

Recognition & Branding: Tools to Boost Your Club's Marketing Efforts



SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC. ®

The following tools are available in the Recognition & Branding section of SIA's website.



You can access these tools by scanning the QR code on the left or by typing this link into your browser: <https://bit.ly/SIA-Branding-Tools>

Visual Design

Present a consistent visual identity.

- Logos, fonts and colors
- Policy for Use of Registered Trademarks
- Logo Policies FAQ
- Licensing Application/Fee Payment Form
- Banner and Flag Design Guide

Messaging

Share compelling and powerful stories in Soroptimist style.

- Editorial Style Guidelines
- Key Messages
- Share Your Story Forms

Customizable Tools

Make these materials your own to promote your club in your local community.

- Canva for Nonprofits Application Guide
- Canva Templates
- Zoom Backgrounds
- Ads and Flyers
- Member Recruitment News Release
- Club Brochure
- Dream Programs Publicity Kits
- Media Consent Form

How-To Guides

Boost your club's publicity efforts through various communications vehicles.

- Club Publicity Chair Guidelines
- Website Guidelines
- Social Media Guidelines
- Social Media Profile Images
- Social Media Ads
- Promoting Your Club on Social Media
- Engaging Members Through Social Media
- Photo/Video Guide - *Coming Soon!*

Need Additional Tips?

Check out the *PRoAction Newsletter* on the SIA Blog for tools and action opportunities to boost awareness of SIA initiatives with consistent and unified messages!

You can access the blog by scanning the QR code on the right or by typing this link into your browser:

<https://blog.soroptimist.org>.

Then type "proaction" into the blog's search bar at the top.

