

Organizational background

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

Women’s Transportation Seminar is a professional organization founded in 1977 when women were unable to get subsidized for association memberships unless they were educational, hence the word seminar was adopted to lend a formal and scholarly tone to the name and organization. Today the organization is known solely as WTS International, or simply WTS, and has over 8,500 members in the United States and Canada. The mission and vision of WTS is to promote equity and access for women in transportation.

What is the purpose and desired outcome of the brand refresh?

Purpose: Match our external brand with our internal culture.

Outcome: Adjust image to match membership and vision for the future.

The WTS brand was first modeled after the male-dominated transportation industry of the late ‘70s and early ‘80s. The formal, institutional, and conservative presentation of WTS served its purpose as the organization first formed but as the transportation industry has evolved, so has WTS. Today, WTS is modern and forward-thinking, and is still the premier organization for women in transportation in North America. The purpose of the refresh is to create both a visual and written/verbal identity that reflects the organization that WTS is today and will be in the future. The desired outcome is to present a brand that reflects the core values of WTS and is embraced and championed by WTS members.

List your vision and core initiatives.

Vision: Equity and access for women in transportation.

Core initiatives: Inclusion, Collaboration, Mentorship, Knowledge Sharing, Passion, Unity

Rank your target audiences.

1. Members
2. Transportation Agencies
3. Corporate Partners
4. Corporations
5. Chapter Leaders
6. Students
7. Non-members related to transportation

Describe target audiences’ perception(s) of your brand and organization.

- Professional
- Formal
- Traditional
- Somewhat approachable
- Strictly business
- Supportive
- Known but not well-known
- Steady but not energizing

The organizational perception is one of an organization that offers opportunities for professional networking and development, mentorship, friendship, and investment in growing women in the field of transportation.

How would you like the WTS brand to be perceived?

WTS supports women in every area of transportation and every stage of their career lifecycle.

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

Are there any words we should use or avoid in the name? (If so, why?)

Only the letters WTS will be used in the name because the use of the full name is no longer relevant or necessary for the organization to be recognized.

Do you want a tagline?

A tagline should be used, since the letters “WTS” will stand on their own. The use of the current tagline along with two other options will be presented in the brand concepts.

Do you have any colors in mind or have any colors you want to avoid? (If so, why?)

- No trendy colors to ensure longevity of the visual identity and avoid becoming dated in a couple years
- Blue would be fine but a different shade than the current blue, bright blue preferred
- Yellow would be fine but a different shade, but received less support than blue
- Prefer power colors:
 - Primary - emerald green, deep purple, gray
 - Secondary - green, purple, black, orange, red

Are there any required elements that need to be incorporated?

N/A – Did not know the origins of the lines in the logo and do not want them repeated.

Anything else we should know?

Prefer realistic photography over staged looking stock or illustrations. Like to see interaction between people in the photos as it shows the collaborative nature of the organization.

In the final phase of this process, we will explore how to best apply the brand and how to extend the brand and its resources to best serve chapter-level needs.