



# GATE

## Brand Book

580 Fifth Avenue, Suite 820, New York, NY 10036



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# MESSAGE FROM OUR LEADER

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The foundation of GATE's work is **transforming the systemic exclusion of trans, gender diverse and intersex (TGDI) people** and their issues from international decision-making processes. In our work, we seek to **attain the highest level of health, wellbeing and human rights** for our communities.

Working in partnership with regional and national TGDI organizations, we support community-led organizing, advocacy and knowledge generation to create **strong movements led by and for TGDI people** from grassroots to global level.

**Erika Castellanos**, Executive Director

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# WHY: MISSION AND VISION

**GATE works tirelessly to support TGDI communities and organizations that respect and include them.**



## **Our Mission...**

GATE is an international advocacy organization working towards justice and equality for trans, gender diverse, and intersex (TGDI) communities.

Rooted in our movements, we work collaboratively with strategic partners at the international, regional, and national levels to ensure access to resources, knowledge, and decision-making spaces.



## **Our Vision...**

GATE envisions a world free from human rights violations based on gender identity, gender expression, and sex characteristics.

We aim to ensure that trans, gender diverse, and intersex (TGDI) people can enjoy their human rights and achieve the highest level of health and wellbeing possible.



# HOW WE WORK

- advocacy, political mobilization, and campaigning
- engagement with key institutions and initiatives
- training and capacity building
- resource mobilization, including financial and technical resources
- knowledge production and generation, including data collection and analysis
- re-granting to national and regional groups



GATE works with international decision-making and funding mechanisms including **WHO, UNAIDS** and the **Global Fund**, as well as engaging at the **UN Human Rights Council** to bring awareness of and engagement with TDGI issues at the global level.



# LOGO

The logo synthesizes GATE's identity, bringing together brand colors, strength and multiplicity.



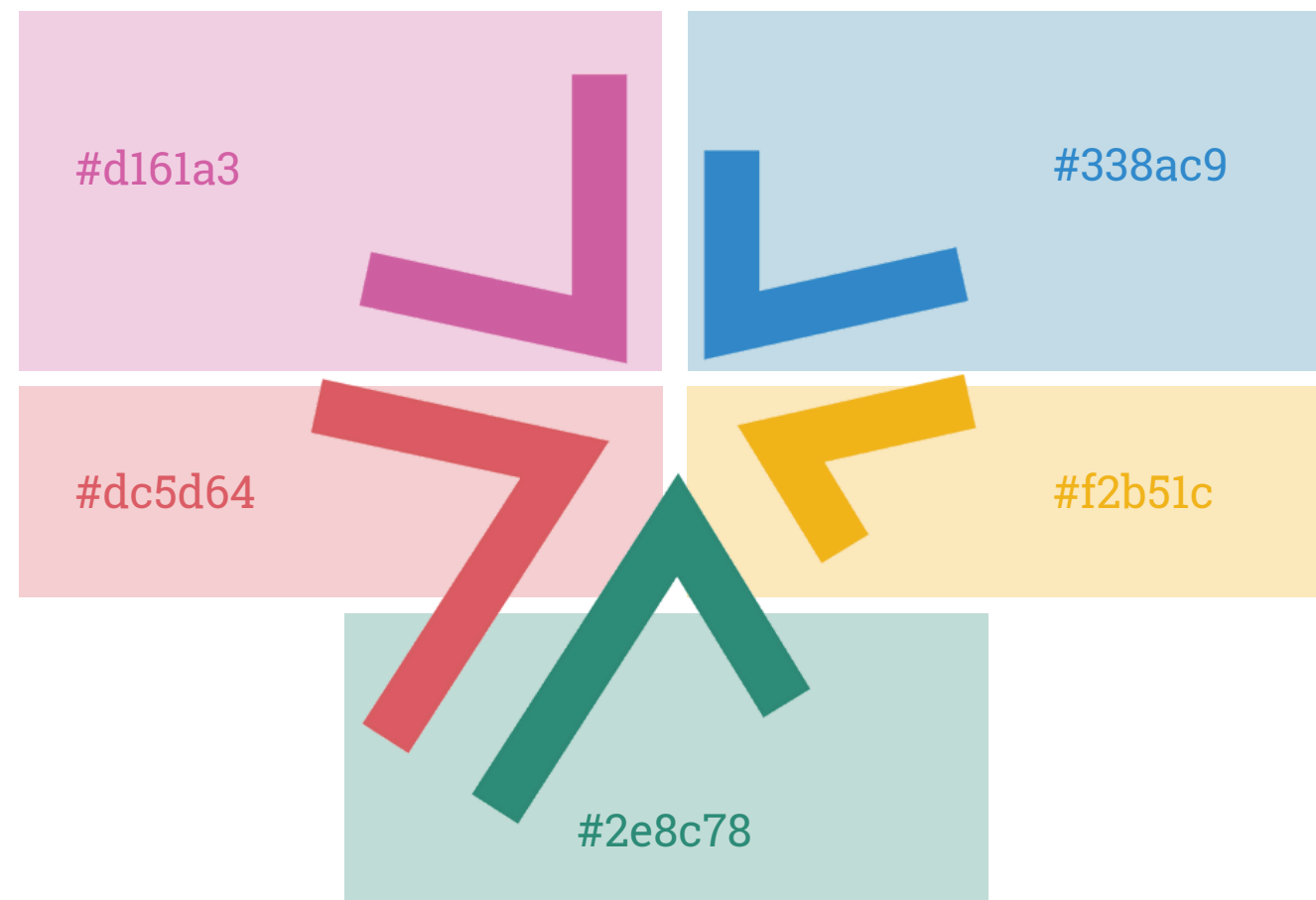
The color version is our primary logo. Should be used on black or white backgrounds, for any other background please chose the **monochrome** logo.

**Monochrome logos:** the black logo should be used on light coloured backgrounds, while the white one should be use for dar coloured backgrounds.



# BRANDING

## COLORS AND FONTS



Black colour is #000000

## Roboto Slab is our brand font

Roboto was chosen to be GATE's voice. It is a geometric sans-serif, with friendly and open curves typeface. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

**Bold** weight is used for big ideas and headlines. We want power and synthesis in the length of our written messages.

Lighter styles are used to accompany and present secondary messages.

## Noto Sans is our secondary font for longer texts



# BRANDING

## FONT SIZE

### **Title font: Roboto Slab**

Regular 400ttf or 24pt (titles)

### **Body font: Noto Sans**

Regular 400ttf or 10-12pt (body)

**SemiBold 600ttf or 14pt (subtitles)**





# BRANDING

## PUBLICATION LAYOUT

### **Single-column layout**

our reports are primarily digital, so this makes it easier to read online

### **Page numbering on the bottom right of pages**

For Annexes and References, page numbers start again with lower case roman numerals, i.e., i, ii, iii, iv, etc.



# BRAND POSITIONING

**What makes us unique?**

**We take pride in being an international organization that is led by trans, gender diverse, and intersex staff and board members from all regions of the world**

Founded in 2009 by Justus Eisfeld and Mauro Cabral Grinspan, today GATE remains the only international organization focused on issues relating to gender identity, gender expression, and sex characteristics.



# STRATEGIC PROGRAMMATIC AREAS

## Human Rights

**Advancing political mobilization to defend and promote the inclusion of TGDI people and their issues in human rights frameworks.**

This includes:

**Countering the anti-gender movement** by highlighting the opposition that trans and gender diverse people face from anti-gender groups and engaging in strategic collaboration to advocate for specific recommendations

**Providing support for engaging with UN** bodies and processes

Co-hosting **UN Trans Advocacy Week** to make trans activists' voices heard on a global scale and in international human rights spaces

## Health

**Supporting TGDI activists effective engagement with technical and political processes concerning their health and rights.**

This includes:

**Conducting advocacy** with international decision-making and funding mechanisms including **WHO, UNAIDS** and the **Global Fund**

Engaging with the **International Classification of Diseases (ICD-11)** implementation process at the **WHO and country level**

Founding and coordinating the **International Working Group on Transmasculine People & HIV**

## Movement Building

**Increasing training, support, and capacity-building opportunities and the availability and accessibility of financial support for TGDI communities and movements.**

This includes:

Providing **free online** training to our communities through the **GATE eLearning Institute**

Regranting a significant portion of our overall budget to national and regional TGDI-led organizations

Coordinating **humanitarian assistance** to TGDI Organizations and activists in Ukraine, including enabling the provision of hormone supplies

# THANK YOU



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