



COWICHAN
WOMENS
BUSINESS
NETWORK

BRAND GUIDELINES



INTRODUCTION

CWBN is a community of women in business and leadership who believe that growth is more powerful when it's shared. We exist to create meaningful connections, foster collective visibility, and give back to the community through our pooled resources, skills, and influence. This is not transactional networking, but relational leadership rooted in collaboration, generosity, and mutual support. We know that when women lift each other up, we don't just grow individually, we strengthen the whole community and shine brighter together.

♡ Sheila and Jill

CWBN CO-FOUNDERS

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OUR TEAM



Koren Palmer

Treasurer



Stephanie Farrow

Marketing



Kate Tremills

Communications



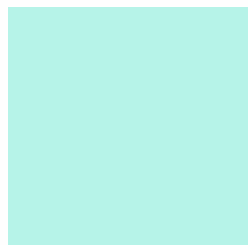
Laura Gray

Secretary

colours



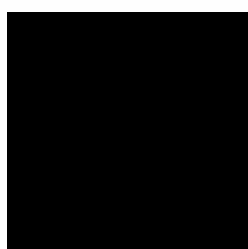
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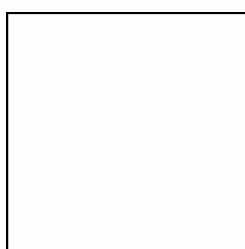
ACCENT
#d79a58



TEXT
#333333



BACKGROUND
#000000



BACKGROUND
#ffffff

fonts

Heading: Kaftus

Accent: HK Grotesk

Paragraph: Quicksand

Accent: *Autograph*

feeling

The colours and typography have been selected to create a light, fun, modern feel with a balance of masculine and feminine.

visual branding

logo



usage

Always use a transparent background when using the logo as an overlay. The only approved variations of the logo are in the Notion folder. The colours are not to be changed.

visual branding



our promise

Vision

Our vision is a vibrant community of altruistic women who use their energy and success to lift others and make a meaningful difference.

Mission

Our mission is to empower women in business, facilitate meaningful connections, and create a safe space for celebrating growth and success.

Values

- Connection over competition
- Integrity in leadership
- Inclusion and belonging
- Community impact
- Growth with heart

who this is for

CWBN is for women in business and leadership at all levels, including entrepreneurs, creatives, professionals, executive directors, managers, and CEOs, who are leading with both competence and care. We are a home for heart-centered women who value learning, collaboration, and conscious leadership, and who want to be part of building something meaningful together. Our members are united not by title or stage, but by shared values: a belief in connection over competition, growth that doesn't require self-abandonment, and the power of pooling our resources, wisdom, and influence to uplift one another and give back to the broader community. This is a space for women who know we are better together, and that when we lift each other up, we all rise and shine brighter.





who this isn't for

CWBN is intentionally values-led and relational. It may not be the right space for those looking for traditional, high-pressure networking or immediate business returns. Our focus is on connection, collaboration, and community impact, and we ask members to engage with generosity, curiosity, and respect for one another.



BRAND PERSONALITY

These principles are not about perfection.
They are about intention. They guide how
we show up, how we lead, and how we
build something meaningful together.

(see next page)

CUBN

- We are connection over competition
- We are not comparison or scarcity-minded
- We are collaborative leadership
- We are not solo success at others' expense
- We are heart-led and strategic
- We are not soft without substance or sharp without care
- We are generous with resources and recognition
- We are not extractive or one-sided
- We are inclusive and accessible
- We are not elitist or exclusionary
- A leadership ecosystem, not just an event series
- Our brand is fun, aesthetic, polished and professional

Xo

BRAND PERSONALITY

PUBLIC FACING BRAND LANGUAGE

We are a group of women in business and leadership who share a vision of creating meaningful connections and giving back to our community.

- Connection over competition
- Leadership rooted in relationship
- Business with heart and impact
- Women supporting women in visible, tangible ways
- CWBN is intentionally values-led and relational
- Stronger local economy through women-led businesses
- Creating spaces where women feel seen, welcomed, and safe
- Encouraging peer-to-peer support, not hierarchy
- Bridging gaps between:
 - New and established business owners
 - Different industries
 - Solo entrepreneurs and organizational leaders
- Normalizing honest conversations about money, growth, burnout, and leadership
- Turning networking into belonging



community code

Our Shared Commitment

CWBN exists to foster meaningful connection, conscious leadership, and collective impact among women in business and leadership. This community is built on shared values, mutual respect, and the belief that we are better together. This Community Code outlines how we agree to show up, engage, and lead within CWBN spaces.

Relationship Over Transaction

CWBN is a relationship-first community. We prioritize trust, connection, and reciprocity over sales, self-promotion, or quick wins. Business opportunities may grow here, but they emerge from genuine relationships, not pressure or extraction.

Contribution & Collective Growth

Every member is both a participant and a contributor. We engage with generosity, curiosity, and care, offering our presence, insight, encouragement, and support. We believe that pooling our resources, wisdom, and influence strengthens not only our individual businesses, but the community as a whole.



community code

Inclusivity, Safety & Belonging

CWBN is committed to fostering a welcoming and inclusive environment. We value diversity in identity, background, industry, experience, and perspective. Discrimination, harassment, or exclusion have no place here.

Belonging is foundational, not conditional.

Shared Responsibility & Accountability

CWBN is a living community shaped by how we collectively show up. These principles are not about perfection, but intention. Members are encouraged to engage with self-awareness, take responsibility for their impact, and support the health of the community as it evolves.

CWBN is built on the belief that when women lift one another up, we don't just grow individually, we strengthen the fabric of our community. This code exists to protect that vision and support a culture where women can lead, connect, and shine together.

COMMUNITY IMPACT & NON-PROFIT PARTNERSHIPS



CWBN is deeply committed to giving back to the community through intentional, values-aligned partnerships. We are proud to support and collaborate with local non-profit organizations whose work directly strengthens the social fabric of the Cowichan Valley. Our current community partners include Cowichan Valley Youth Services (CVYS), Cowichan Women Against Violence (CWAV), and The Cowichan Intercultural Society (CIS).