

Women's Transportation Seminar Rebrand

WTS INTERNATIONAL



BRAND VOICE AND TONE

VOICE represents WTS' personality – it reflects who we are and where we want to go. Our voice reflects our promise to our chapters and our members. All written and spoken words represent our brand as a unified voice across all chapters.

TONE is more fluid than voice and represents the mood we present in various materials, at events, on platforms and for audiences.

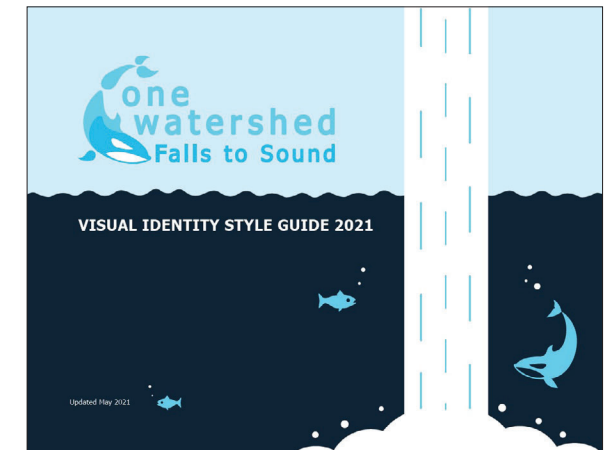
Brand Attributes

The words below represent perceptions about the WTS brand:

- Forward-thinking
- Professional
- Inspiring
- Respected
- Inclusive

One Watershed - Falls to Sound Visual Identity

CITY OF SNOQUALMIE



BRANDING AND VISUAL IDENTITY