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. 7th
Logo and taglines for Conference
Jan. 14th
Presentation to Shante Morgan
Jan. 21st

Client Deadlines:
Presentation to committee
Jan. 26th