July 1, 2015

NAME

TITLE

ADDRESS 1
ADDRESS 2

CITY, STATE, ZIP

Dear NAME:

THIS IS JUST SAMPLE COPY As the world’s largest advocate for women in engineering and technology expands across the globe and celebrates 65 years, the Society of Women Engineers has evolved its brand identity to better embody its members of today and tomorrow. Represented by a new, modernized logo, the association implemented the branding changes in an effort to better communicate its mission and recognition as an invaluable resource to its members.

“After taking a close look at the perception of SWE by talking with members and non-members in the engineering field, we recognized that there was an opportunity to more strongly portray the brand as a progressive representation of a changing and evolving industry,” said Colleen Layman, president of SWE. “The updated identity of SWE better represents the vast opportunities available to women in engineering and similar disciplines across the globe.”

Women make up 47 percent of the overall workforce, but are much less represented in particular science and engineering occupations. An unconscious bias and work-life conflicts are just a few of the vast reasons that result in the perception that there are limited opportunities for women in engineering. For the past 65 years, SWE has aimed to be the catalyst for change, and the evolution of the brand identity poses to be a solid representation of the progressive, professional and credible source that the association is to women in engineering and technology.

Sincerely,

NAME

TITLE