



*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Use of SIA Registered Marks Policies

About SIA's Registered Marks

Soroptimist International of the Americas, Inc. (SIA), has the legal obligation to protect its registered trade and service marks. SIA has obtained registrations of its marks in the United States, and various marks also have been registered in Canada, Japan, Mexico, Taiwan, Brazil, and the Philippines. SIA reserves the right to vigorously uphold and defend its marks.

General Conditions for Use

Subject to the conditions noted herein, SIA allows current member clubs and regions to use its current marks on stationery, printed matter, and other materials that are not commercial in nature.

Limitations on Use

SIA headquarters is the sole supplier of all Soroptimist jewelry utilizing any of the marks governed by these policies.

SIA does not otherwise authorize use of its marks to promote or identify any product, including use on any product packaging, product labeling, product advertising or product promotional materials, except as specifically authorized by SIA.

Licensing Approval

Soroptimist clubs and regions may be granted a non-exclusive limited license to produce non-jewelry items bearing certain SIA marks for sale or as a premium by submitting the SIA licensing application form and a \$50 licensing fee to SIA headquarters for each item. Examples of items that would be governed by the licensing application would include clothing, desk accessories, mugs, etc. Licensing of consumable products—including food, drink, and personal care items—will be reviewed on a case by case basis, and use of the Soroptimist marks available for commercial licensing on these products are subject to SIA headquarters' review and approval.

Changes or Alterations to the Marks

The SIA marks should be used exactly as they appear and should not be changed or altered, other than to be enlarged or reduced in overall size. The SIA marks should be used in their complete form without any addition or deletion of words, punctuation, or design elements, using the designated color palettes.

Other Conditions

Clubs and regions agree to abide by the *SIA Bylaws and Procedures* when using the registered marks.


SIA reserves the right to inspect and to approve or disapprove the manner in which the registered marks are reproduced or displayed, at its sole discretion. Upon request, members agree to provide SIA with representative copies of all materials bearing the SIA marks and to abide by the decision of SIA with respect to approval of the use of the marks. Any requests made by non-Soroptimists must be reviewed by the SIA executive director; further review may be required by the SIA Board of Directors. SIA reserves the right to revoke the use of its marks by member clubs or regions at any time.


Use of the marks should be accompanied by the registration symbol [®]; for written materials, use of the registration mark should be made during its first reference, but may be omitted in following references.


Registered Marks

Name	Status	Permitted Uses	Limitations on Use
Soroptimist [®]	Currently in use Available for commercial licensing by application	Clubs/regions are authorized to use Soroptimist [®] in their club name, Soroptimist International of Anytown, or Soroptimist International of the Americas Anywhere Region. Clubs are encouraged to use the name Soroptimist [®] in conjunction with the organization's Dream Programs (i.e. Soroptimist [®] Dream It, Be It: Career Support for Girls and Soroptimist [®] Live Your Dream: Education and Training Awards for Women) in order to contribute to a strong branding of the organization and its mission-based programs.	Use of the registered mark Soroptimist [®] in the name of a fund or foundation, or any other separate entity (i.e. Soroptimist Thrift Store, the Soroptimist Community Center, etc.) established or maintained by the club or regions, or any outside entity, requires written permission from SIA headquarters. Events sponsored by local clubs should use the full name of the club (i.e. Soroptimist International of Anytown 5 K Race for Women's Education). Use of the name "Soroptimist" alone for any club project other than SIA's dream programs requires permission from SIA headquarters (i.e. Soroptimist 5 K Race for Women's Education.)


Tagline	Status	Permitted Uses	Limitations on Use
<p>Best for Women®</p> <p>Loose Latin translation of the name Soroptimist.</p>	<p>Currently in use</p> <p>Not available for commercial licensing as a sole design element</p>	<p>Current member clubs and regions are granted a non-exclusive, royalty free limited license to use the tagline on all club or region stationery, websites, bulletins, banners, programs, and educational materials, as well as on badges, decorations and printed matter for region conferences, district meetings, workshops and any other official Soroptimist function.</p> <p>Also used as the name of SIA's member publication, and may be referred to as the title of that publication.</p>	<p>Items not listed in the permitted uses are subject to the "Limitations on Use" section of these policies.</p>


SIA logo	Status	Permitted Uses	Limitations on Use
 <p>SOROPTIMIST® Best for Women</p> <p>Soroptimist International of the Americas (SIA) logo</p>	<p>Currently in use</p> <p>Available for commercial licensing</p>	<p>Current member clubs and regions are granted a non-exclusive, royalty free limited license to use the SIA logo subject to the conditions listed below in order to establish a strong visual identity.</p> <p>Use of the SIA logo is authorized and encouraged on all club or region stationery, websites, bulletins, banners, programs, and educational materials, as well as on badges, decorations, and printed matter for region conferences, district meetings, workshops and any other official Soroptimist function. It is also permitted as a decoration on cakes or confections for official Soroptimist celebratory events.</p> <p>The preferred use of the SIA logo shall be used in PMS 659 (blue), black, or white. Other colors may be considered on a case-by-case basis by SIA headquarters.</p> <p>Use of the stylized S as a stand-alone design element will be considered for licensing applications on a case-by-case basis.</p> <p>Refer to the "Licensing Approval" section of these policies for additional information on permitted commercial uses.</p>	<p>Items not listed in the permitted uses are subject to the "Limitations on Use" section of these policies.</p>

LiveYourDream.org	Status	Permitted Uses	Limitations on Use
 <p>LiveYourDream.org logo</p>	<p>Currently in use</p> <p>Not available for commercial licensing</p>	<p>Soroptimist has launched LiveYourDream.org to inspire and encourage women of all ages to pursue their dreams and to increase engagement with and awareness of the Soroptimist mission and its Dream Programs. SIA headquarters is the sole provider of items utilizing the Live Your Dream logo.</p> <p>Current member clubs and regions are granted a non-exclusive, royalty free limited license to use the LiveYourDream.org logo and title subject to the conditions listed below in order to establish a strong visual identity.</p> <p>Use of the logo and title is authorized and encouraged on all club or region stationery, websites, bulletins, banners, programs, and educational materials, as well as printed matter for region conferences, district meetings, workshops and any other official Soroptimist function. The logo is also permitted as a decoration on cakes or confections for official Soroptimist celebratory events.</p> <p>The use of the LiveYourDream.org logo shall be in black/white or using the following colors in a gradient: PMS 7416 C (orange), PMS 262 C (purple), and PMS 318 (blue/green).</p>	<p>Items not listed in the permitted uses are subject to the "Limitations on Use" section of these policies.</p>

	Status	Permitted Uses	Limitations on Use
 <p>Your Dream award</p> <p>Live Your Dream: Education and Training Awards for Women®</p> <p>Live Your Dream Award®</p>	<p>Currently in use</p> <p>Not available for commercial licensing</p>	<p>Current member clubs and regions are granted a non-exclusive, royalty free limited license to use the program logo and title subject to the conditions listed below in order to establish a strong visual identity.</p> <p>Use of the program logo is authorized and encouraged on all club or region stationery, websites, bulletins, banners, programs, and educational materials related to the program and its administration, as well as printed matter for region conferences, district meetings, workshops and any other official Soroptimist function. The program logo is also permitted as a decoration on cakes or confections for official Soroptimist</p>	<p>Items not listed in the permitted uses are subject to the "Limitations on Use" section of these policies.</p>

		<p>celebratory events.</p> <p>Live Your Dream: Education and Training Awards for Women is one of SIA's signature Dream Programs. This title must be used in full, preceded by Soroptimist with no abbreviations, in the first instance that it is used, accompanied by the ® registration mark, i.e. Soroptimist Live Your Dream: Education and Training Awards for Women® in order to contribute to a strong branding of the organization. Following references can use the abbreviated "Live Your Dream Awards."</p>	
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	Status	Permitted Uses	Limitations on Use
 <p>Dream It, Be It: Career Support for Girls®</p>	<p>Currently in use</p> <p>Not available for commercial licensing</p>	<p>Current member clubs and regions are granted a non-exclusive, royalty free limited license to use the program logo and title subject to the conditions listed below in order to establish a strong visual identity.</p> <p>Use of the program logo is authorized and encouraged on all club or region stationery, websites, bulletins, banners, programs, and educational materials related to the program and its administration, as well as printed matter for region conferences, district meetings, workshops and any other official Soroptimist function. The program logo is also permitted as a decoration on cakes or confections for official Soroptimist celebratory events.</p> <p>Dream It, Be It: Career Support for Girls is one of SIA's signature dream programs. This title must be used in full, preceded by Soroptimist with no abbreviations, in the first instance that it is used, accompanied by the ® registration mark, i.e. Soroptimist Dream It, Be It: Career Support for Girls® in order to contribute to a strong branding of the organization. Following references can use the abbreviated "Dream It, Be It".</p>	<p>Items not listed in the permitted uses are subject to the "Limitations on Use" section of these policies.</p> <p>Use of the title or logo is not permitted for any other program or project that does not utilize the Dream It, Be It: Career Support for Girls curriculum and supporting materials developed by SIA headquarters.</p>

Soroptimist International Emblem	Status	Permitted Uses	Limitations on Use
	<p>Currently in use</p> <p>Not available for commercial licensing</p>	<p>Use of the Soroptimist emblem is limited to representing the official membership pin, which is solely available from SIA headquarters.</p> <p>The Soroptimist International emblem is also used on materials that originate from Soroptimist International, headquartered in Cambridge, United Kingdom, or are prepared by members of Soroptimist serving in positions at the Soroptimist International level.</p>	<p>Except as noted in the permitted uses, all other uses in SIA are prohibited.</p>

Other Registered Marks

SIA maintains registrations for marks that have been superseded by new logos or program titles until such time as those registrations expire. This includes the 2007 Live Your Dream campaign logo and the 2012-2015 LiveYourDream.org logo and social media tag, as well as the previous program title, Women's Opportunity Awards. Use of any of these registered marks, or elements of these marks, is strictly prohibited.

Contact for Additional Questions

Logos are available in .eps and .jpg formats on the SIA website, www.soroptimist.org.

Questions regarding the correct use of the SIA marks may be directed to:

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