World Future Council.

Their vision? Bridging women through stories. Using data-driven and inclusive storytelling, CWL's resource hub accelerated and activated that process through:

- **Effective data visualization:** CWL's hub highlights powerful stats without overwhelming the viewer.
- **Spotlighting diversity with branded illustrations:** A suite of illustrations fully represents CWL in terms of race, gender, and age and celebrates diversity of appearances and experiences.

Ultimately, SJR presented CWL's hub at the Generation Equality Forum, hosted in collaboration with the Female Quotient, UN Women, the United Nations Foundation, and the Rockefeller Foundation. What started as a desire to have one central digital hub for women to share stories and stay connected became an integral part of the in-person forum.



INFOGRAPHIC

A BRAND IDENTITY IS ONLY AS STRONG AS THE STORIES IT TELLS, AND AT CWL, SJR RECOGNIZED THAT THE MOST EFFECTIVE STRATEGY WAS BUILDING AN ECOSYSTEM FOR CWL'S WOMEN LEADERS TO TELL IT THEMSELVES.