

# ENM\_inclusion Brand Guidelines

Created and Distributed by Zanthia Dwight, March 2021 – Present.

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## Overview

This document helps explain how our brand “ENM\_Inclusion” should be presented online and how our audience will view it. This is for internal use by admins and for external use by anyone partnering with our brand. This contains instructions to ensure that our brand is recognizable to our audience and new viewers on any site and by anyone.

### Audience:

#### Aspects of ENM.

Firstly, this page can be a place for existing community members identifying as ethically non-monogamous or practicing ethically non-monogamous relationships. Here, these individuals can access educational tools and resources, ask for community advice, and engage in discussions amongst other community members. Secondly, this page is also for those who are questioning and interested in relationships that are not monogamous. These individuals are welcome and equal to even the seasoned “experts” amongst our community.


This page is not age specific, but information that is provided can and should be used by consenting adults only. In general, the content is appropriate for ages 16 and up.

## About

### History

Founded in March 2019, ENM\_inclusion (originally named poly\_inclusion) was created by Alana as an account to encourage education, community, and awareness about the polyamorous community.

The page was initially named poly\_inclusion. However, admins quickly learned that this title and these hashtags were encroaching on another already existing group. ENM\_inclusion researched the usage of the shorthand “poly” / “#poly” and a few members of the community stepped forward to address the overlap between the Polynesian community and the polyamorous usage of “poly” and “#poly”. Before making any changes, the team reached out to Polynesian community members and discussed how this would help both our communities to define themselves more clearly and avoid odd overlaps of content. It also became clear through this



process, that “poly” and “#poly” was a very small representation of the existing ENM community. The participants of ENM communities practice more than just polyamory, but many different types of non-monogamy. In January 2021, the admins unanimously agreed to rebrand the pages to ENM\_inclusion. This change also allowed for the expansion of this page as a much more broad and inclusive space.

Previously, polycubidsmatch was a small page also under the same brand but run by a separate group of admins. This page was a dating site that allowed adults from all regions to connect with one another. It has been inactive since 2021, and soon to be deactivated.

## Now

Our Admin team includes several different individuals who specialize in overlapping areas of our community as well as tackling different sides of our brand, from YouTube content, blog writing, designs for Instagram posts, community moderation, and media strategy.

Each person involved in our team participates in ethically non-monogamous relationships and identifies as ethically non-monogamous as well as members of the LGBTQIA+ community.

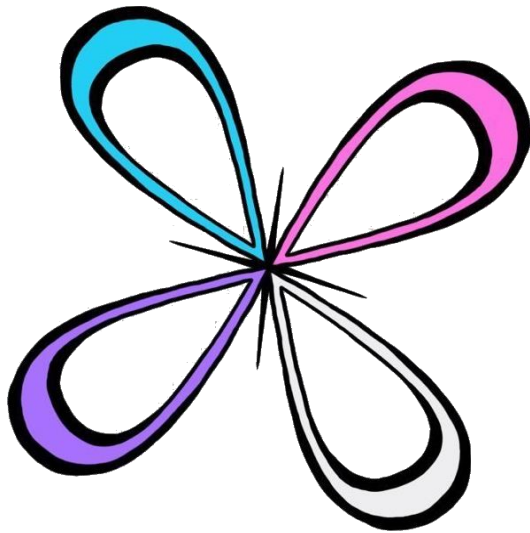
## Mission Statement

ENM\_Inclusion strives to create a safe space for overlapping communities with ethical non-monogamy at its center. This page and its admins aim to give sound advice to people who are questioning their relationship, their needs, and their sexuality. Focusing on everyday issues in the lives of ethically non-monogamous people, the goal of ENM\_inclusion is always to guide and give a platform for voices in the community and their issues.

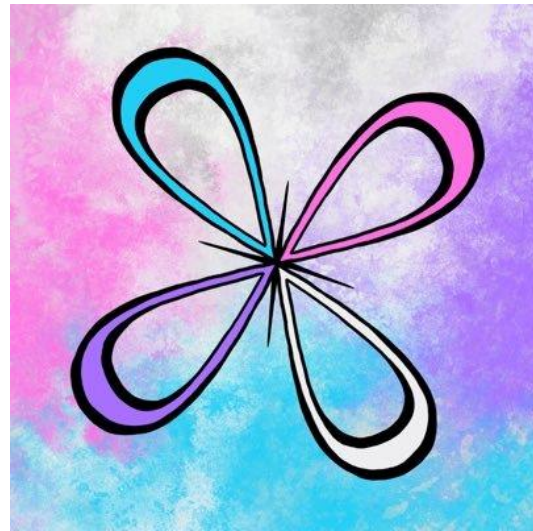


## Logo:

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For use on light or white backgrounds.



For use as Icon on social media and as background design for other content.

For headers, footers, and text heavy web pages:



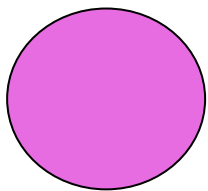


## Colors

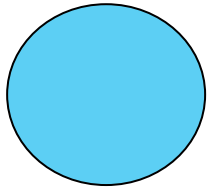
For use in all designs on all platforms.

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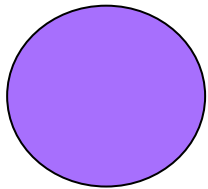
### Primary colors:



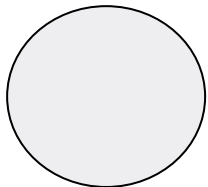
Orchid  
#E86CE1



Vivid Sky Blue  
#5CCFF4

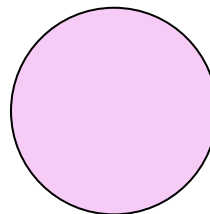


Medium Purple  
#A76FFD

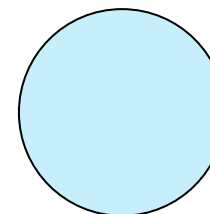


Cultured  
#EEEEFO

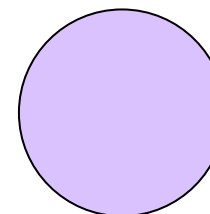
### Secondary colors:



Pink Lace  
#F6CBF5



Light Blue  
#C6EEFB



Lavender Blue  
#D9C2FE



Gradient:



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For html:

```
background: hsla(303, 73%, 67%, 1);
```

```
background: linear-gradient(90deg, hsla(303, 73%, 67%, 1) 17%, hsla(264, 97%, 71%, 1) 50%, hsla(195, 87%, 66%, 1) 84%);
```

```
background: -moz-linear-gradient(90deg, hsla(303, 73%, 67%, 1) 17%, hsla(264, 97%, 71%, 1) 50%, hsla(195, 87%, 66%, 1) 84%);
```

```
background: -webkit-linear-gradient(90deg, hsla(303, 73%, 67%, 1) 17%, hsla(264, 97%, 71%, 1) 50%, hsla(195, 87%, 66%, 1) 84%);
```

```
filter: progid: DXImageTransform.Microsoft.gradient( startColorstr="#E86CE1", endColorstr="#A76FFD", GradientType=1 );
```

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# Typography

A reference for font usage:

	Social Media: Twitter, Instagram, YouTube	Web
Title/ Heading 1	<b>Roboto Bold</b>	Roboto Normal
Subtitle/ Heading 2	Roboto Regular	Roboto Regular
Body Copy	Roboto Regular / <i>italics</i>	Roboto Regular / <i>Italics</i>



## Voice and tone:

A guide and explanation on the use of language and emotion.

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Each admin brings in their own personality to their posts, videos, blogs, and engagement with the community. However, what we all have in common is our goal to educate, understand, and uphold the values of our community and its members. Part of this is being upfront and direct in our language. Ambiguities and indirectness often lead to harm and misunderstandings. Just as we avoid harm in our personal relationships by using direct communication, we bring this forwardness to our community to lead by example.

Giving community advice is a large part of our activity as a team. We engage with many people, including those who do not have English as a first language. We often utilize Google Translate, or simplified language to the best of our ability. Simplified language with extra explanation, or even repetitive definitions is necessary to meet our readers where they are. Whether they are veterans in ethnically non-monogamous communities, or just beginning their journey, anyone should be able to understand and comprehend our language.

Colloquial, friendly, and upbeat language are also intertwined with our direct explanatory style, which helps to engage our community as equals.

## Policy

A brief explanation on rules and regulations.

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As a community with open doors, we often receive many messages, comments, and responses. Some of this feedback and engagement is racist, sexist, transphobic, xenophobic, or otherwise harmful. Harassment of admins or any community member is not tolerated, and any violators of these rules are immediately banned or blocked. For the safety of our community, especially those with marginalized and often oppressed backgrounds, we closely monitor the activity of commenters.

In the past, we have received messages from community members reporting others for inappropriate behavior. Where possible, we take action to resolve interpersonal disputes with boundary setting and discussions. The outcome of these negotiations is up to the participants, but we strive to create a space where voices and concerns are heard and not ignored.