



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

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

# Soroptimist Editorial Style Guidelines

Beyond upholding a uniform visual brand identity, applying SIA’s editorial style guarantees a consistent tone of voice in our materials and communications, regardless of their country or region of origin.

When reaching out to external audiences, we adhere to the AP Stylebook—a widely accepted media standard for grammar and punctuation. However, our member communications adopt a more relaxed tone. Please refer to the guidelines below to align with SIA’s editorial style.

## Brand Messaging Elements

<b>Vision</b> Women and girls have the resources and opportunities to reach their full potential and live their dreams.	<b>Mission</b> A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.	<b>Tagline</b> Investing in dreams
<b>Core Values</b> <ul style="list-style-type: none"><li>• <b>Education:</b> Women and girls deserve to lead full and productive lives through access to education.</li><li>• <b>Empowerment:</b> Women and girls are free to act in their own best interest.</li><li>• <b>Diversity &amp; Fellowship:</b> Women from varied backgrounds and perspectives work together to improve the lives of women and girls.</li><li>• <b>Gender Equality:</b> Women and girls live free from discrimination.</li></ul>		

## Registered Trademarks

Like our logos that bear the registered symbol ®, the following programs and taglines are also registered trademarks. In written content, use the registration mark on the initial mention and exclude it in later references.

- Soroptimist®

- Best for Women®
- Live Your Dream Award: Education and Training Awards for Women®
- Live Your Dream Awards®
- Dream It, Be It: Career Support for Girls®
- Dream It, Be It®
- LiveYourDream.org®

## Soroptimist Dream Programs

Always capitalize and italicize the full and abbreviated names of SIA’s Dream Programs. Since both names are registered trademarks, the registered trademark symbol should appear after the names on first reference when possible.

- The *Soroptimist Live Your Dream: Education and Training Award for Women*® can be abbreviated to the *Live Your Dream Awards* on second reference.
- *Dream It, Be It: Career Support for Girls*® can be abbreviated to *Dream It, Be It* on second reference.

## Boilerplate

This standard paragraph provides an overview of our mission, key attributes and our signature programs. It can be used at the end of news releases or other materials that require a concise description of Soroptimist. Clubs may customize it by adding their club name and contact information or website to go for local information.

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 countries and territories throughout North America, South America and the Pacific Rim. Its 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. *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.

## Soroptimist Jargon

Jargon consists of words or expressions that are familiar and easily understood by members of a particular group but might be confusing or unfamiliar to outsiders. When communicating with an external audience, avoid using Soroptimist jargon to ensure clear, inclusive and impactful messages. Here are examples of internal vs external language.

## Federation Names

**Internal:**

The word “federation” does not appear in the official Soroptimist name, nor is it a proper noun. Only use “federation” when communicating with an internal audience. You may also abbreviate federation names for internal use:

- Soroptimist International of the Americas, Inc.® = SIA
- Soroptimist International of the Africa Federation = SIAF
- Soroptimist International of Europe = SIE
- Soroptimist International of Great Britain and Ireland = SIGBI
- Soroptimist International of South East Asia Pacific = SIEAP

**External:**

When communicating about SIA, use “Soroptimist” or your club name, but not “Soroptimist International.” When communicating about other federations, use their full name.

## Region Names

- Capitalize the word “Region” only 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 use the word “regional” to describe a region in any reference.

## Club Names

**Internal:**

On first reference, communicate your club name in the following format:

SI/CLUB NAME, STATE POSTAL ABBREVIATION or COUNTRY NAME (REGION NAME). For example:

- SI/Rittenhouse Square, PA (North Atlantic Region)
- SI/Tokyo, Japan (Japan Higashi 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
- Tokyo Soroptimists

**External:**

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 Tokyo, Japan (Japan Higashi 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

“SIA Board of Directors” is a proper name and should be capitalized. Sometimes the name will include a year, such as “2023-2024 SIA Board of Directors.” Use lowercase letters when using the word “board” as an adjective, such as “board members” or “board decision.”

## 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.
- Hattie May, a region governor, attended the district meeting.
- Region Governor Sylvia spoke about the Dream Programs during the region conference.

## Member 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 (like in a news release), where members would be referred to by their surname. 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.”

## Visual Brand Elements

To learn more about the visual aspects of our brand, view the Visual Design Guide on the Recognition & Branding page of Soroptimist.org.