



A meaningful logo for our organization's future

The squares in the logo are an abstract representation of our organization's diversity – that we are open to women of all ages and in various stages of their lives regardless of ethnicity, religion and/or profession.

The colors are symbolic of NYS Women, Inc. as an organization.

A strong blue provides continuity with the former BPW/NYS logo, denotes professionalism, and is a reflection of New York State's official seal.

The bright green is a modern, appealing color and reinforces a theme of renewal and future growth.