



Advancing women  
Advancing transportation



# BRAND STYLE GUIDE



## INTRODUCTION

The WTS Brand Style Guide is the result of a collaborative effort between WTS members and chapter leaders, the International and Foundation Boards, and WTS staff to actualize the vision of the organization's brand.

# TABLE OF CONTENTS

## STRATEGIES

|  |   |
|--|---|
| Mission, Vision, Goals and Core Values | 3 |
|--|---|

## EXPRESSION

|                        |       |
|------------------------|-------|
| Brand Voice and Tone   | 5     |
| Usage Guidelines       | 6     |
| Audience Insights      | 7     |
| Visual Identity        | 8     |
| Logos                  | 8-10  |
| Logo Usage             | 10    |
| Shapes                 | 11    |
| Colors                 | 12    |
| Color Combinations     | 13    |
| Fonts                  | 14    |
| Font Usage             | 15    |
| Photography Guidelines | 16-17 |
| Material Examples      | 18-20 |

# STRATEGIES

# MISSION, VISION, GOALS AND CORE VALUES

## **Mission**

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

## **Vision**

Equity and access for women in transportation.

## **Goals**

- WTS is an international organization dedicated to building the future of transportation through the global advancement of women.
- Advancing women in transportation is key to building the transportation industry.
- A strong international organization enables members, chapters and communities within WTS to achieve our shared vision.
- WTS shapes future generations of transportation leaders.
- WTS is committed to ethical leadership, integrity and respect for all.
- The WTS spirit of community, inclusiveness and mutual support is one of our greatest assets.

## **Core Leadership Values**

### ***Loyalty***

Leadership and staff exhibit trust, honesty and loyalty as they work toward fulfilling the WTS mission.

### ***Collaborative Environment***

Communication, engagement, diversity and creativity create the optimal collaborative environment in which to successfully complete organization initiatives.

### ***Excellence***

On the path to mission fulfillment, WTS leaders and staff operate as member- and mission-centric professionals with integrity and accountability.

### ***Respect***

WTS leaders and staff hold respect in the highest regard for members, volunteers, partners, the Board and members of their work teams.

### ***Passion***

Our teams are unified and propelled forward by the passion of WTS leaders and staff for the WTS vision, mission, women's issues and the roles that WTS International's leaders and staff fill.

# EXPRESSION

## BRAND VOICE AND TONE

**VOICE** represents WTS' personality – it reflects who we are and where we want to go. Our voice reflects our promise to our chapters and our members. All written and spoken words represent our brand as a unified voice across all chapters.

**TONE** is more fluid than voice and represents the mood we present in various materials, at events, on platforms and for audiences.

### Brand Attributes

The words below represent perceptions about the WTS brand:

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

# ■ TONE AND VOICE GUIDELINES

## ■ Tone and Voice

- Advancing women in transportation moves the industry forward.
- We are the leading organization for women, and those who support women, working in transportation.
- We are a professional organization that inspires its members through collaboration, connection and inclusion.
- We are here to support our members during every step of their career journey.

## ■ Usage Guidelines

- Use active voice (not passive voice), example messages:
  - *Active: WTS is a leading organization for and by women in transportation*
  - *Passive: A leading organization for women is WTS*
- Use words and language that are inclusive, friendly, engaging and will leave your audiences feeling a part of WTS: We are one WTS.
- Balance friendly, information-based language while maintaining a professional tone.
- Tailor the tone to your audience. The tone you use in WTS materials will vary depending on your audience and platform, but should reflect our brand attributes. The following page highlights how to target messages to specific audiences.



# AUDIENCE INSIGHTS

The following are some insights on each of WTS' core audiences. Effectively engaging people means adapting the tone and tools to best connect with each unique audience.

## Members

**Tone:** professional, inclusive and collaborative.

**Emphasize:** networking, relationships, connections, career advancement and professional development.

**Tools:** social media, events, email.

## Prospective Members

**Tone:** inclusive, forward-thinking.

**Emphasize:** career and professional development, membership benefits.

**Tools:** one-on-one conversations, social media.

## Students

**Tone:** forward-thinking, inspiring, inclusive professional.

**Emphasize:** career development and networking, connecting students with opportunities and people.

**Tools:** social media, events (with free food ☺).

## Corporate Partners/Donors

**Tone:** professional and respected.

**Emphasize:** visibility, recognition, corporate benefits, connecting corporate brands with WTS.

**Tools:** email, direct outreach, one-on-one conversations.

## Transportation Agencies

**Tone:** professional.

**Emphasize:** career and professional development, leadership development, support, mentorship, workforce development (to improve/increase transportation services).

**Tools:** one-on-one conversations, email.

# VISUAL IDENTITY - LOGOS

The WTS logo consists of the colors orange and royal blue within the style guide. These colors remain the same within all our brand logos.

## WTS International



## WTS Chapter Example



Center short chapter names under the WTS logo and left align longer names with the tagline.

# LOGO USAGE

The X height indicates the required clear space around the logo. Measure using the bottom of the letter "S".



Advancing women  
Advancing transportation



Horizontal logo minimum width: 1.75 inch.  
Stacked logo minimum width: 1 inch.



**DO NOT** warp or change the dimensions of the letters.



**DO NOT** delete the tagline.



**DO NOT** change the colors.



**DO NOT** add additional icons or images to the logo.



# FOUNDATION LOGO

The WTS Foundation logo consists of the colors orange and royal blue within the style guide.



# SHAPES

The WTS visual identity includes dynamic shapes, angles and strong colors coupled with rounded type faces and lighter accent colors to create a sense of movement and dramatic emphasis points in material design. The below guidance will help you create eye-catching designs.




Sharp geometric shapes are great tools for drawing a viewer's eye and creating a sense of movement. The angular shapes mixed with the rounded typefaces create a nice contrast and represent shapes found in various aspects of transportation, such as a simple road sign. Motion and a sense of forward movement link to the WTS brand attribute of forward thinking.



# COLORS

The primary colors represent the professional, respected attributes of WTS, while the accent colors inspire excitement and show the vibrancy of WTS.

## Main colors



**Royal Blue**  
CMYK 100-97-29-41  
RGB 26-27-79  
HEX # 1A1B4F

**Dark Green**  
CMYK 88-44-67-35  
RGB 6-56-56  
HEX # 063838

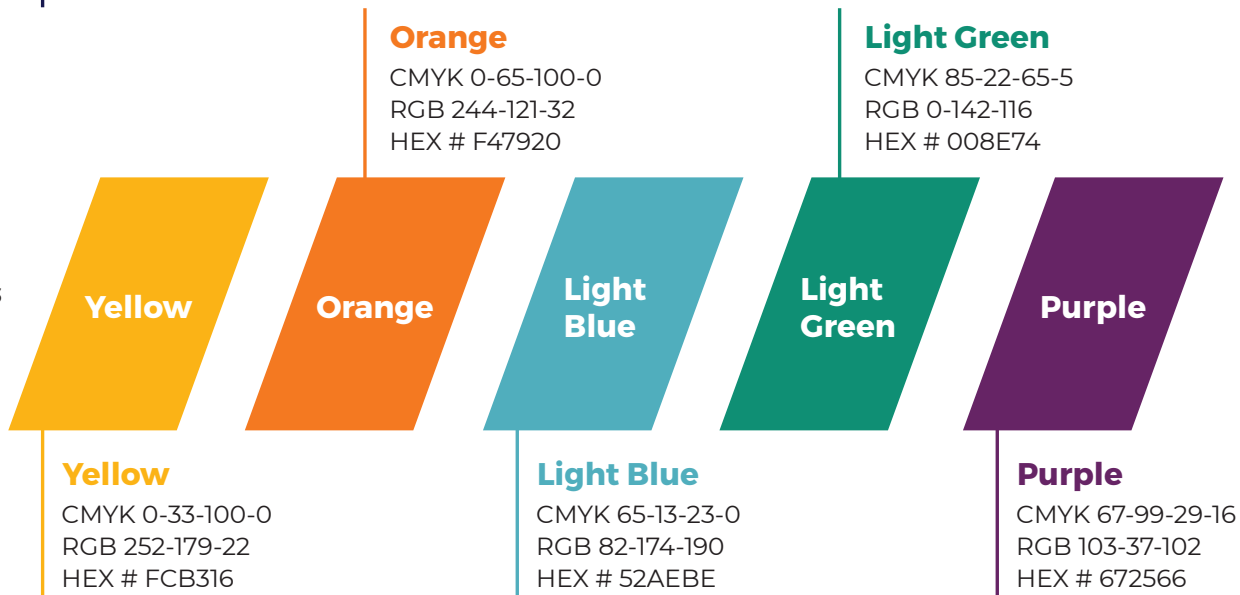


**WTS logo colors**

**Royal Blue**

**Orange**

## Accent colors



**Yellow**  
CMYK 0-33-100-0  
RGB 252-179-22  
HEX # FCB316

**Orange**  
CMYK 0-65-100-0  
RGB 244-121-32  
HEX # F47920

**Light Blue**  
CMYK 65-13-23-0  
RGB 82-174-190  
HEX # 52AEBE

**Light Green**  
CMYK 85-22-65-5  
RGB 0-142-116  
HEX # 008E74

**Purple**  
CMYK 67-99-29-16  
RGB 103-37-102  
HEX # 672566

# COMBINATIONS

Color combinations are another great way to catch a viewer's attention. In order to successfully implement the WTS color standards it is important to create clear contrast between all colors in the palette. Below are some examples of clear and poor contrast.

## Clear contrast



## Poor contrast



# ■ FONTS

## Header Fonts

**Hind Vadodara Bold**

Hind Vadodara Regular

## Paragraph Font

Montserrat Regular

*Montserrat Italic*

**Montserrat Bold**

***Montserrat Bold Italic***



**HIND VADODARA BOLD**

Montserrat Regular



## Font Size and Leading

Leading is the space between lines in a paragraph and is adjusted to increase readability. A good ratio for leading is **3pts above the body copy font size**. See examples below.

**DO:** 11pt font, 15pt leading

### INSERT NAME CHAPTER

In corepra solumqui blam est ommodit ibusam, quae comnis sunt. Ugit, etur alitam et ullaceperae voluptur, occulpa dus. Nonectium delit hicient laccus etum ut velluptatum il eum re non ex eliquibus esti dolore nulparu mendam fuga. Quid quasi doloreptur?

**AVOID:** 11pt font, 11pt leading

### INSERT NAME CHAPTER

In corepra solumqui blam est ommodit ibusam, quae comnis sunt. Ugit, etur alitam et ullaceperae voluptur, occulpa dus. Nonectium delit hicient laccus etum ut velluptatum il eum re non ex eliquibus esti dolore nulparu mendam fuga. Quid quasi doloreptur?



# FONT USAGE

## SHORTER IMPACT HEADER

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### Subheading one

Ugit, etur alitam et ullaceperae voluptur, occulpa dus. Nonectium delit hicient laccus etum ut velluptatum il eum re non ex eliquibus esti dolore nulpar.

### Subheading two

ullaceperae voluptur, occulpa dus. Nonectium delit hicient laccus etum ut velluptatum il eum re non ex eliquibus esti dolore nulparu mendam fug.

## Longer header *arci re, sit quas sequo volupta dolupta voluptatia dem quas demporaes parum.*

In corepra solumqui blam est ommodit ibusam, quae comnis sunt. Ugit, etur alitam et ullaceperae voluptur, occulpa dus. Nonectium delit hicient laccus etum ut velluptatum il eum re non ex eliquibus esti dolore nulparu mendam fuga. Quid quasi doloreptur? Quidigenti temquatur.

➤ **HIND VADODARA BOLD - 22pt**  
Short headers and headlines can be written in all caps for impact.

➤ Montserrat Regular - 11 pt

➤ **Montserrat Bold - 13 pt**

➤ **Montserrat Bold - 11 pt**

➤ **Hind Vadodara bold - 22pt**  
Longer headers and headlines should be written in sentence case.

➤ The size of the header and body copy should contrast enough to create a clear hierarchy of information. These examples show a 2:1 ratio in size difference.

# PHOTOGRAPHY GUIDELINES

Photos are an important part of any organization's identity. To ensure a photo is supporting the brand, consider the following approaches for taking pictures of our members.

***The following stock photographs are meant for guidance purposes only.***



Represent WTS membership by including all genders, ages and races in photography.



Show women leading through collaboration.



Use a photo composition that allows the viewer to feel like part of the action.



Medium closeup shots with ample lighting are preferred for profile or spotlight photos.

# PHOTOGRAPHY GUIDELINES

To ensure a photo is supporting the brand, avoid these common mistakes.



Avoid taking photos with poor lighting.



When taking photos at events, avoid taking shots of from far away and with a flash. Try to create a clear and appropriate focal point.



Avoid taking pictures where members face away from the camera.



Ensure lighting is consistent between the photos used in materials.

# OUTREACH MATERIALS EXAMPLES

## Slide Title Header



### Subtitle

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Advancing women  
Advancing transportation  
Monthly Newsletter



> Insert Name Chapter  
Advancing women  
Advancing transportation



JOIN US

Saturday, August 10  
5-7 pm

# OUTREACH MATERIALS EXAMPLES



WTS International  
XXXXXXXXXXXX XXXXXXXXX  
XXXXXXXX XX, 985555-5555

## Title

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Regards,

Jane Doe



## Meeting agenda

Dial in number: (555)-555-5555

- |                          |                           |                          |                           |
|--------------------------|---------------------------|--------------------------|---------------------------|
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# SOCIAL AD MATERIALS GUIDELINES

Image ad



Creating ads and images for social media can be tricky due to the different size requirements and text to image ratio requirements. Here are a few image/ad examples and their size requirements for Facebook, Instagram and LinkedIn.

## Facebook Standards

The standard for Facebook image ads is **1200 x 628px.**

For video ads the size increases to **1280 x 720 px.**

Facebook story ads are even larger at **1080 x 1920px.**

Square



## Instagram Standards

The standard for Instagram square post images is **1080 x 1080px.**

For ads the max width size is **500 px wide.**

Instagram videos:

- min. of **600 x 600px (square)**
- min. **600 x 315px (landscape)**
- min. **650 x 750px (portrait)**
- max. video length of **60 seconds**

## LinkedIn Standards

The standard for LinkedIn post specs:

- desktop image size **1200 x 1200px**
- mobile image size **1200 x 628px**

LinkedIn videos specs:

- min. image size **256 x 144px**
- max. image size **4096 x 2304px**
- max. video length of **10 minutes**