

SIA Visual Identity

Logo & Brand Colors

Full-color



SOROPTIMIST®
Investing in Dreams

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

Black



SOROPTIMIST®
Investing in Dreams

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



SOROPTIMIST®
Investing in Dreams

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

Logo Spacing

Vertical



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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.*)

Logo Font

Soroptimist: Palatino

Investing in Dreams: **Effra Bold**

[DOWNLOAD LOGOS & FONTS](#)

Brand Colors



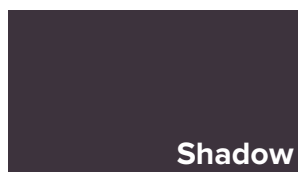
Closest PMS Match: 659 CV
C: 69 **M:** 38 **Y:** 0 **K:** 0
R: 81 **G:** 139 **B:** 201
Hex Code: #518bc9



Closest PMS Match: 8823 C
C: 66 **M:** 100 **Y:** 33 **K:** 32
R: 89 **G:** 14 **B:** 82
Hex Code: #590E52



Closest PMS Match: 8783 C
C: 100 **M:** 94 **Y:** 24 **K:** 11
R: 41 **G:** 51 **B:** 116
Hex Code: #293374



Closest PMS Match: 8603 C
C: 68 **M:** 70 **Y:** 54 **K:** 51
R: 61 **G:** 52 **B:** 61
Hex Code: #3D343D



Closest PMS Match: 8085 C
C: 30 **M:** 97 **Y:** 40 **K:** 8
R: 169 **G:** 42 **B:** 97
Hex Code: #A92A61