



Korea Peace Now! Grassroots Network Brand Guidelines

July 2022

About Us

The Korea Peace Now! Grassroots Network is part of the global campaign Korea Peace Now! Women Mobilizing to End the War. It launched in 2019 to organize communities in the United States to call for a shift in US policy for lasting peace on the Korean Peninsula.

It has chapters across the country in Atlanta, Seattle, Honolulu, Los Angeles, Bay Area, Chicago, Boston, New York, Philadelphia and Washington DC. It is a network of multi-generational Korean Americans as well as peace/anti-war activists working together to advocate for a formal end to the 70-year-old Korean War.

Our Core Goals

- Increase public understanding of the unresolved Korean War as the root cause of the 70-year-old conflict between the US and North Korea
- Advocate for the formal end to the Korean War with a peace agreement as the main solution to the ongoing US-North Korea conflict

Key Messages

- The unresolved Korean War is the root cause of the conflict, as well as the intensifying arms race and nuclear proliferation on the Korean Peninsula.
- Seventy years is enough! It's time to officially end the Korean War with a peace agreement to reduce the risk of nuclear war and allow separated families to reunite.
- The multiple crises we face today cannot be resolved militarily. It's time to shift priorities from war and militarism to urgent human needs.
- We must take steps to build trust and reduce tensions, such as suspending the costly and provocative US-ROK combined military exercises and ending sanctions that hurt ordinary people.
- For lasting peace on the Korean Peninsula, women and civil society must be involved at all levels of the peace process.



Women
Mobilizing to End War

**KOREA PEACE
TREATY NOW**

GT Haptik

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abcdefghijklmnopqrstuvwxyz
0123456789

Lorem ipsum dolor sit amet,
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Primary Color Palette

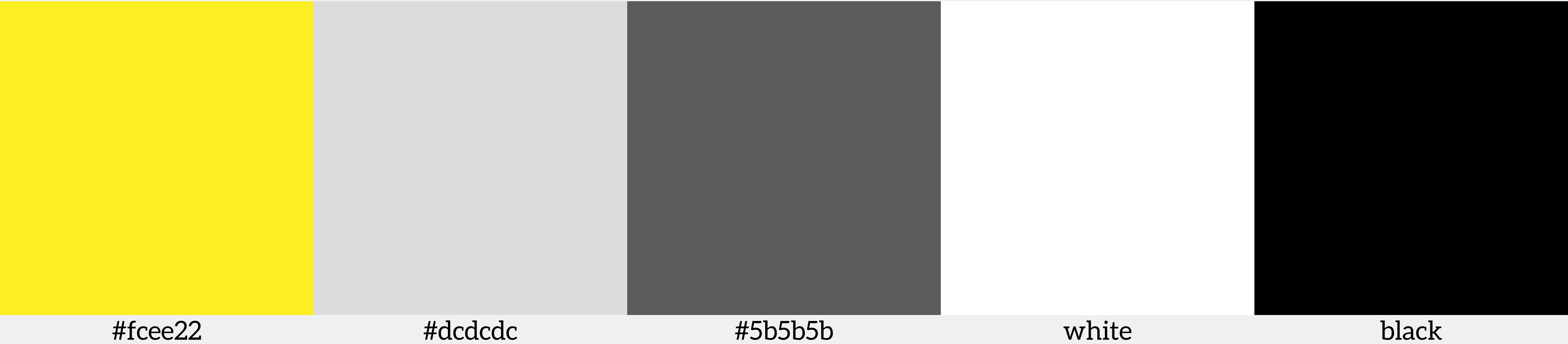


#80c1e4

#0084c9

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Secondary Color Palette



With tagline



Women Mobilizing
to End the War
KOREA PEACE NOW

Without tagline



With tagline



Women Mobilizing
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KOREA PEACE NOW

Without tagline



With tagline



Women Mobilizing
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KOREA PEACE NOW

Without tagline



Design & Writing Tips:

- Make sure text is readable and written in accessible language
- Avoid excessive jargon
- Avoid overly busy design
- Messaging should be hopeful and inclusive; avoid fear-mongering and scare tactics
- Do not use copyrighted images without permission (when in doubt, use images in the public domain)



Women Mobilizing
to End the War
KOREA PEACE NOW

Questions?

Contact info@womencrossdmz.org