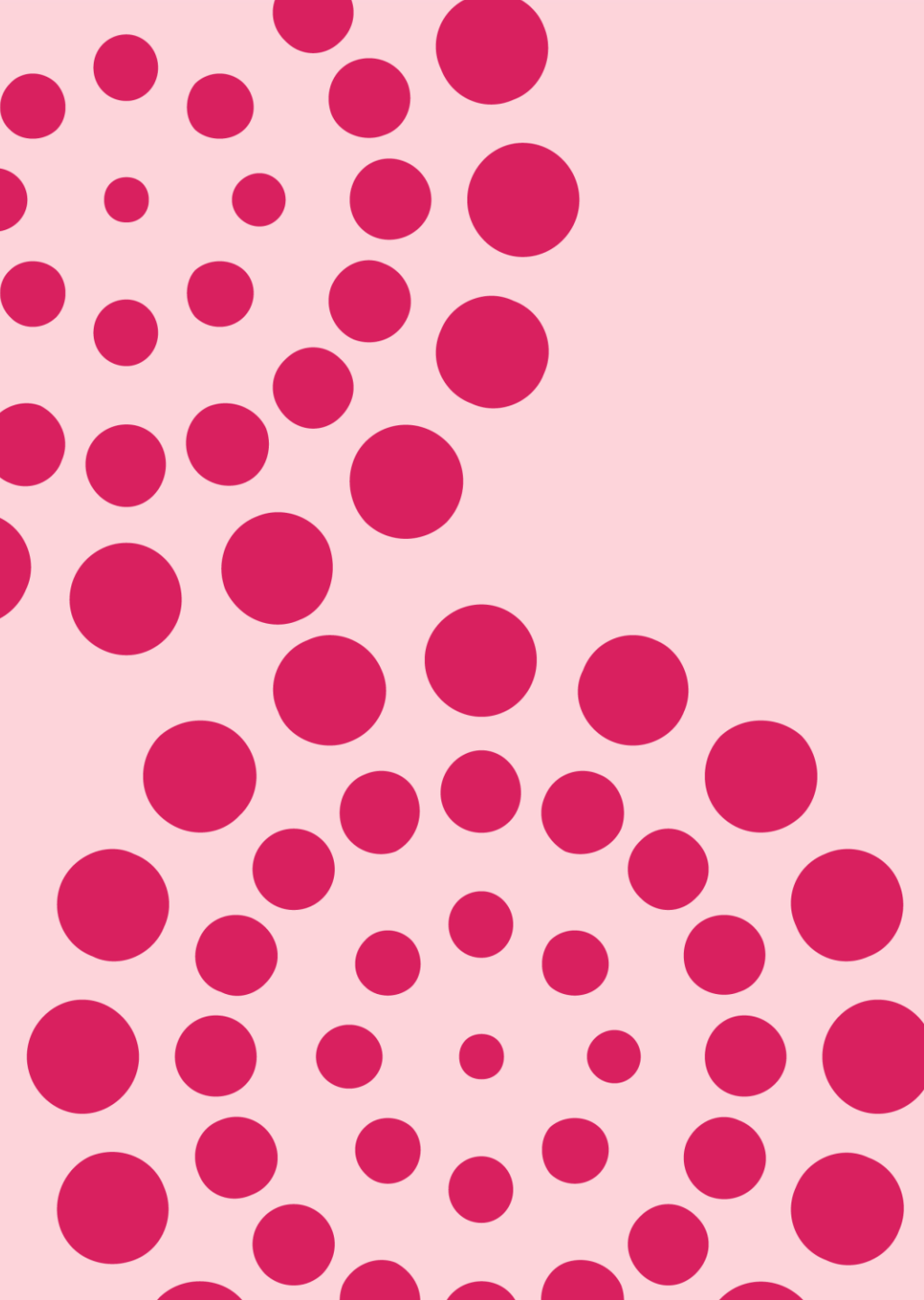




WBECORV

Brand Book

03.10.2025

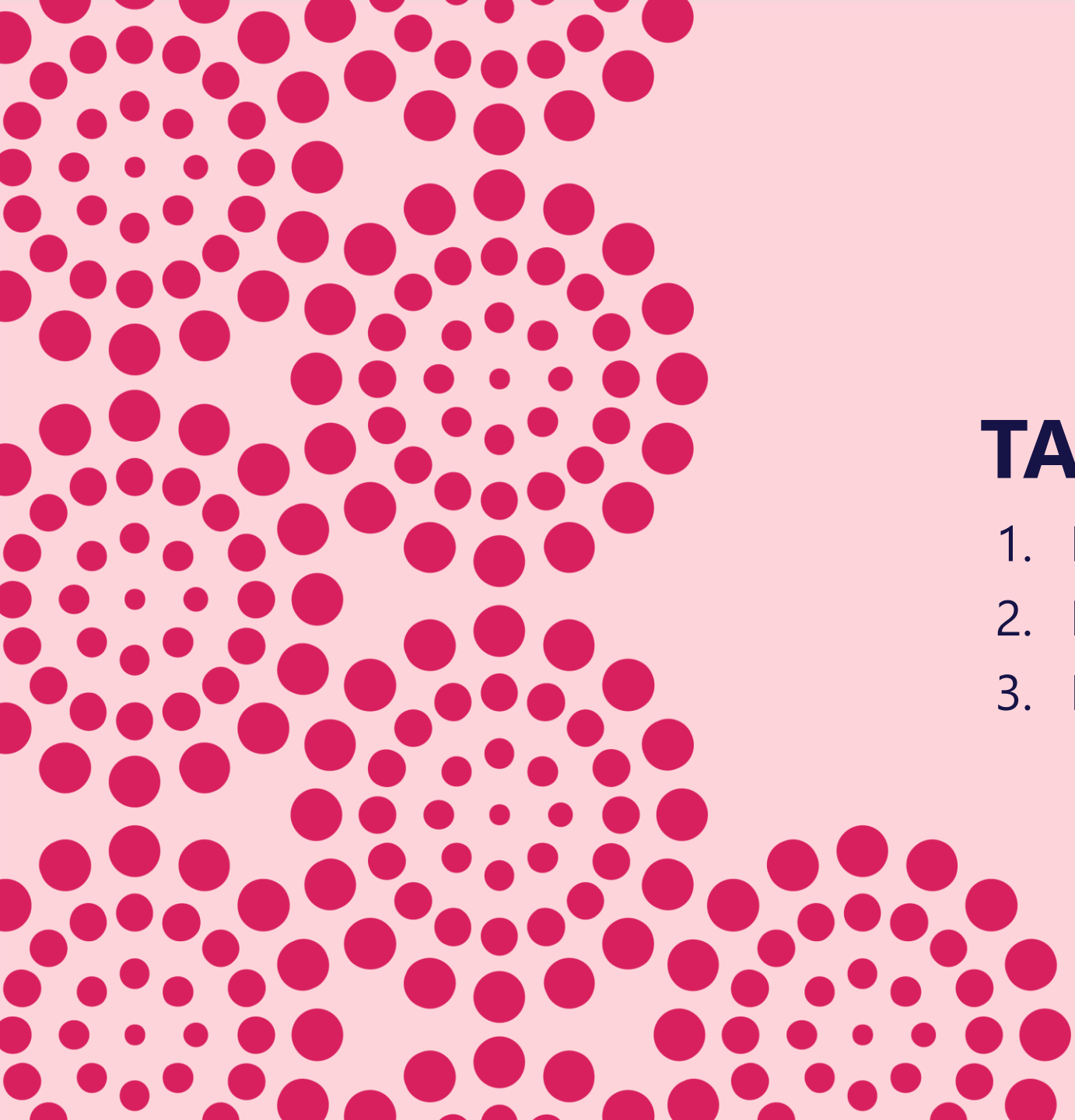
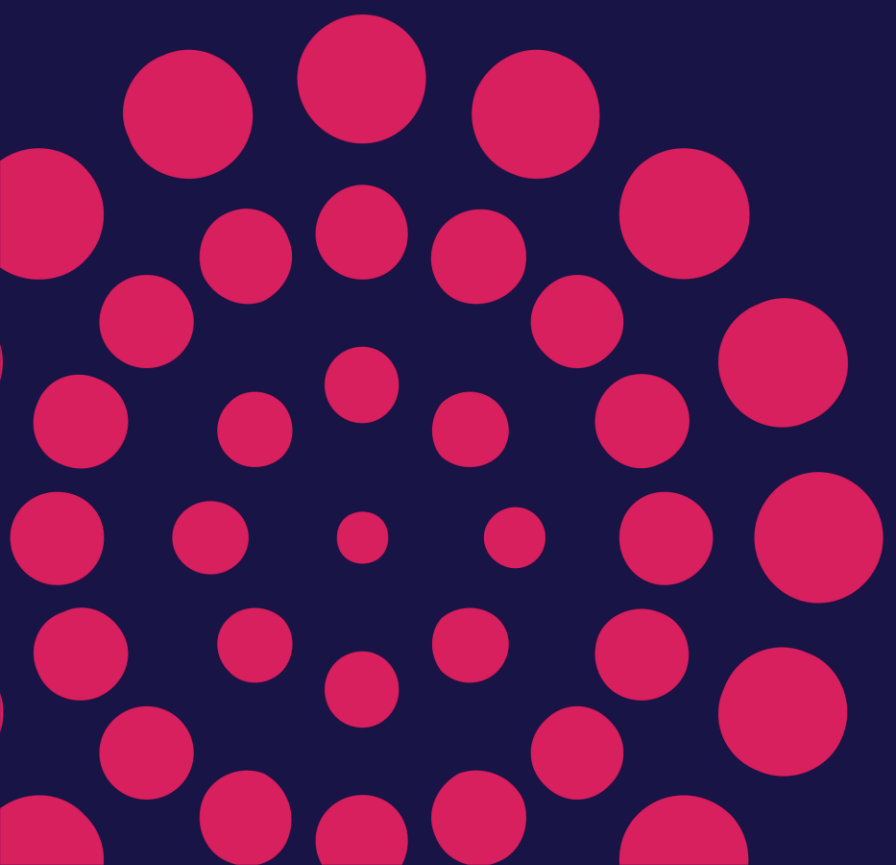


TABLE OF CONTENTS

1. Brand Foundation
2. Brand Design
3. Brand Toolbox

A decorative graphic on the left side of the image, consisting of numerous pink circles of varying sizes scattered across a dark blue background. The circles are more densely packed in some areas and more sparse in others, creating a dynamic, organic pattern.

BRAND FOUNDATION



VISION

To be the premier resource to empower women-owned businesses, corporations and community partners to ensure an inclusive economic landscape that thrives through growth and opportunity.

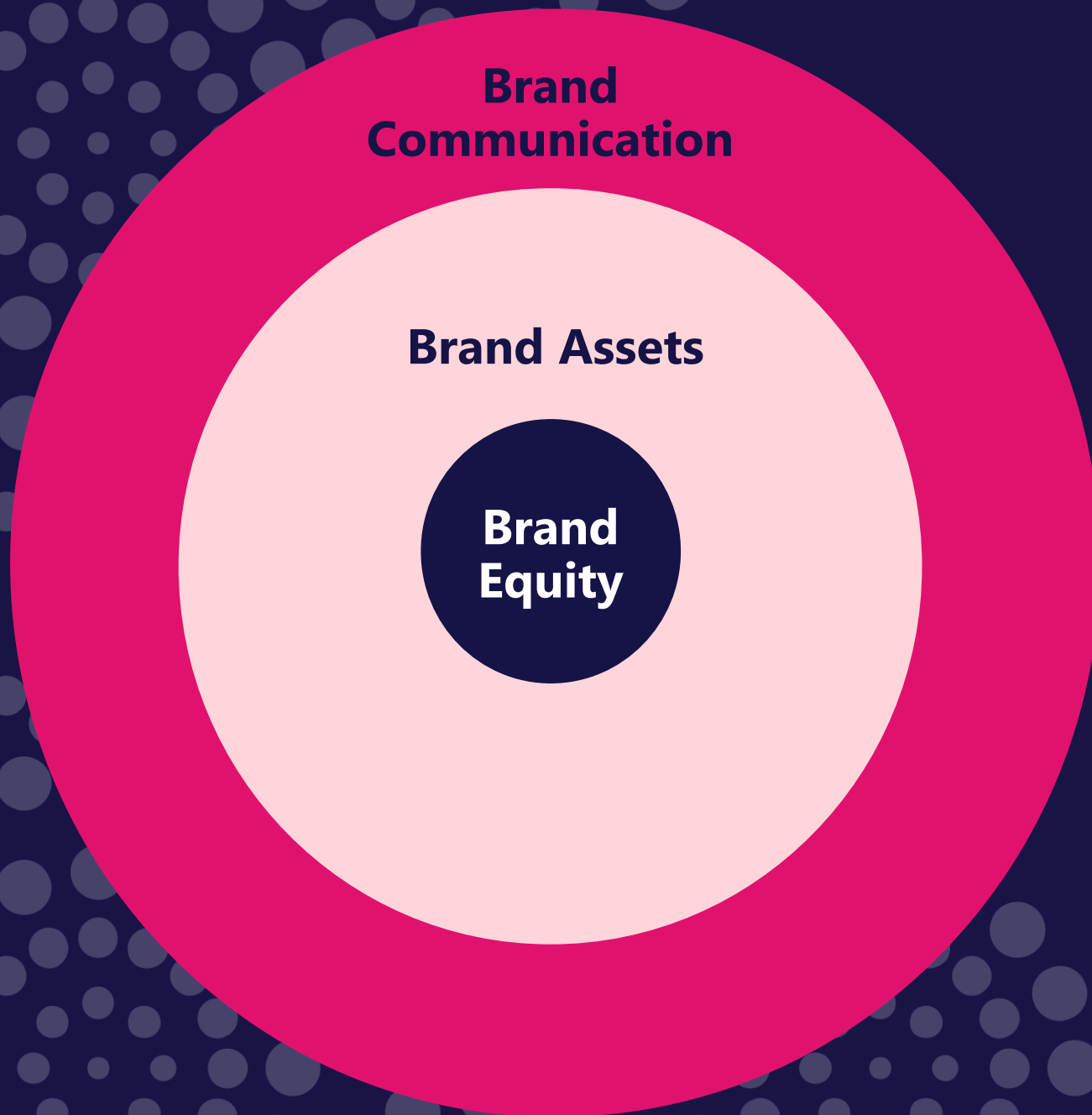
MISSION

WBEC ORV provides certification, education, engagement, advocacy and opportunity to women entrepreneurs. We collaborate with corporate partners, woman-owned businesses, government and community officials to advance the economy, enforce business quality and grow our membership in the Ohio, Kentucky, and West Virginia region.

WHO WE ARE

WBEC ORV is an organization for women business owners interested in promoting, developing and maintaining business relationships with other women entrepreneurs, major corporations and governmental agencies. Our charge is to certify women-owned businesses, and to promote the activities directed at the development, expansion and encouragement of businesses owned by women.

The organization was established as the Ohio River Valley Women's Business Council (ORV-WBC) in March 2009, and was operated by the Urban League of Greater Southwestern Ohio Business Development and Entrepreneurship Department under the authority of WBENC. At that time, WBEC ORV had just seven corporate members and 348 certified WBEs. In 2019, the organization rebranded as Women's Enterprise Council Ohio River Valley (WBEC ORV), and is now independently operated as one of 14 WBENC Regional Partner Organizations (RPOs). Today, WBEC ORV has a thriving membership that includes 1,079 certified WBEs, and 76 corporate partners.



Brand Communication

is the visual and verbal manifestation of the brand brought to life for consumer understanding and engagement.

Brand Assets

are distinct and ownable elements of the brand that make them recognizable and establish a relationship with the consumer (e.g. logo, pattern, brand voice, song, scent).

Brand Equity

is the value a brand defined by its consumers through discernment of a brand's desirability and belief in its benefits vs. competition. It is defined by a strategic framework (e.g. brand equity pyramid) and is brought to life via Brand Assets and Brand Communication.

BRAND EQUITY

POPs

Connector
Certification
Women-owned

Support
the success
of every woman.

BRAND PURPOSE

The reason why a brand exists.

Unleash unique + powerful
connections & resources for
women and their businesses to
grow + thrive.

BRAND PROMISE

What does the brand offer that is unique?

Passionate, inclusive, dedicated and
proactive friend on a mission to advance
people + ideas.

BRAND CHARACTER

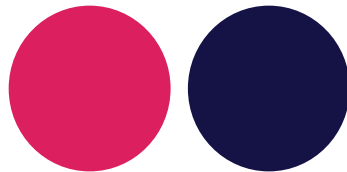
How would you define your brand
as a person?

- **Expert** leaders in supplier diversity across multiple industries.
- Connects others through **authentic** and **respected** (personal + business) relationships built over time.
- **Family** of dedicated and supportive women.
- Passionate and positive people, always grateful and willing to help.

SUPERIOR BENEFITS (PODS)

How does your brand
uniquely solve consumer
needs and set you apart?

WBECORV



VISUAL ASSETS

What are the unique
and indispensable
visual assets that define
and create a
recognizable and
relevant connection
with consumers?

BRAND VOICE

OVERVIEW

Brand voice impacts the way you express your brand's identity, values and beliefs in communications, both internally and externally. Because WBEC ORV has many distinct audiences, it is critical that we define our voice clearly and apply it consistently across all touchpoints. A best-in-class brand has a unique and distinctive voice. It knows what to say and how to say it.

The WBEC ORV newly defined brand voice is:

- **On character:** Embodies its brand personality.
- **Is distinctive and memorable:** Key audiences can uniquely identify and articulate who is speaking to them.
- **Authentic:** Initiates a real conversation.
- **Persona-driven:** Clearly understands its audience and the message it should deliver.
- **Like a friend:** Builds relationships and trust.
- **Engaging:** Actively participates.



The WBEC ORV Brand Voice is:

Friendly
Informative
Helpful
Smart
Inclusive
Passionate

IS

Approachable & Supportive
Smart & Detailed
Proactive
Wise
Connective & Respectful
Strong & Committed

IS NOT

Flip
Elaborate
Obliging
Condescending
Invasive
Exaggerated

ADDITIONAL BRAND VOICE CONSIDERATIONS

Key elements of Brand Voice include **brand tone and brand personality**. Tone, personality, language (and even punctuation) work together to influence messaging and create a more distinct and defined voice. WBEC ORV should reinforce their brand identity with language that is **concise** and **consistent** across multiple platforms.



Brand Tone – the attitude with which you convey your values and beliefs; it's the way you speak. **Example:** Using an informal, casual tone, vs. technical or corporate tone changes the voice.



Brand Personality – your brand's traits and characteristics. **Example:** WBEC ORV is friendly, approachable and smart. This should be reflected in their Brand Voice.



Language – the words we choose can have a significant impact on Brand Voice and must be understood by all key audiences when creating mass tactics. **Example:** Using acronyms or professional language associated with the supplier diversity industry may not be universally understood when communicating with WBEs vs. Corporates.



Punctuation – More subtle impact than the other elements. However, incorrect punctuation or a lack of punctuation, definitely impacts audience perception. **Example:** Consider how an exclamation point changes the feeling you get from a sentence.

WBEC ORV BRAND MANIFESTO

What is a brand manifesto and how should it be used?

- A written statement that acts as a declaration of the unique beliefs, values and actions that consumers can expect from WBEC ORV.
- It is a magnetized statement that should convey our passion and connect with people on an emotional level.
- It reinforces the organization's authentic purpose and reflect our values.
- It should express the essence of our brand and express those beliefs on which we will not compromise.

A brand manifesto is a powerful statement that should answer this question for our members...

Why Should I Care?

WBEC ORV BRAND MANIFESTO

We champion the unstoppable force of women entrepreneurs.

A movement igniting change and driving progress in the business world.

We know the power of women-owned businesses to transform economies and uplift communities.

We amplify the voices of women from all backgrounds, ensuring that every woman-owned business has a seat at the table.

Together, we can break down barriers, dismantle stereotypes, and pave the way for a more inclusive and equitable business landscape.

Through this collaboration, we will build a legacy of excellence, integrity and impact.

We are WBEC ORV, a community of trailblazing business leaders dedicated to building a world where every woman-owned business has the opportunity to succeed.





THE WBEC ORV WHO



BRAND PERSONAS

What are Brand Personas?

WBEC ORV has multiple segmented audience groups who are all vital to the organization. We must recognize their unique needs and expectations to build engagement, trust and loyalty. We have focused our initial efforts on developing personas for the primary audiences on the following pages.



**CERTIFIED WBE – 2 YEARS
LEARNING & EAGER TO GROW**

Susan Solopreneur

“WEBEC ORV helped me get my business off the ground.”

BACKGROUND:

- Spent 13 years in retail management before starting her own specialty bath products company.

WANTS/NEEDS:

- WBEC ORV has helped Susan with financial guidance and connecting her with lending resources.
- Susan greatly values the connections to other WBEs and the educational programming at Catch the Wave and throughout webinars. She has not had much success yet with Corporate partners, but intends to pursue relationships once her business grows a bit.

PAIN POINT:

- Is occasionally confused when listening to longtime members and ORV staffers who sometimes speak in acronyms, or assume she is in-the-know about events or opportunities.



“Do what you love and success will follow. Passion is the fuel behind a successful career.”

– Meg Whitman



"You will never lose in business. Either you win or you learn"
– Melinda Emerson

**CERTIFIED WBE – 8 YEARS
SEASONED MEMBER & EXPERIENCED
BUSINESS LEADER**

Pricilla Professional

"I joined WBEC ORV to network and elevate our business/development efforts."

BACKGROUND:

- Pricilla is the owner of a highly successful advertising agency that was previously owned by her mother. The firm has a roster of clients in the food and beverage space, but wants to expand into other industries.

WANTS/NEEDS:

- Networking and new business development.
- She is hoping that if she becomes more visible within organizations, she will have the opportunity to connect with corporate partners to get her foot in the door.
- She does not need help with finances and finds many of the programming opportunities are geared toward start-ups.
- Pricilla attends the national and regional conferences and usually offers to sponsor WBEC ORV events.

PAIN POINT:

- Pricilla is trying to navigate the process established by many of the larger corporations, and isn't sure how to get connected with the right contacts to pitch her business.

Aspiring Alexa

"We must advocate for women and empower them to make the world a better place."

BACKGROUND:

- Alexa is getting her MBA and is excited about launching her own business, an IT consulting firm. Her involvement in college organizations and success in academics has been empowering so she is curious about how WBEC ORV can help her.
- Alexa was invited to several WBEC ORV events by her aunt, who is a member of the organization. Her aunt thought being around successful female entrepreneurs would inspire Alexa not to give up on her dreams.
- As a WBEC ORV board member, Alexa's aunt is also wanting to bring younger members into the fold to ensure the longevity and vitality of WBEC ORV.

WANTS/NEEDS:

- **Personalized Communication:** Such as one-on-one mentoring sessions and participation in networking events where Alexa can connect with other like-minded entrepreneurs.
- **Educational Resources:** Alexa seeks educational resources and training to enhance her business skills. Access to workshops and webinars on various aspects of entrepreneurship, from financial management to marketing would be beneficial.
- **Access to Affordable Resources:** Affordability is a key concern for Alexa as she navigates the early stages of her business. She needs access to affordable tools, services and platforms that can help her establish and grow her business.

PAIN POINT:

- Alexa is also concerned about time commitments and the number of events, sessions and meetings she expected to attend to get benefit from her membership.
- She also needs more information on the certification requirements to see if she qualifies for membership.



"Don't be intimidated by what you don't know. That can be your greatest strength and ensure that you do things differently from everyone else."

– Sara Blakely



“Leadership is the ability to guide others without force into a direction or decision that leaves them still feeling empowered and accomplished.”

– Lisa Cash Hanson

**CORPORATE PARTNER, LONGTIME WBEC ORV
SUPPORTER & SUPPLIER DIVERSITY ADVOCATE**

Motivated Matt

“My goal is to open a pathway to our supplier pipeline for as many qualified WBEs as possible this year.”

BACKGROUND:

- Matt has spent the last 20 years working in the automotive industry. For the last 8 years, he has been the lead Supplier Diversity Officer for a progressive automotive company. He is a valued member and advocate for WBEs. His employer is a major automobile manufacturer that is a national WBENC partner, in addition to being involved at the RPO level.

WANTS/NEEDS:

- Matt is intentionally visible and involved with WBEC ORV events. It's good for their corporate brand, and is a strategic priority for his company to achieve their diverse (minority and women) spend goals.
- For Matt, it is a personal passion to help women succeed. He is very connected in the supplier diversity space, has a respected reputation and has contributed to many WBE success stories.
- Matt wants WBEC ORV to connect him with qualified WBEs who may be able to provide products or services to his company. He would like ORV to informally pre-screen potential WBEs when he identifies a specific opportunity.

PAIN POINT:

- While Matt has made some good connections through WBEC ORV, he has disappointed that many of the impressive WBEs he has considered, get halfway through the vendor identification process and cannot scale to meet his company needs.



“I know society says you should be a certain way, but I think [you should] stop and look at what is your natural way of being who you are.”

– Ari Horie

**PRODUCTIVE MEMBER
AA ENTREPRENEUR**

Persistent Patricia

“Women of color must stick together to eradicate the obstacles holding us back in business.”

BACKGROUND:

- Patricia is an ambitious woman of color who is in the early stages of launching her business.
- She brings a diverse set of skills and experience to the entrepreneurial landscape, aiming to break down barriers and pave the way for future generations of women of color in business.

WANTS/NEEDS:

- **Community Support:** Patricia seeks a supportive community of like-minded women entrepreneurs who understand and can relate to the unique challenges she may face as a woman of color. Building a network that fosters collaboration and empowerment is crucial for her journey.
- **Access to Resources** Patricia needs access to resources such as mentorship programs, educational workshops, and tools that can equip her with the necessary skills to navigate the business landscape successfully.
- **Advocacy for Inclusivity** Patricia desires a platform that actively advocates for inclusivity and diversity within the business ecosystem. She wants to be part of a movement that strives to eradicate obstacles and biases faced by women (especially women of color) in entrepreneurship.

PAIN POINT:

- Patricia experiences a lack of representation and understanding in the business world, which hinders her ability to access opportunities, resources, and support that cater specifically to the needs of women of color entrepreneurs.
- She is interested in WBEC ORV, but is concerned about whether the organization can really meet her needs especially since she doesn't see the membership as having the diversity she is looking for. All of that said, she likes the programming opportunities and overall vibe of the group.



“As a leader, it’s a major responsibility on your shoulders to project the behavior you want others to follow.”

– Himanshu Bhatia

**CORPORATE PARTNER, LIMITED PARTICIPATION.
ASSIGNED TO PARTICIPATE BECAUSE HIS
COMPANY NEWLY TRACKS
WOMEN-OWNED SPEND**

Potential Paul

“My company has newly established supplier diversity goals and assigned me to attend WBEC ORV events.”

BACKGROUND:

- Paul has spent most of his career in procurement at a large pharmaceutical company. However, he is struggling with navigating the supplier diversity expectations of his job, which now has a more prominent focus within his company with established goals associated with diverse spend.

WANTS/NEEDS:

- Paul knows he needs more education regarding the historical challenges women have faced in business, and how WBEC ORV helps women overcome these barriers.
- He also needs to get to know which WBEs can scale to help his company.

PAIN POINT:

- As a newcomer to the WBEC ORV community, Paul feels overwhelmed in navigating how to effectively integrate women-owned businesses into his company’s procurement strategy.

Can-Do Cassandra

"Doing my best to meet the needs of many audiences. I'm both excited and overwhelmed."

BACKGROUND:

- Cassandra has been a valued member of the WBEC ORV staff for five years and has previous experience working in the non-profit sector. The organization recently gained new leadership, and is also transitioning their business away from a partnership with another organization. Change is in the air on a number of fronts. Like the rest of the team, Cassandra is spread thin, but is optimistic about the future.

WANTS/NEEDS:

- Need a clear understanding of my role and responsibilities. Our team is a combination of full and contract employees which is sometimes challenging.
- It's exciting to be part of creating a new vision for WBEC ORV. However, I think there are opportunities to be more consistent with how we share our story and with our key messages to stakeholders. I need guidance.

PAIN POINT:

- Because we are a non-profit organization with a small staff. I take on tasks because I know they need to get done, regardless of my skills or knowledge in that area.



"Life-fulfilling work is never about the money – when you feel true passion for something, you instinctively find ways to nurture it."

– Eileen Fisher

Supportive Samir

"I am a He-4-She Women's Advocate."

BACKGROUND:

- Samir is a dedicated community leader with a passion for promoting diversity, equity and inclusion (DEI) in the business world. He holds a leadership role in a corporation and holds a seat on local government.
- Samir was raised by a single mother who worked hard to ensure he was educated and had the opportunities to succeed.

WANTS/NEEDS:

- Samir is committed to championing inclusivity and creating opportunities for underrepresented groups in the business community, particularly women-owned businesses.
- He strives to build strong networks among community leaders, organizations and businesses to foster collaboration and support growth.
- Samir seeks to educate the community about the importance of DEI, emphasizing the value of women-owned businesses and the positive impact they can have on the local economy.

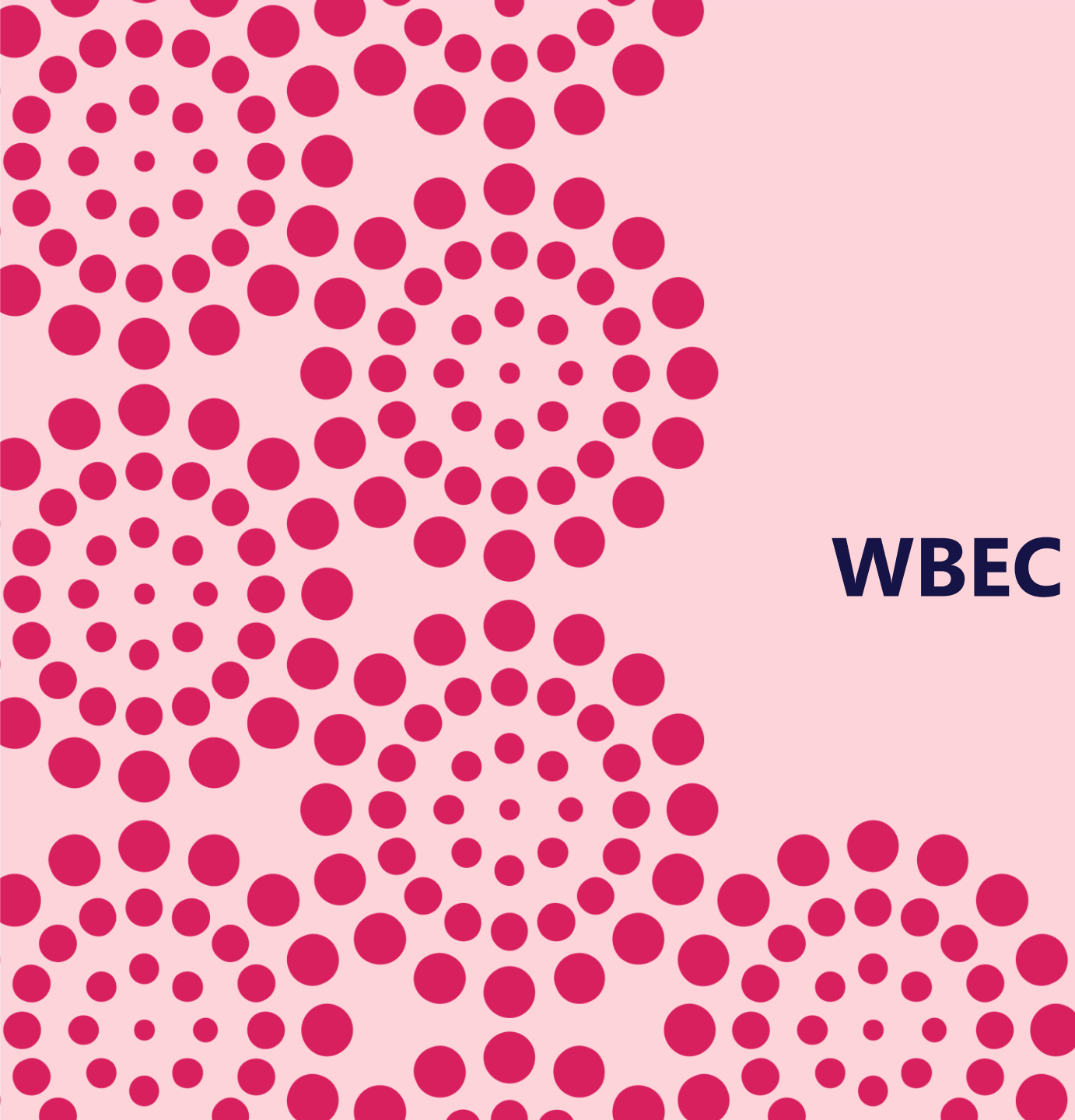
PAIN POINT:

- Samir needs to have a clear understanding of how a reciprocal agreement with WBEC ORV can benefit his city. Especially since there are other certification resources beyond WBEC ORV.
- If WBEC ORV wants him to be an ambassador and secure a contract, they need to provide the support and communication strategy needed for him to gain consensus with his peers.



**"Invite people into your life that
doesn't look or think like you."**

– Mellody Hobson



WBEC ORV BRAND DESIGN

BRAND DESIGN OBJECTIVES

To evolve the WBEC ORV brand design to:

- Hero and celebrate the organization.
- Communicate the unique and differentiating benefits.
- Make the brand relevant to its constituents (personas).
- Develop the brand assets so they are dynamic, robust, and meaningful so the brand is relevant over time, can engage in unique ways, and can highlight various programs and events.
- Create a strong tie to WBENC brand to capitalize on the strength and equity of the national organization.

BRAND DESIGN SUMMARY



Connected. Integrated. Relationships.



Strong creative synergy with the WBENC brand unifies WBEC ORV as a regional partner of a national organization.



Concentric circles share a common center point. Each circle in the graphic represents a different layer of membership and support for the common purpose of our organization (elevating women entrepreneurs).

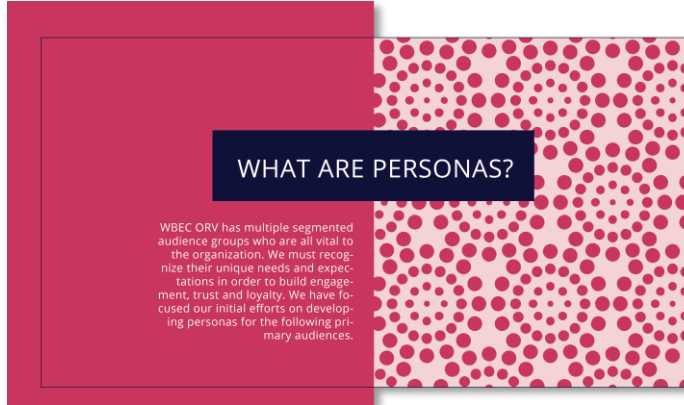


There are **multiple layers** of relationships, education and networking opportunities **that surround and support women entrepreneurs.** The symbolism here is to use the circular design with the small circle in the middle to visualize the support you will experience through WBEC ORV.

WBEC ORV BRAND DESIGN – CONNECTIONS



WBECORV
HEADLINE
5.07.24



WHAT ARE PERSONAS?

WBEC ORV has multiple segmented audience groups who are all vital to the organization. We must recognize their unique needs and expectations in order to build engagement, trust and loyalty. We have focused our initial efforts on developing personas for the following primary audiences.



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POWERPOINT
HEADLINE



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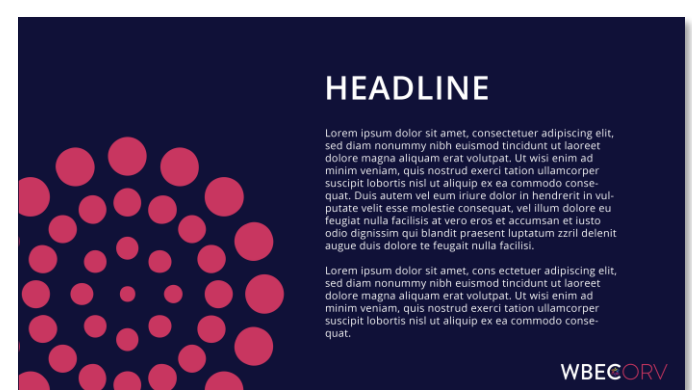
"You will never lose in business, either you win or you learn."
– Melinda Emerson



HEADLINE



POWERPOINT
HEADLINE



HEADLINE

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WBECORV

WBEC ORV BRAND DESIGN – CONNECTIONS



You're Invited!

TOLEDO NETWORKING MIXER

Wednesday, November 15, 2024

4:00PM to 6:00PM

Mancy's Italian Bottle Shop
5453 Monroe Street
Toledo, OH 43623

Learn how companies in Ohio are leading the way with Diversity, Equity & Inclusion initiatives that support women-owned businesses.

HOST COMMITTEE

 MATT GREENE Toyota	 SAMANTHA TRAUCHT Marathon Petroleum Company
 MOLLY ZRAIK The BAZ Group	 HOLLY Becher Cooper-Smith Advertising





EVENT INFORMATION AND REGISTRATION
https://wbecorv.swoogo.com/Meet_Toledo_2024

THANKS TO OUR SPONSORS!





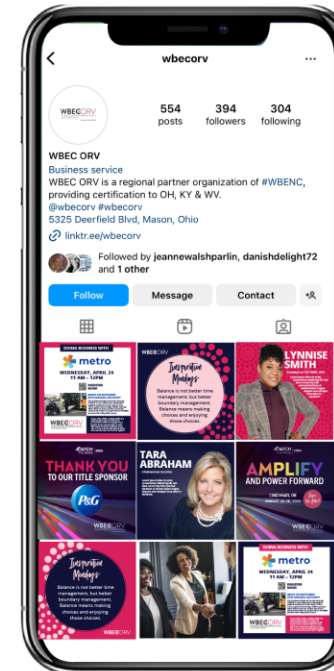
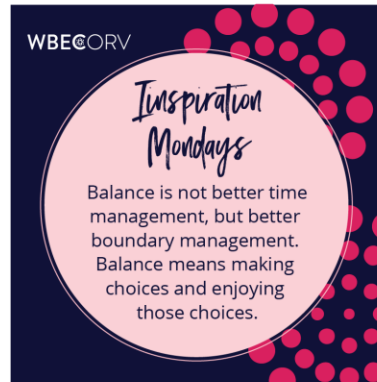
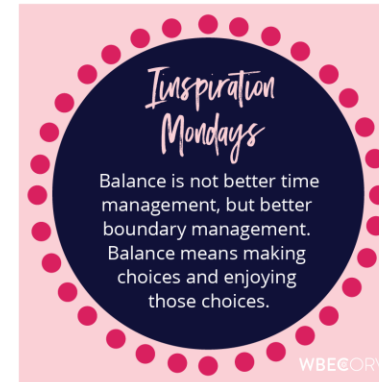
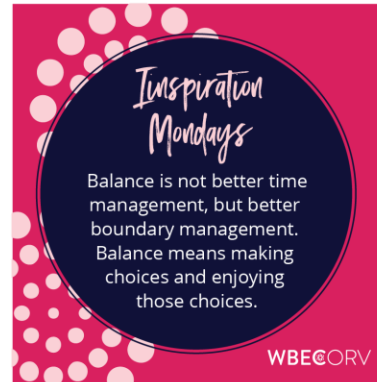
ABOUT US CERTIFICATION EVENTS & TRAINING CORPORATE MEMBERSHIP NEWS



We champion the
UNSTOPPABLE FORCE
of women
entrepreneurs.

WBEC ORV
WOMEN'S BUSINESS ENTERPRISE COUNCIL
OHIO RIVER VALLEY

WBEC ORV BRAND DESIGN – CONNECTIONS



LETTERHEAD



WBECORV

To Whom It May Concern,

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5325 Deerfield Blvd., Mason, OH 45040

PREFERRED USAGE

WBECORV

To Whom It May Concern,

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5325 Deerfield Blvd., Mason, OH 45040

PRESS RELEASE USAGE



BRAND TOOLBOX

WBEC ORV BRAND TOOLBOX

BRAND MARK

Use these specific logos and color combinations always.

WBECORV



WBECORV

TYPOGRAPHY

Always use these fonts for Corporate advertising and creative.

Open Sans
Open Sans Bold
Open Sans Italics

MAIN FONT

Rockstar
Font

SECONDARY FONT FOR
PERSONALIZATION + IMPACT

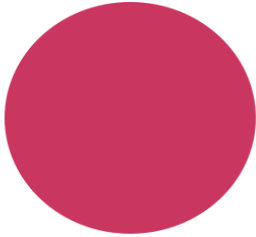
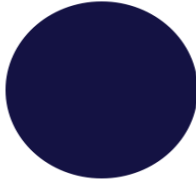
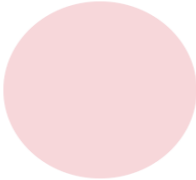


PRIMARY ASSETS

PRIMARY PALETTE

Primary Colors—Poppy Pink (PMS 214) is the WBEC ORV signature brand color and must always be featured on all materials.

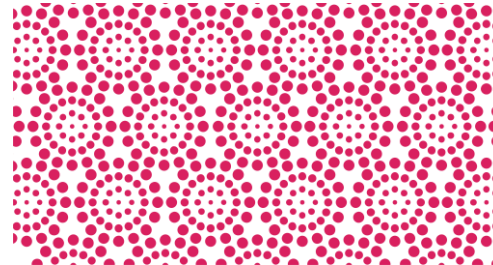
A minimum of two primary colors (PMS 214 and either 295 or 510) must be used on all design assets.

		
PANTONE® 214*	PANTONE® 295	PANTONE® 510
CMYK: 0 100 34 8	CMYK: 100 57 0 40	CMYK: 0 17 6 0
RGB: 214 32 96	RGB: 17 19 56	RGB: 250 208 212
HEX CODE: #d62060	HEX CODE: #111338	HEX CODE: #fad0d4

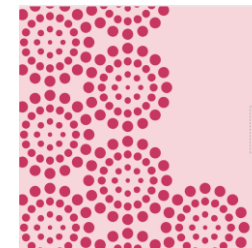
VISUAL ASSETS



PATTERN



PATTERN APPLICATIONS



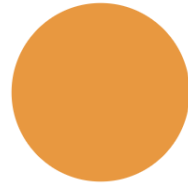
SECONDARY ASSETS

SECONDARY PALETTE

(Built from WBENC colors)

Secondary Colors – These can be used as accents to our primary colors throughout the WBEC ORV website, social media etc., but should not consist of more than 50% of the overall design. Any single secondary color or group of secondary colors can be used to support the primary palette as long as they do not dominate the design.

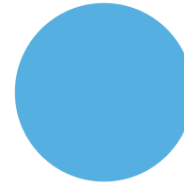
Pattern Colors – Built from secondary palette colors, these can be screened back to help communicate unique information.



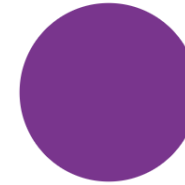
Pantone 715 C
CMYK: 0 50 98 0
RGB: 248 147 33
HEX CODE:
#f89321



Pantone 360 C
CMYK: 66 2 100 0
RGB: 96 183 69
HEX CODE:
#60b745

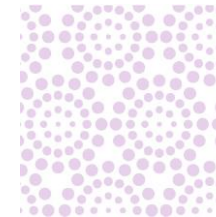
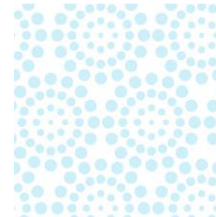
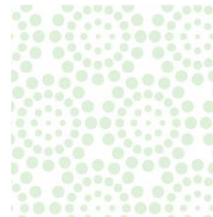
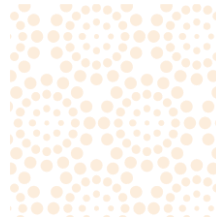
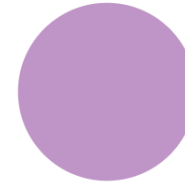
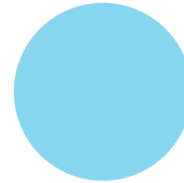
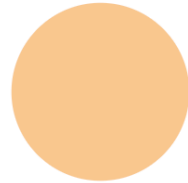


Pantone 299 C
CMYK: 70 10 0 0
RGB: 6 178 232
HEX CODE:
#06b2e8



Pantone 2602 C
CMYK: 58 98 0 0
RGB: 137 26 157
HEX CODE:
#891a9d

50% SCREEN/OPACITY



POWER OF PARTNERSHIP

CO-BRANDING APPLICATIONS

should hero the feature business with WBEC ORV clearly endorsing the message or event. Ideally, full color logos of partnership brands are used on white background.



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your way to go

DOING BUSINESS WITH

Series offers WBEC certified WBES the opportunity to hear directly from procurement officers & Supply Chain leaders about opportunities to work with them. Presenters will also share tips on how to locate bid opportunities, overcoming barriers and how to register.



ABOUT THE SOUTHWEST OHIO REGIONAL AUTHORITY

The Southwest Ohio Regional Transit Authority (SORTA) is a tax-supported, independent political subdivision of the State of Ohio and is a government entity. SORTA operates Metro fixed-route bus service and Access paratransit service for people whose disabilities prevent their riding Metro buses.

Date: Wednesday, April 24
Time: 11:00 AM - 12:00 PM
Register now:



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WOMEN'S BUSINESS ENTERPRISE COUNCIL
OHIO RIVER VALLEY

LEARN MORE

<https://www.go-metro.com>

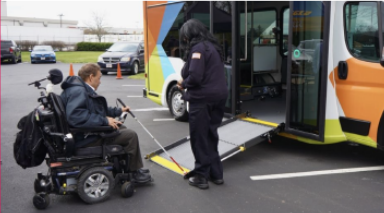
DOING BUSINESS WITH



**WEDNESDAY, APRIL 24
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REGISTER NOW!



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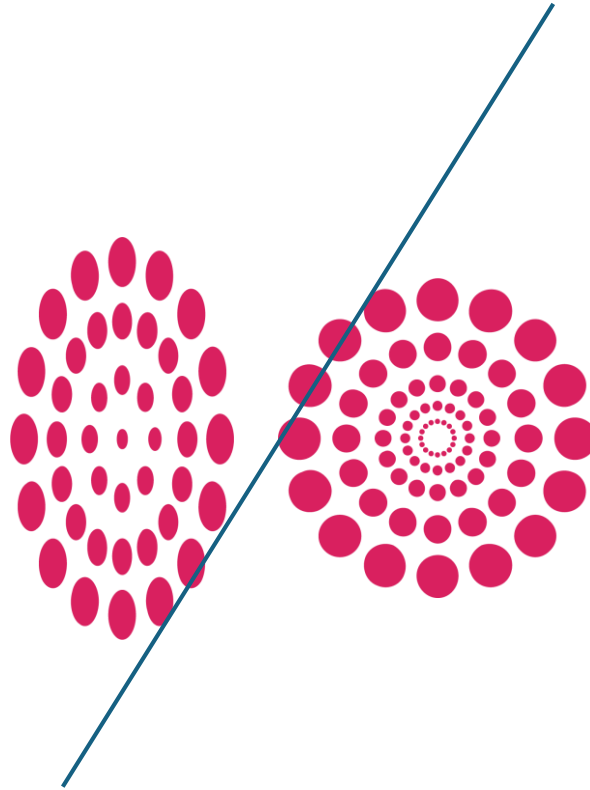
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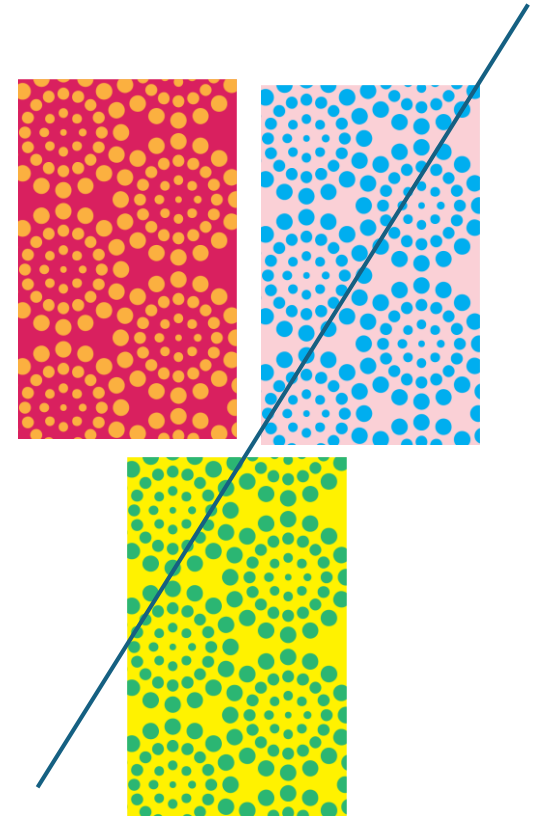
DON'TS



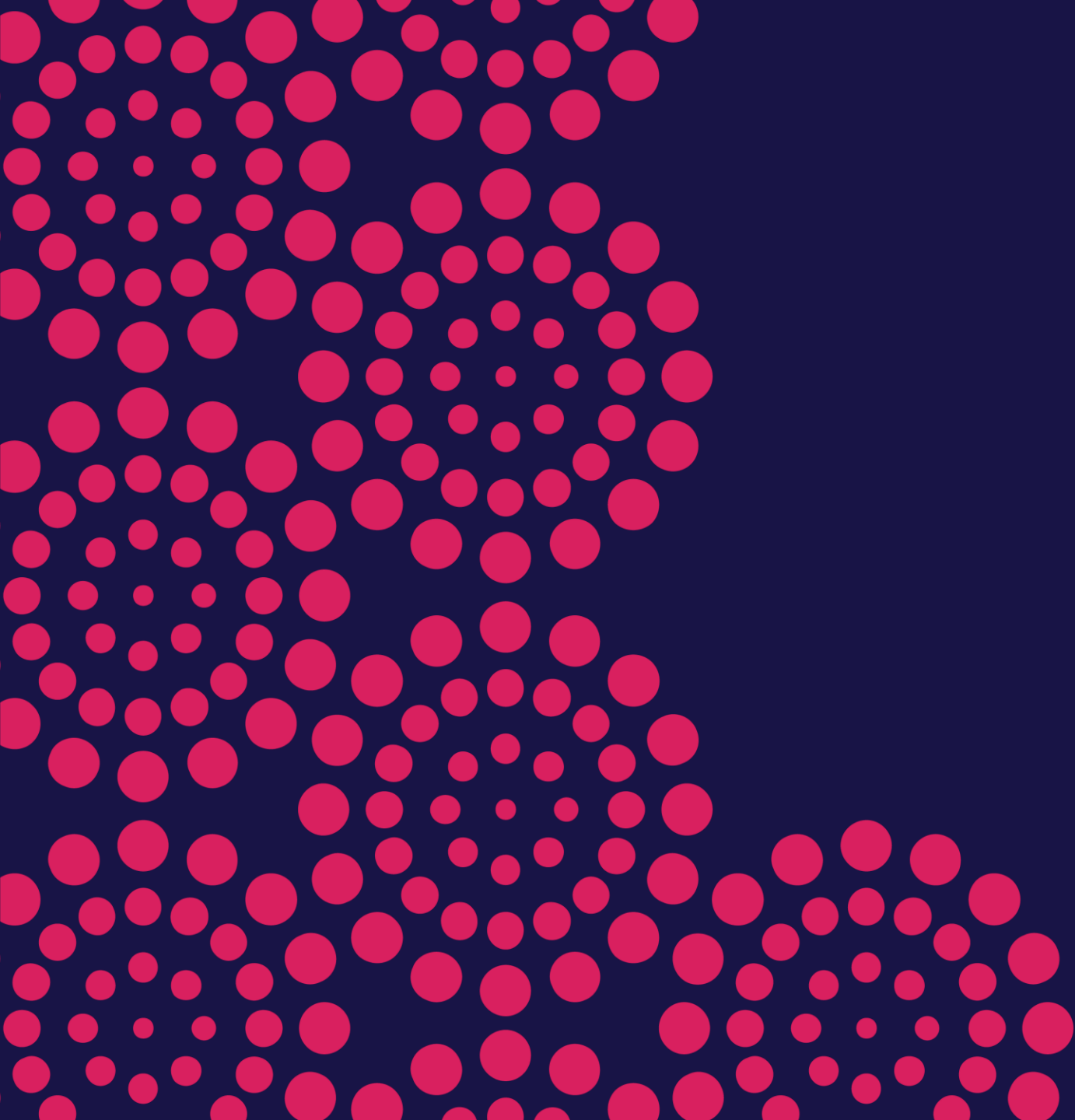
DO NOT ALTER OR SKEW THE LOGO OR COLORS IN ANY WAY



DO NOT CHANGE OR SKEW ICON SIZE, PLACEMENT OR ORIENTATION



DO NOT CHANGE COLORS OF ICON OR PATTERN



THANK YOU!

WBEC **ORV**