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



IS YOUR LAWN HEALTHY?

ruse of lawn pesticides and fertilizers is contaminating Snoqualmie's streams, lakes d Puget Sound. With natural lawn care, you can save money, time, and o environment, while growing a healthy lawn that looks great year-round.



iive your lawn a little extra 🎔love this spring. vear, either in May or September:





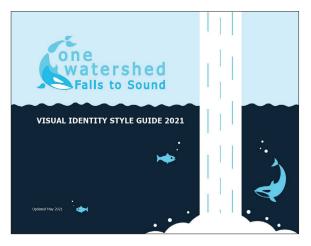
These year-round practices will help keep

your lawn looking happy and healthy

BRANDING AND VISUAL IDENTITY







SIMPLE STEPS FOR STEWARDSHIP

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CALLOUT BOX HEADER

watershed Starts Here www.ci.snoqualmie. xxxxx@ci.snoqualmi (xxx) xxx-xxxx



