



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.®

## Using the Soroptimist Logo: Guidelines and FAQs for Licensing

### Licensing Overview – What You Need to Know First

#### **Apply for licensing approval before placing any orders.**

You must get approval before placing any orders. If your application is denied, you may be left with merchandise you're not authorized to sell.

#### **Submit one application per item the club/region wishes to license.**

Example: Licensing both a glass and an apron requires two separate applications.

#### **Include a visual with your application.**

Submit artwork from your vendor, a photograph, or an actual item sample to show how the mark will appear on the item. SIA will not consider licensing requests without this.

#### **Pay a \$50 fee for each item/application.**

If SIA denies the application, they will return the fee.

#### **Jewelry cannot be club-produced.**

In accordance with SIA Procedures A. General, #9: SIA is the sole provider of any jewelry item bearing a Soroptimist registered trademark.

#### **Follow the official mark usage policy.**

The "Use of SIA Registered Marks Policies" (available on the SIA website in all languages) regulates the use of materials featuring any Soroptimist registered trademarks.

### Frequently Asked Questions

#### **Can our club use any of the Soroptimist marks on items we would like to produce and sell?**

Only two marks are approved for club use:

1. The word "Soroptimist"
2. The "S" or SIA logo (in use since 2004)

Items using these marks help promote SIA's visual identity. Marks like "Live Your Dream" are reserved for official SIA merchandise and cannot be licensed by clubs.

#### **Do we need to ask Soroptimist International for permission to use the emblem?**

No. SI has charged the federations with legal protection of the name and emblem in the countries they serve. In SIA, the emblem (woman upholding a Soroptimist banner) is used only on materials that originate from

Soroptimist International headquartered in Cambridge, United Kingdom. Requests for licensing the SI emblem on items within SIA will not be granted, and any uses other than those listed above are prohibited.

### When Licensing is Required

**Our club wants to produce and sell notepads with the Soroptimist S logo and quotes. What do we need to do?**

Apply for licensing before ordering. Submit the form, visual/artwork and \$50 fee.

**Our club wants to produce reusable tote bags and make them available to the public for a voluntary donation. Do we need to apply for licensing approval, even though these items technically will not be sold?**

Yes. A donation in exchange for a bag is functionally a sale. You must apply for licensing.

### Special Considerations for Food & Personal Care Items

**Our club is interested in selling locally produced jams and jellies. Can we license the logo to place on the label?**

Licensing may be permitted but will be assessed on a case-by-case basis. Food products are reviewed more strictly due to liability. You must:

- Include the manufacturer's name and business location/contact information on the label and ensure its brand logo is prominently visible.
- The Soroptimist logo must be secondary, accompanied by a statement such as "Made especially for Soroptimist International of Anytown." In no case should potential purchasers think the product is Soroptimist body lotion or Soroptimist sunscreen, etc.
- Use a licensed commercial kitchen (or follow state cottage food laws that permit otherwise)
- Submit your labeling/packaging for review before filing your formal licensing application and submitting the fee.

**One of our members makes and sells bath and body lotions and is donating some items to the club for us to sell as a fundraiser. Is licensing required if we put the Soroptimist logo on these items?**

Like food, these items need careful review and will be assessed case by case.

- Include the manufacturer's name and business location/contact information on the label and ensure its brand logo is prominently visible.
- The Soroptimist logo must be secondary, accompanied by a statement such as "Made especially for Soroptimist International of Anytown." In no case should potential purchasers think the product is Soroptimist coffee or Soroptimist granola, etc.
- Submit your labeling/packaging for review before filing your formal licensing application and submitting the fee.

### Licensing Is Not Required

**My club wants to make shirts for our members to wear at a local 5K run to benefit our local domestic violence shelter. Do we need to apply for licensing?**

No. You don't need licensing for items not sold or offered as a donation premium. Just follow all other branding

guidelines.

**One of our club fundraisers is to produce a community calendar. We do place the logo on the calendar, but there are also other images and artwork, so the logo is more of a promotional tool. Do we need to apply for licensing approval?**

No. If the item (e.g., calendar or cookbook) is the main product and the logo is just a secondary feature, licensing is not required.

**I'm painting the logo on candle holders as gifts for club members. Do I need licensing?**

No. Personalized favors not sold or used as donation premiums do not require licensing.

**We want to produce wine glasses as favors for a club wine-tasting event. Will the licensing approval apply?**

The licensing application only applies if the wine glasses are sold separately, either before, during, or after the event. Suppose the wine glasses are included as a favor or memento of the event, when the cost of providing the glass is included in the price of the event ticket, and any remaining or extra glasses will not be sold. In that case, the licensing application is not required.

**Our club is a sponsor of a local charity walk-a-thon. As a sponsor, can we provide the S logo to the organizers to use on banners at the event and on the t-shirts that are given to event volunteers and the runners? Do we need to apply for licensing?**

No. If it's for sponsorship recognition and not for resale, a license isn't required.

## Contact

**Still have questions?**

Reach out to SIA Headquarters at [siahq@soroptimist.org](mailto:siahq@soroptimist.org).