

## **Introducing Research Wowman**

Research Wowman has been selected to become the Global Development Network's mascot in its 20th year. Research Wowman fights for a world that is better informed through scientific evidence, and to inspire sustainable development and policy. Research Wowman will also be the mascot for GDN's Global Development Conference in Bonn, focused on 'Knowledge for Sustainable Development: The Research-Policy Nexus.'

Research Wowman fights any form of discrimination and can be personified as any gender. She wants to see more Southern researchers on the global stage, more women in research, more collaborative projects, as well as more policymakers using research to carve out a secure future for the world's citizens. Her eyes are magnifying glasses, and she is reading the Book of Knowledge. As you can see, she is not afraid to take action either – she is climbing steadily up the slope of progress.

GDN is happy for Research Wowman to be used by others in the research-policy space, who seek justice for humanity and the planet through their work, often in difficult circumstances, to unite social science researchers across disciplines, and around the developing world.

Credit GDN: Please credit and back link to Global Development Network at [www.gdn.int](http://www.gdn.int), and it would be great if you could also drop us a line at [communications@gdn.int](mailto:communications@gdn.int) informing us, so can see what she has been up to.

If you use Research Wowman on social media, please use the hashtag #ResearchWowman and reach out to GDN through Facebook (@GDNint) Twitter (@GDNint) and LinkedIn (@Global Development Network) so that we can amplify her reach.

### What can't be changed:

1. Identity: She holds certain values as paramount and fights for them and cannot be used to argue against them. She fights for:
  - a. a world better informed through scientific evidence,
  - b. sustainable development,
  - c. more women in research,
  - d. more Southern researchers on the global stage,
  - e. more collaborative projects bridging the gap between policymakers and researchers
2. Body elements and dimensions: Research Wowman is built of certain elements, each signifying different aspects of research and development. The elements, their alignment and dimension cannot be changed. These include her eyes, book and legs.
3. Context: Research Wowman can only be used in the research, policy and development space, and only ever to highlight the importance of research.

### What can be changed

1. Graph line: The upward moving graph can be removed. However, when used, should always be facing upwards. Research Wowman is always *climbing* the slope of progress.
2. Two-dimensional iteration: The Research Wowman is currently a two-dimensional figure. To help her become a character that can be used in different mediums, you are

encouraged to develop her into a three-dimensional one, based on your requirements. Please do, however, keep us informed at [communications@gdn.int](mailto:communications@gdn.int) so that we can add your 3-D Research Wowman, with credit, to the resource files for others to use as well.

3. Colors: While she has donned certain colors for GDN's 20<sup>th</sup> Year and 2019 Global Development Conference, she is not limited to these. You are free to use any colour you so wish. We would strongly discourage from using grey/black/white, as we have found that she likes to pop.
4. Medium: She can be used for print, web, animated films, infographics, illustrations, virtual reality, games you design, digital art, or any other medium you can think of. We'd like her to reach far and wide, propagating the importance of research.

To download the artwork, save the Adobe PDF available at [www.gdn.int/researchwowman](http://www.gdn.int/researchwowman). This PDF can be opened in Adobe Illustrator for you to play with. Layers of each of her body parts have been created for an easy import into Adobe After Effects.