

How to Use the Equity Ally Badge

National Disability Institute (NDI) has provided an **Equity Ally** badge for all interested in being part of the ongoing conversation in Pittsburgh to **Address the Financial Stability Challenges at the Intersection of Race, Ethnicity, Poverty and Disability**

Suggested Uses:

Participants and coalition members can use this badge for a variety of organizational materials, including in:

- Social media graphics
- Newsletters
- Blog posts
- PowerPoint presentations
- Website pages (or site footers)

Multiple versions of the Equity Ally badge have been provided:

1. Color PNG image with transparent background (For use on a white or light-colored background)
2. White PNG image with transparent background (For use on a dark background)
3. Sample social media graphic with the badge overlaid on an image

You are welcome to use the badge in conjunction with your own graphics; for example: overlaying the white badge on top of a photo of your organization's staff.

Accessibility Tips:

When adding the badge, please be sure to add Alternative Text (alt text) to the image. Alt text is used to provide a description to the viewer for those who are blind, have low vision or use assistive technology like screen readers. Alt text should be a short description that describes both the content and function of the image. For example, alt text for the Equity Ally badge could read: "[Organization name] is an Equity Ally, working towards poverty alleviation, disability rights and racial justice for all individuals with disabilities."

[Learn more about alt text.](#)

[Learn how to add alt text in Microsoft](#) (Word, PowerPoint, Outlook, etc).

Suggested Text Description:

When captioning the badge on social media or within descriptive text like blogs and newsletters, you are welcome to use the suggested language:

“[Organization Name] is proud to be a part of National Disability Institute’s racial equity, disability and financial empowerment conversations. The local Pittsburgh regional coalition brings together government, financial, racial equity and disability community leaders in an effort to address the economic inequality and systemic barriers individuals at the intersection of race/ethnicity, disability and poverty face. We are committed to continue working with our partners to strengthen the financial stability and financial resilience of our residents in the Pittsburgh area who live at the intersection of race, disability and poverty.”