

# Logo Design

Ventura County Woman's Economic Roundtable

**WER**

*or*

**WE**

(Woman's Economic Empowerment)

## **Description of organization:**

*Ventura County Woman's Economic Roundtable*

Addresses pay equity issues, educational opportunities and career advancement for women in Ventura County.

The 10-member group also links together existing women's organizations in Ventura County to further its mission of enhancing the economic status of women, coordinating efforts and sharing resources.

## **Objective:**

- Create a logo for the organization.
- Create a logo and messaging/theme/tagline to promote the first young women's conference in Ventura County.

## **Description of Conference:**

The young women's conference will include several panel sessions that highlight topics like:

- dress for success
- how to negotiate a salary
- Nontraditional Careers
- how to finance a college education
- social media and what it says about you in the workplace
- how to believe in yourself: self-esteem important element of success.

## **Target Consumer/Audience:**

- Young women between the ages of 15-25 years.
- Those organizations that serve this demographic.
- It's also important to attract a diverse audience.

**Main Objective:** To attract young women between the age of 15 and 25 to the annual conference and attract those agencies that serve this demographic.

**Main Features And Benefits:** Outreach to young women who are an underserved community.

## **What Is Your Primary Message:**

- Economic Empowerment

## **Messaging that they like**

(open to other suggestions):

- #Mission Possible
- Empowering Women for Economic Success

## **Internal Deadlines:**

Logo Comps for WE or Wer	Jan. 7 <sup>th</sup>
Logo and taglines for Conference	Jan. 14 <sup>th</sup>
Presentation to Shante Morgan	Jan. 21 <sup>st</sup>

## **Client Deadlines:**

Presentation to committee	Jan. 26 <sup>th</sup>
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