



Women in Non-Traditional Roles

"Women in Trades" - Suggested Campaign Directives

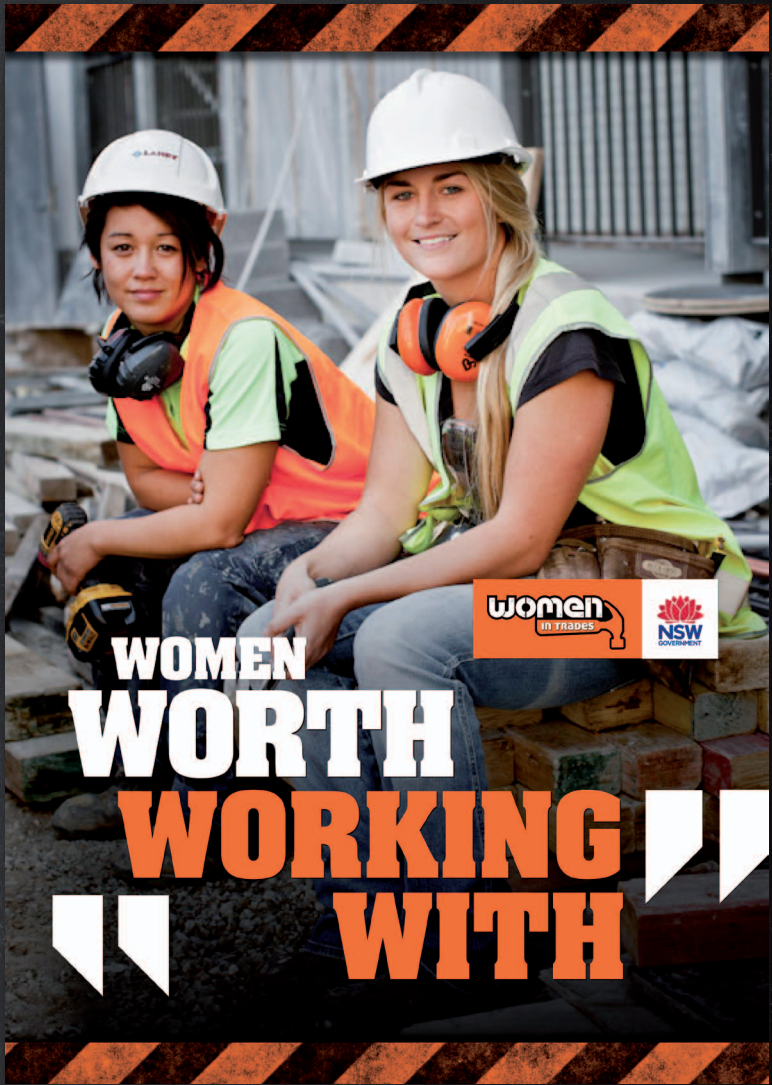
Concepts by Tonic Connective

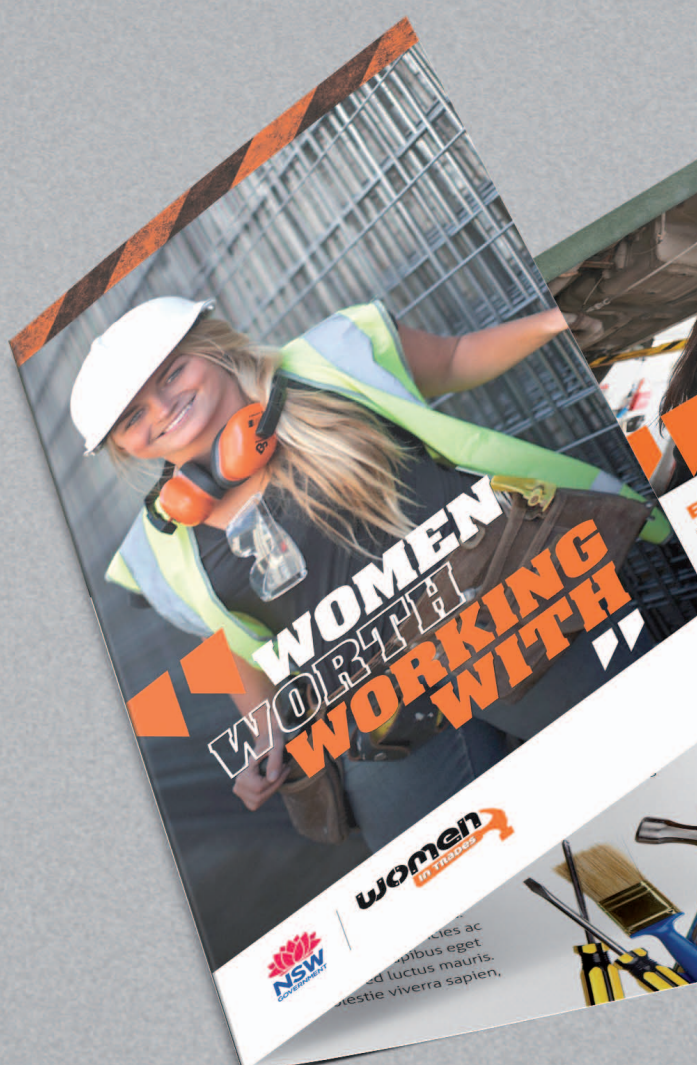
August 2012

women
IN TRADES

The logo consists of the word "women" in a bold, black, sans-serif font with small white dots at the top of each letter. Below it, the words "IN TRADES" are written in a white, bold, sans-serif font on an orange rectangular background. To the right of this background is a stylized orange hammer handle.







WOMEN WORTH WORKING WITH



EARN your way to the top faster

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