

The Panel Pledge

The Panel Pledge, an initiative of Women's Leadership Institute Australia, Male Champions of Change and Chief Executive Women, is a simple and practical action that company leaders and senior executives can take to support and promote gender equity in thought leadership at every forum.

More than 200 Australian leaders and organisations have made a commitment to the Panel Pledge including Qantas, Telstra and the University of Sydney, and we invite you to do the same: when you are asked to be involved in, or sponsor, a panel or conference ensure women leaders are represented.

By taking the Pledge and opting to use these icons you are demonstrating your commitment to gender equity in your organisation.

Using the Panel Pledge icons

New icons have been created to publicly promote the Panel Pledge and its mission. The use of these icons is encouraged to publicly promote and champion gender equity.

There are three options available for individuals and organisational use.



Panel Pledge Champion

This event demonstrates gender balance



Panel Pledge Advocate

This event is committed to gender balance



Panel Pledge

I stand for gender diversity at every forum

Icons can be used in:

- ✓ company marketing materials
- ✓ email signatures
- ✓ event brochures
- ✓ annual reports
- ✓ websites
- ✓ social media
- ✓ event promotion design



"I'm thrilled to see the Panel Pledge is continuing to gain momentum in Australia and internationally, and I invite every CEO and senior executive to take part. Gender parity on panels facilitates diverse thought leadership, and yields rich and productive results for the whole population."

Carol Schwartz AO

Chair, Women's Leadership Institute Australia

"Making choices about the composition of our teams is part of leadership. By signing up to the Panel Pledge you are taking a stand about the voices and diverse opinions you value."

Sue Morphet

President, Chief Executive Women

"Elevating the visibility of female scientists is critical to boosting the profile, funding and advancement of their research. Conferences and symposia that do not include all of our best minds have the potential to hold back women's careers *and* delay vital medical advances. That is just unacceptable."

Doug Hilton AO

Director, Walter and Eliza Hall Institute of Medical Research

"One of the things I've learnt is that if you don't intentionally include women, you unintentionally exclude women."

Elizabeth Broderick AO

Founder, Male Champions of Change

For more information and to download Panel Pledge icons as JPEG/PNG/EPS files, please visit: malechampionsofchange.com or wlia.org.au

The Panel Pledge Style Guide

Tiers/icons

Champion



Panel Pledge Champion

This event demonstrates gender balance

Requirements:

Gender-balanced panels, speakers and representation. Keeps track and is able to demonstrate balance.

Gender balance: 40/40/20

Advocate



Panel Pledge Advocate

This event is committed to gender balance

Requirements:

At least one women on every panel and evidence of women speakers, striving for gender-balanced panels, speakers and representation.

Gender balance: 40/40/20

Individual (email signature)



Panel Pledge

I stand for gender diversity at every forum

Requirements:

Promote a 40/40/20 gender balance in forums

Our definition of 40/40/20 gender balance is 40% men, 40% women and 20% open to any gender as speakers, panellists and attendees.



Icon usage requirements

CLEARSPACE

The Panel Pledge icon should always be surrounded by a minimum area of space. A margin of clear space equivalent to the line height of the text is drawn above the logo to create the invisible boundary of the area of isolation. The horizontal clearspace is roughly double the vertical clearspace.

These areas of separation are a minimum and should be increased wherever possible.



LOGO VARIATIONS

If colour reproduction is not available, a **grayscale** variant is preferred for legibility:



Panel Pledge Champion

This event demonstrates gender balance



Panel Pledge Advocate

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Panel Pledge

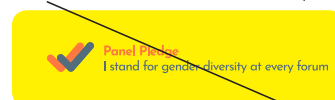
I stand for gender diversity at every forum

On black backgrounds, use the **inverse grayscale** variant for legibility:



INCORRECT USAGE

DON'T render the Panel Pledge icon on images or strong background colours.



For more information and to download Panel Pledge icons as JPEG/PNG/EPS files, please visit: malechampionsofchange.com or wlia.org.au