



25 Years. Empowering
women to lead, thrive
and rise - together.

women | AHEAD

ENTERPRISE EST. 2001

From the heart of Dundee, across
Angus, and out into Scotland.

Twenty-five years of women
moving forward, side by side.



DISCOVERY

Women Ahead

Women Ahead Enterprise is the premier support network for ambitious women in business and the professions — a trusted community offering strategic growth tools and real-world opportunities to elevate both the personal and professional journey.

Through regional hubs and a dynamic online platform, we help women connect, collaborate and create lasting impact: locally, nationally and globally.

Women Ahead Heritage Research 25 years for 25 women. 25 years of empowering women in business across Dundee & Angus.

A celebration of the legacy and a launchpad for the next 25. Founded in 2001; recognised by Scottish Enterprise; and an ASB affiliate. The Dundee Women's Trail celebrates just a few amazing women whose lives touched this city.

Who We Are

Women Ahead Enterprise is an inclusive community for women in business and the professions — established in Dundee in 2001, serving Angus, and now growing across Scotland.

As an enterprise, everything we generate we reinvest back into women: their growth, their confidence, their success. Supportive, ambitious and welcoming, we help women make the most of themselves, their careers and their lives. Together, our members are a force to be reckoned with.



Where we started: Dundee, 2001

Dundee has always been a city built on the work of women. From the mill floors to the boardroom, its history is one of women who carried more than their share and asked for little in return.

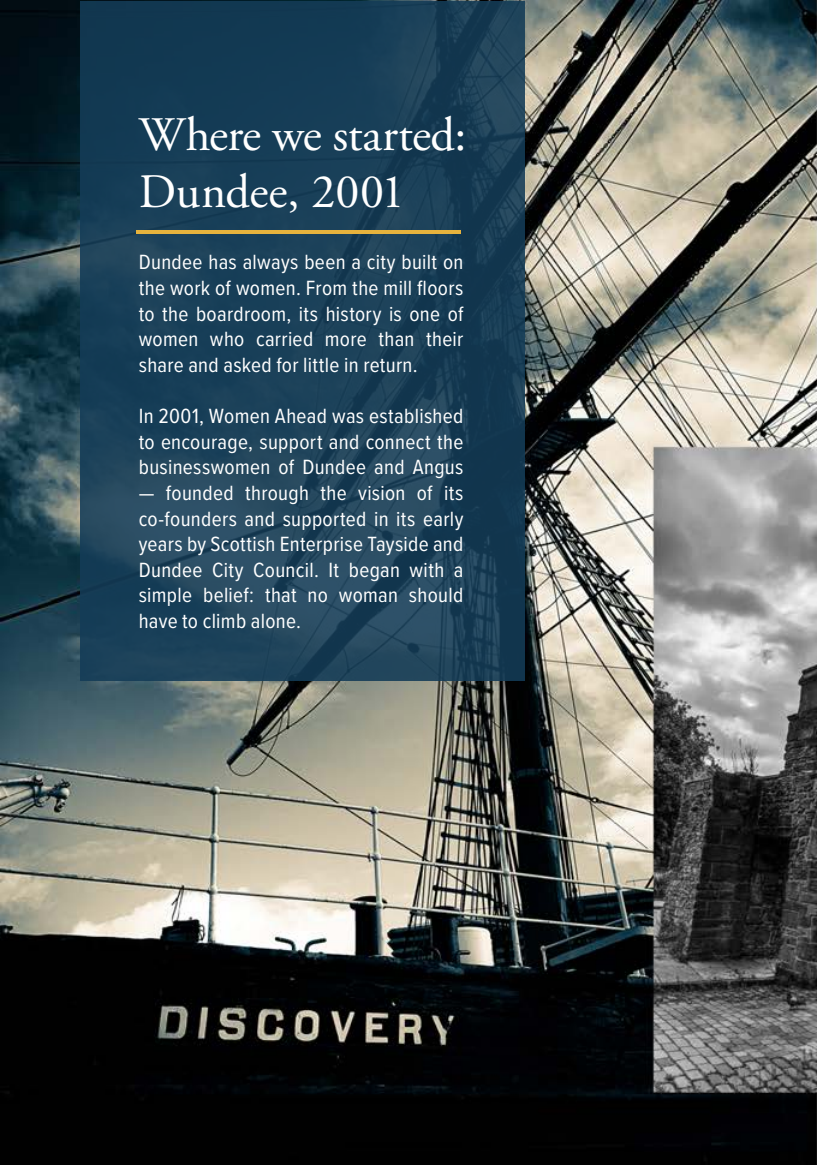
In 2001, Women Ahead was established to encourage, support and connect the businesswomen of Dundee and Angus — founded through the vision of its co-founders and supported in its early years by Scottish Enterprise Tayside and Dundee City Council. It began with a simple belief: that no woman should have to climb alone.

A city of discovery - and its the greatest discovery of all

Dundee calls itself a city of discovery, and rightly so. But its most enduring discovery has never been a ship or a science — it has been its women.

Time and again, this city has found that when its women are given a safe space to grow, they don't just rise; they lead, they build, and they lift others with them.

Women Ahead Enterprise exists to keep that discovery alive — to make sure the potential in every woman who comes to us is seen, backed and set free.



Where we are - today

Twenty-five years on, that belief has become a movement. Women Ahead Enterprise is a premier support network and a growing centre of excellence for women's leadership — offering mentoring, events, practical growth tools and real opportunity, with everything we do reinvest in the women we serve.

We play a genuine part in the local economy: when women rise, businesses grow, families thrive and the whole region is stronger for it. From building first confidence to reaching the boardroom, we walk every step alongside our members.

Where we're going

Dundee's history taught us something worth carrying forward: give women a safe space to grow, and they will not just rise — they will lead. Now we look ahead, growing across Scotland as a centre of excellence and scaling at the highest level — opening doors for the next generation, and holding fast to our Dundee roots. The next twenty-five years start here.



Our Mission

To empower, support and connect women in business and the professions — helping them thrive in their careers, their businesses and their lives, and reinvesting our success straight back into them.

Our Vision

To shape the future of women in business — locally, nationally and globally — as a centre of excellence built on development, meaningful connection, and the success of every member.

Our five W's

The values at our heart:

Welcome - *everyone belongs.*

Women - *always at the centre.*

Wisdom - *knowledge freely shared.*

Wellbeing - *the whole woman matters.*

Win - *success, celebrated together.*

Our Brand Evolution

The evolution of the Women Ahead logo transforms the brand from a regionally anchored network into a confident, digital-first platform while celebrating its 25-year legacy. Strategically, replacing the local Dundee & Angus tagline with ENTERPRISE EST. 2001 broadens the organisation's reach and reinforces established credibility. Crucially, the redesign retains core brand equity by preserving the iconic vertical divider bar between lowercase women and uppercase AHEAD.

New 2026 Version



women | AHEAD

ENTERPRISE EST. 2001

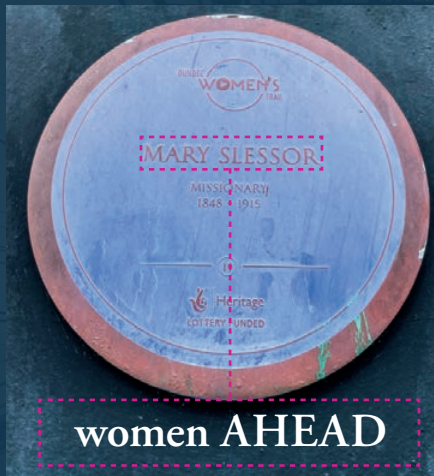
Original 2001 Version



women | AHEAD
dundee & angus

Typography & Graphics

The brand evolution of Women Ahead Enterprise is conceptually grounded in the visual identity and typography of the "Woman's Trail" typeface.



The Discovery Ratio

By incorporating "The Discovery Ratio," the redesigned identity seamlessly connects the organisation's legacy with Dundee's rich history, grounding the new visual palette in the architectural and nautical proportions of the RRS Discovery.



Brand Colours

Navy / Leadership #1F3B57

Authority, security, and corporate stability.
Acts as a primary foundation for trust and structure.

Teal / Enterprise #2E7D82

Modern sophistication, strategic vision, and growth.
Bridges corporate stability with creative thinking.

Soft Slate / Care #83B5B6

Calm, accessibility, and balance.
Serves as an ideal supporting tone for backdrops or secondary graphics.

Magenta / Creativity #CF1082

Passion, energy, and bold creativity.
Perfect for high-impact accents and highlights that demand attention.

Gold / Heritage & Reform #EAB62F

Optimism, warmth, heritage.
Adds friendly enthusiasm and human warmth to contrast the cool blue tones.

ROYAL RESEARCH SHIP
DISCOVERY

MADE IN DUNDEE
DESIGNED FOR ADVENTURE





A word from our Chair

"When I took the helm four years ago, I inherited more than two decades of Dundee women lifting each other higher, in a city that has always run on the strength of its women."

This year, that legacy reaches twenty-five. My promise — for the four years I've held this role, and the years ahead — is simple: to honour it, to reinvest everything we build back into women, and to grow this at the highest level, because it was never the size of the town you came from; it's the size of the mind you choose to embrace.

Here's to the next twenty-five years."

— Delia Smith-Bucur, Chair

