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I am writing to share some exciting news regarding a significant development for the SoCal PreApprenticeship Program: the rebranding of our company logo.

Over the years, SoCal has grown and evolved, adapting to changing markets and customer needs. Our brand identity, including our logo, plays a pivotal role in reflecting who we are as a company and how we connect with our valued participants. With this in mind, we embarked on a journey to refresh our visual identity, one that better represents our vision, values, and aspirations.

After careful consideration, creative exploration, and input from various stakeholders, we are delighted to introduce our new logo. This new emblem is a visual representation of our commitment to innovation, growth, and our ever-evolving approach to serving our community. It reflects our dedication to staying current and relevant in a rapidly changing world while staying true to our core principles.

Thank you for being a part of the SoCal community. We are excited about this new chapter in our company's history and look forward to sharing it with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Wanda Rogers", with a long, sweeping horizontal line extending to the right.

Wanda Rogers
Executive Director