

Presenting . . .

We are extremely proud to present the new logo for the Woman Entrepreneur of the Year Awards!

Delicate and sweeping, sophisticated and bold, the new logo announces the success of woman business owners who epitomize true entrepreneurship.

The stylized "W" is a piece from historical branding and symbolizes the classic excellence of the Woman Entrepreneur of the Year Awards. Securely encased and set on a stage of elegant simplicity, the "W" is encircled not once, but twice. The first circle (white) is never ending, representing each woman's unending energy, creativity and tenacity to succeed. The second circle is intersected by the "y" of "year," and symbolizes the woman entrepreneur's quest to venture beyond

and to grow to new personal and professional heights.

The strong font of "woman entrepreneur of the year," has elegant, subtle lines and embodies the spirit of this dynamic gender. The use of all lower case characters reflects the contemporary nature of an organization that is forward-looking and seeks excellence in delivering a world-class event year after year.

Center stage is the crocus. Meaning: cheerfulness, gladness, youthful joy and exuberance, it symbolizes the attitudes of the entrepreneurs who succeed in their quest to become, "Woman Entrepreneur of the Year."

The colors; purple and gold, were strategically chosen to provide connection

and continuity between this Gala Event logo and the brand identity for the Women Business Owners of Manitoba, who host the Awards annually. The addition of dark purple adds reassurance in a complex world and boasts the creative nature within.

The larger logo (below) will proudly adorn future marketing materials and will be available for exclusive use by winners of the awards for their Award Winning Year. Winners of the "Overall Excellence Award," will have rights to use the smaller logo below, set on a gold stage, symbolizing supreme excellence in their winning year.

This compelling new logo was created
by Dubyts Communications
www.dubyts.com

woman entrepreneur
of the year



2008

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