



*Advancing Women in Transportation*  
Puget Sound Chapter

WTS  
BRAND  
REFRESH

**March 19, 2019**  
**Washington, D.C.**

What we heard

Define &  
Refine

Relate &  
Evaluate

Written/Verbal &  
Visual Identities

**Findings  
Overview**

## Mission

WTS attracts, sustains, connects and advances women's careers to strengthen the transportation industry.

## Vision

Equity and access for women in transportation.

## Core Values\*

- Inclusion
- Collaboration
- Mentorship
- Knowledge sharing
- Passion
- Unity/cohesion

\*based on what we heard

## Define & Refine

What we heard

# Target Audiences

(ranked in order)

1. Members
2. Transportation agencies
3. Corporate partners
4. Corporations
5. Chapter leaders
6. Students
7. Non-members related to transportation

# Audience Perceptions

- Professional development
- Connect and network
- Industry knowledge
- Resource and safe space
- Fun/social
- Recruitment tool
- Good investment
- Access to jobs, opportunities, and scholarships

The perception of WTS by your target audiences should align with the value you offer and can deliver.

## Relate & Evaluate

What we heard

## Written/Verbal

The organization will be known as WTS. The word "Seminar" as part of the organization's title is no longer relevant and its use is not forward-thinking.

WTS' tone will be professional but fun. The former corporate and institutional tone will be removed.

The future voice will reflect a member-driven organization that is supportive and collaborative.

WTS' voice will be one of authority in the industry that is also inclusive.

## Visual

The logo will feature the letters WTS only with an alternative logo featuring a tagline.

Photography is preferred over illustrative art.

Photos should be realistic in tone, not looked staged, and show a collaborative nature.

Color palette should not be trendy or too masculine, however power colors are preferred (black, red, deep purple, emerald green). Blue can be used as long as it is bright. There was not consensus on whether any shade of pink was acceptable.

Tone, voice, and visuals should work together to reflect the perception of who WTS is and strengthen its value.

## Brand Identities

What we heard



Discovery

Development

Implementation

**Brand  
Refresh  
Schedule**



# Discovery

2019

March

April

May

June

July

Key dates

■ 3.19  
Kick-off mtg  
D.C.

■ Annual  
Conference  
Boston

WTS Board  
and Staff

zoom | Review p.o.  
site design  
and beta

zoom | Review survey  
results and  
creative brief

Envirolssues

Develop and launch  
participate.online (p.o.) site

Develop  
creative brief

Membership  
Engagement

2 wks

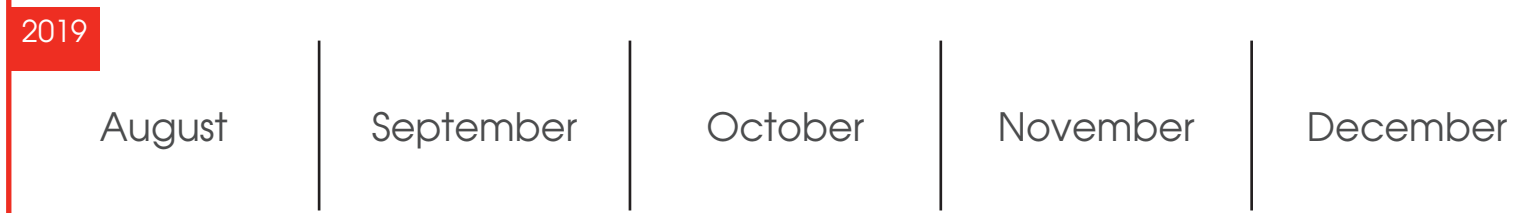
Sentiment survey  
p.o.

■ Report back:  
what we heard  
p.o.



enviroissues

# Development



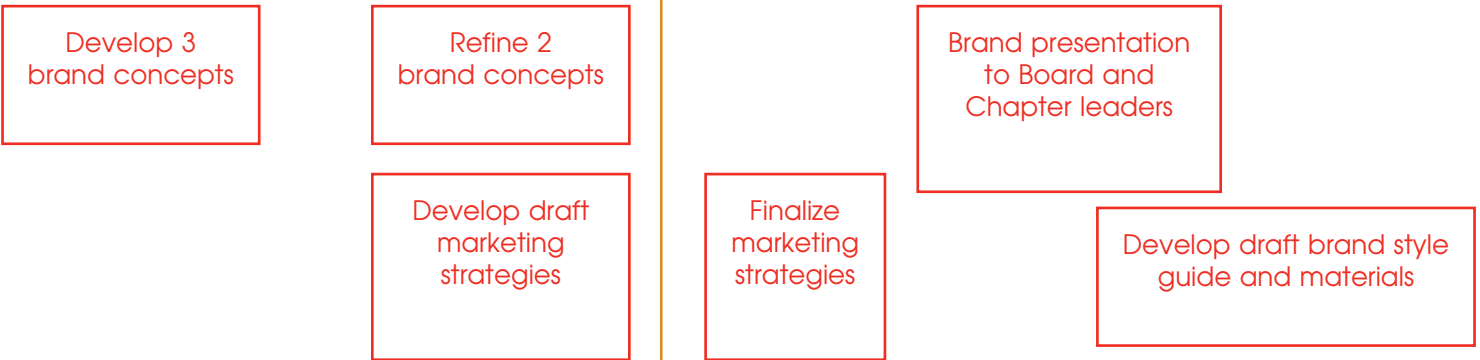
Key dates

■ Chapter Leadership Conference Denver

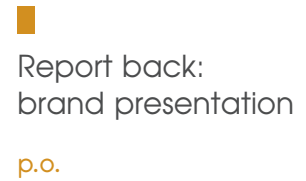
WTS Board and Staff



Envirolssues



Membership Engagement





# Implementation

2020

January

February

March

April

May

Key dates

Final Brand Chapter and member rollout

Annual Conference Arizona

WTS Board and Staff

zoom | Review final brand style guide and materials

Celebrate new brand!

Envirolssues

Final brand style guide and materials

Support rollout

Support celebration

Membership Engagement

Brand style guide and materials available for download

Celebrate new brand!

p.o.

Launch p.o.  
engagements site

Conduct  
survey of  
sentiment

Draft  
creative brief

**Next Steps**