

Exact Name for Logo : **WSI Machinery**

Parent company is Wood Werks Supply, Inc. (not to be included in main logo)- but in small type on certain transactions

Address: 1530 N. Old Rand Road, Wauconda, IL 60084 847.526.1411 f 847.526.9049

- **Business**
Distribution/Sales of machinery and tooling, equipment – with application expertise/direction, source for solutions
- **Audience**
 - USA, Current and Future Customers (Multiple Industries: wood, plastics, aero-space, composites, non-ferrous metal)
 - Target audience is Manufacturing
 - Employees (6-10)
 - Vendors / Partners
- **Assets**
 - Knowledgeable sales people
 - Technicians
 - Application consulting
 - Financing
 - Showroom
- **Limitations**
No inside graphics designer
- **Where** will this logo be used?
Website –Email signature - Proposals – Quotes – Sell Sheets - Building Sign – Transactions
- **Feelings** to project:
Masculine - Industrial – High End- Precision- Commercial –Clean lines

Special Notes relating to logo construction:

Logo to work with both color, and black and white – to work with all sizes big and small, signage, etc.

Formats wanted: EPS for printing, JPG, and GIF

Want a Tag Line? See attached history of samples - Latest preferred tag line "Solutions for manufacturing"

Profile of our company:

Wood Werks Supply, Inc. was established in 1985, and has grown to be an outstanding source for machinery and equipment.... From small machines to large CNC machinery.

In 2014 a decision was made to refine our lines, increasing our focus on machinery, letting go of many of our retail lines designed just for the small woodworking industry. Our main focus has been in the wood industry, **and still is**, however, **now we are also selling machinery into industries relating to plastics, non-ferrous metals, composites, and more.** The word WOOD, doesn't convey confidence in these new industries. (Another reason to change our original name/logo).

Our name has evolved to WSI Machinery. We offer a complete selection of new and used machinery and related equipment., knowledgeable salespeople, technicians, parts department, dust collection design, application consulting, financing, all work together to meet the challenges, and earn the trust of our customers.

Our building is dedicated primarily as a machinery showroom representing a broad range of quality machinery lines with many machines displayed and under power.

Samples of previous and current logos:



WSI Machinery

Solutions for Manufacturing

Cheryl Barta

1530 N Old Rand Rd
Wauconda, IL 60084

847 526 1411 X 205
815 382 4914 Cell
cbarta@wssupply.net



Also see www.scarlettinc.com as a sample of another company like us.