

Rouge 24 Designs Woman Owned Logo

Global initiative launched by WBENC, WEConnect International and Walmart to raise awareness of businesses owned by women.

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The “[Women Owned](#)” logo designed by branding and packaging design agency Rouge 24, Inc., made its debut earlier this week at the Women's Business Enterprise National Council (WBENC) National Conference & Business Fair in Philadelphia. The logo, which can be used by any business certified by the [Women's Business Enterprise National Council](#) (WBENC) or its global division, [WEConnect International](#), is intended to increase consumers' awareness of products from businesses owned by women on store shelves.

The project was initiated by the WBENC and WEConnect International in partnership with Walmart. MiKaela Wardlaw Lemmon, senior director of Women's Economic Empowerment at Walmart, was looking for an agency to develop the logo to display on the packaging of several products sold at Walmart, and a colleague referred her to Rouge 24, which became WBENC-certified in 2012. The collaboration was a natural fit.

“It was a huge honor to be involved in this project,” said Ann Macdonald, president and CEO of Rouge 24. “We ourselves are a women-owned business, so it interests me to be involved in any project that will raise the visibility of other women-owned businesses.”

Because the Women Owned logo was a global initiative, there were some key guidelines for the project: The logo needed to represent and appeal to many cultures, convey a professional image and feature a strong logo mark that could stand on its own. It was also important that the logo could reduce down to a small size and remain readable on different types of packaging.

“The final logo design features a circle of women joining hands, which shows solidarity,” Macdonald said. “The different colors represent the different nationalities of women business owners around the world.”

Jelmar, which manufactures CLR Calcium, Lime & Rust Remover and other household cleaning solutions, will be one of the first companies to display the Women Owned logo on product packaging, and Walmart will be the first major national chain to sell products displaying the new logo in stores and online in spring 2015.

About Rouge 24, Inc.

Rouge 24, Inc., is an award-winning boutique branding and packaging design agency whose clients accounted for \$7.6 billion of the private-label market last year. Employing a cloud-based, technology-forward structure that maximizes efficiency, Rouge 24's remote team of individuals with diverse expertise located across the country creates tailored solutions for each brand. Founded in 2009 by Ann Macdonald, Rouge 24 is also a certified Women's Business Enterprise National Council (WBENC) Woman Owned business.

For more information, visit www.rouge24.com.

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