



BRAND GUIDELINES



IDENTITY SYSTEM

THE GEORGIA WOMEN'S BUSINESS COUNCIL PROMOTED ITSELF.

# Rebranding effort helped membership and corporate partnerships grow.

**CHALLENGE** » The Georgia Women's Business Council (GWBC), a non-profit organization that promotes certified women-owned businesses, needed help creating a brand that successfully reflected its impact, diversity and presence.

**SOLUTION** » Soloflight worked with GWBC to create a cohesive brand that introduced simplified typography, distinctive iconography and a fresh color palette. By consistently applying these elements to GWBC's communications—such as their stationery, website, presentation materials and events—we unified a multitude of programs and re-introduced GWBC as an influential, connected organization.

**RESULTS** » The revived visual identity positioned GWBC to grow its membership base and its corporate partnerships.




# LADIES ACHIEVING CONTINUOUS EXCELLENCE

**GEORGIA WOMEN'S BUSINESS COUNCIL**

**JOIN THE GEORGIA WOMEN'S BUSINESS COUNCIL**  
*Women Adding Value Everyday™*

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**UPCOMING EVENTS**  
**Inaugural South Coast Regional MWBE Conference**  
 Wednesday, October 3, 2007  
**2007 LACE Awards Dinner and Dance**  
 Thursday, November 8, 2007  
[Events Calendar](#)

<p><b>Get Certified</b></p> <p>Women business owners can apply online for certification via our interactive application form. Learn about the criteria for becoming a certified women's business enterprise and the benefits of certification, which include inclusion in the national internet database - WBENCLink.</p> <p><a href="#">Get Certified</a></p>	<p><b>Explore Opportunities</b></p> <p>Women's business enterprises can maximize their GWBC relationships and enhance their competitive edge. GWBC and WBENC offers a host of programs including MatchMaker, Meetings, executive scholarships, educational programs, workshops, and more.</p> <p><a href="#">Explore Opportunities</a></p>	<p><b>Get Connected</b></p> <p>Corporate participation in GWBC puts your company in the forefront of supplier diversity. Gain access to and information on America's leading women owned and run firms. Get involved in supporting GWBC through corporate membership, sponsorships and program development.</p> <p><a href="#">Get Connected</a></p>
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**Membership Available to:**

- Businesses that are independently owned (51%), managed and controlled by women.
- Corporations
- Government Agencies
- Other purchasing entities with diversity objective

**We invite you to join us - Become a GWBC member.**

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WEBSITE



# POWER OF PARTNERING MARKETPLACE EVENT



POWERPOINT TEMPLATE