

Soroptimist International of the Americas, Inc.®

Branding and Style Guide



SOROPTIMIST®
Investing in Dreams

Visual Identity

Having a strong visual identity is a key part of our branding strategy. This affects our ability to increase our recognition, recruit members and fundraise outside Soroptimist®. This section provides guidelines on using the logo in all of our visual communications.

It is important that all levels of our organization use the “S” logo consistently, and not alter its look in any way. When clubs and regions create unique or different logos for local use, it interferes and competes with our overall brand.

Note that SIA no longer uses the SI emblem on any of its materials, as it has limited appeal—particularly among younger women and women of diverse nationalities. Your SIA Board of Directors issued a logo policy calling for all clubs to cease use of the SIA emblem by the end of 2019.

The following are all the logos associated with the SIA brand. These are all registered trademarks and should include the registered trademark symbol—®. For more information, please read the “SIA Use of Registered Trademarks” document, available in *For Clubs and Members > Federation Info > Recognition and Branding Tools > Logo Downloads*.

SIA Logo

The official SIA “S” logo, which includes the “Investing in Dreams” tagline, serves as the face of the organization. Clubs and members should use the “S” logo (with the trademark symbol) on all publicity materials, including stationery, news releases, websites, social media pages, flags and banners.

Logo Color

The logo is available in full-color, black, and inverse (white). (See *next page* for examples).

Logo Configurations

The logo has multiple configurations—vertical, horizontal and just the “S.” Leave at least .125” of space around the logo when using it with other text or graphics.

Logo Colors

Full-color



PMS 659 CV
C: 69 M: 38 Y: 0 K: 0
R: 81 G: 139 B: 201
Hex Code: #518bc9

Use the full-color option on white backgrounds, and as the first choice option whenever possible.

Black



Use black option on colored backgrounds; when there are already several colors used in a particular design; or when a piece will be printed in black and white.

White



Use the inverse (white) option on dark backgrounds when the full-color or black logos won't display well.

Logo Spacing

Vertical



This is the primary logo. Use this treatment whenever possible.

Horizontal



Use when it is impractical to use the preferred vertical logo. (*Horizontal logos are also available in black and inverse.*)

Just "S"



Use for banners and flags. (See "Banner and Flag Design Guidelines" in Recognition and Branding section of website.)

Logo Font

Soroptimist: Palatino

Dream Program Logos

The logos for the Soroptimist *Live Your Dream: Education and Training Awards for Women*® and *Dream It, Be It: Career Support for Girls*® help brand our Dream Programs. Use these logos on publicity materials—including the application, posters and news release templates. Both logos are trademarked and available in all languages.

Live Your Dream Award Logos:

English



Japanese



Spanish



Chinese



Portuguese



Korean



Logo Colors



Eggplant

Closest PMS Match: 262 C
C: 72 **M:** 97 **Y:** 40 **K:** 43
R: 69 **G:** 24 **B:** 69
Hex Code: #451845



Coral

Closest PMS Match: 486 C
C: 0 **M:** 53 **Y:** 55 **K:** 0
R: 246 **G:** 145 **B:** 112
Hex Code: #f69170



Iris

Closest PMS Match: 7677 C
C: 54 **M:** 70 **Y:** 0 **K:** 0
R: 133 **G:** 99 **B:** 170
Hex Code: #8563aa



Turquoise

Closest PMS Match: 325 C
C: 60 **M:** 0 **Y:** 27 **K:** 0
R: 90 **G:** 197 **B:** 196
Hex Code: #5ac5c4



Violet

Closest PMS Match: 2593 C
C: 59 **M:** 96 **Y:** 0 **K:** 0
R: 130 **G:** 50 **B:** 147
Hex Code: #823293

Logo Fonts

Live Your: Effra

Dream: Coral

Education & Training Awards for Women: TodaySBOP-Regular

Dream It, Be It Logos:

English



Japanese



Spanish



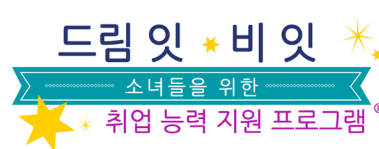
Chinese



Portuguese



Korean



Logo Colors



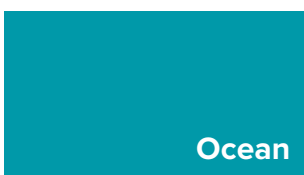
Navy

Closest PMS Match: 7686 C
C: 100 **M:** 92 **Y:** 25 **K:** 13
R: 37 **G:** 53 **B:** 114
Hex Code: #253572



Fuscia

Closest PMS Match: 253 C
C: 39 **M:** 92 **Y:** 0 **K:** 0
R: 177 **G:** 28 **B:** 171
Hex Code: #a43a95



Ocean

Closest PMS Match: 320 C
C: 100 **M:** 12 **Y:** 31 **K:** 1
R: 0 **G:** 152 **B:** 168
Hex Code: #009aaf



Marigold

Closest PMS Match: 116 C
C: 0 **M:** 18 **Y:** 100 **K:** 0
R: 255 **G:** 207 **B:** 1
Hex Code: #ffcf01

Logo Fonts

Dream It, Be It: Quicksand

Career Support: Sanchez

For Girls: Xiomara

LiveYourDream.org Logo

Not to be confused with the *Live Your Dream Awards*, LiveYourDream.org® is Soroptimist's online community. Soroptimist developed this activist network to provide an alternative way to deliver our mission; strengthen and grow our brand; and increase financial resources to improve the lives of women and girls. To learn about ways clubs can use LiveYourDream.org to help brand Soroptimist, view the LiveYourDream.org member resources in the *For Clubs and Members > Program Resources* section of Soroptimist.org.



Logo File Types

All logos are available in various file types:

- **Jpg**—Due to extreme compression, jpg files can transmit easily over the internet and open on home computers. This file type is best for flyers, newsletters, club stationery or anything that does not require a high-resolution image. Jpgs often become pixelated when enlarged.
- **Eps**—Eps files are better for printing shirts, banners, large posters and other items that require high-resolution graphics or professional printing. Unless you have special design software, you will not be able to open eps files on your home computer. A professional printer can work with them for you. You can increase the size of an eps without compromising the resolution or clarity of the logo.
- **Png**—Png files are similar to jpg files. While they can also go on flyers, newsletters and club stationery, they are great to use online because they allow for smaller file sizes that download more quickly.

All Soroptimist, Dream Program and LiveYourDream.org logos are available for download in For Clubs and Members > Federation Information > Recognition and Branding Tools > Logo Downloads.

Editorial Style

This section highlights the basics of Soroptimist editorial style. When writing for an external audience, Soroptimist typically follows the *AP Stylebook*, which provides guidelines for grammar and punctuation, and is the primary style used by media sources. When writing for an internal audience, however, Soroptimist's editorial style is less formal. For example, we reference Soroptimist members by their first names, as opposed to AP style, which references people by their last name. For a great example of our internal editorial style, refer to the *Best for Women* newsletter, which is written for an internal audience. Like our visual brand, it is important that we are consistent at all levels of the organization.

Soroptimist Semantics

Mission

Soroptimist®: a global volunteer organization that provides women and girls with access to education and training they need to achieve economic empowerment.

Tagline

Investing in Dreams

Registered Trademarks

Just as our logos are registered trademarks and should include the registered symbol ®, the written names “Soroptimist®,” “Best for Women®,” “*Live Your Dream Award: Education and Training Awards for Women®*,” “*Live Your Dream Awards®*,” “*Dream It, It Be It: Career Support for Girls®*,” “*Dream It, Be It®*,” and “LiveYourDream.org®” are also registered and should include the symbol. For written materials, use the registration mark on first reference of these names and omit it in subsequent references.

Boilerplate

This is a description of Soroptimist that is used as a standard paragraph at the end of news releases or other materials that require an explanation about Soroptimist:

Soroptimist International of CLUB NAME is part of Soroptimist International of the Americas, Inc®. Headquartered in Philadelphia, Pennsylvania, USA, Soroptimist (Soroptimist.org) provides women and girls with access to education and training through the work of volunteers in 21 countries and territories. Its Soroptimist Dream Programs ensure women and girls have access to the education and training they need to achieve economic empowerment. The Live Your Dream: Education and Training Awards for Women® provide cash grants for head-of-household women seeking to improve their earning potential. About \$35 million in awards has been disbursed to tens of thousands of women since the award-winning program began in 1972. Dream It, Be It: Career Support for Girls® provides girls with tangible strategies to accomplish their future career goals. A 501(c)(3) organization that relies on charitable donations to support its programs, Soroptimist also powers LiveYourDream.org®—an online community that offers volunteer opportunities in support of women and girls.

Dream Programs

Soroptimist's two major programs are known as the Dream Programs. Always capitalize and italicize the names of these programs. As mentioned above, both names are registered trademarks, and the registered trademark symbol should appear after the name on first reference.

The Soroptimist *Live Your Dream: Education and Training Award for Women*® can be abbreviated to the *Live Your Dream Awards* on second reference.

Soroptimist's *Dream It, Be It: Career Support for Girls*® can be abbreviated to *Dream It, Be It* on second reference.

Jargon and Buzz Words

When organizations develop their own internal jargon, these words often spill over into materials meant for an external audience. For instance, an external audience doesn't understand words such as "federation" and "region" without further explanation, so refrain from using them when communicating with an external audience. See examples of internal and external language below.

Federation Names

Internal:

The word "federation" does not appear in the official Soroptimist name, nor is it a proper name. Only use with an internal audience. You can also abbreviate the federation names:

- Soroptimist International of the Americas, Inc.® = SIA
- Soroptimist International of Great Britain and Ireland = SIGBI
- Soroptimist International of the South West Pacific = SISWP
- Soroptimist International of Europe = SIE

External:

When speaking about SIA, Use "Soroptimist" or your club name, not "Soroptimist International." When speaking about one of the other three federations, use their full name.

Region Names

- Capitalize the word "Region" when part of the full region name. For example, "Desert Coast Region recently awarded its region-level *Live Your Dream Award*®."
- When used as an adjective, lowercase the word "region." For example, "Desert Coast Soroptimists held their region conference last week."
- Do not the word "regional" to describe a region in any reference.

Club Names

On first reference, use your club's full name in the following format:

Soroptimist International of CLUB NAME, STATE POSTAL ABBREVIATION or COUNTRY NAME (REGION NAME). For example:

- Soroptimist International of Rittenhouse Square, PA (North Atlantic Region)
- Soroptimist International of Montreal, Canada (Eastern Canada Region)

On second reference, abbreviate the name to SI/CLUB NAME or use the phrase "ANYTOWN Soroptimists" as an alternative to the full club name. For example:

- SI/Rittenhouse Square
- Greater Boston-Area Soroptimists

Board of Directors

When referencing SIA's Board of Directors, capitalize the words "Board" and "Directors." However, when using the word "board" as an adjective, such as "board members" or "board decision," keep it lowercase.

Officer Titles

Capitalize titles when they appear before an individual's name. Lowercase titles when they appear after an individual's name; are set off from a name with commas; or are used without an individual's name. For example:

- SIA President Sue spoke at the region meeting.
- Barbara Willoughby, president of Soroptimist International of Barnegat Bay, NJ (North Atlantic Region), spoke at the region meeting.
- Region Governor Sylvia spoke about the Dream Programs at the region conference.

Soroptimist Names

Internal:

To promote friendship and goodwill, refer to each other by first name in materials intended for an internal audience. For example, "SIGBI President Joy attended our biennial convention."

External:

Use AP style when referring to a Soroptimist member in materials intended for an external audience (in a news release). For example, "Joy Jackson, president of Soroptimist International of Great Britain and Ireland, attended the CSW meeting in New York this past week. While there, Jackson spoke about women's empowerment and the link to sustainable development."

Questions

Please direct any style and/or branding questions to:

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