

Our Unified Brand

How Branding and Storytelling
Elevate our Mission



Inspiring Dreams

49th SOROPTIMIST
INTERNATIONAL OF THE AMERICAS
Biennial Convention

Great Work is Happening Everywhere

- ▶ How many clubs are making a difference?
- ▶ How many wish more people knew about it?





Every Project Changes Lives

Branding and storytelling makes
sure the world sees it.

Use These 5 Steps to Strengthen Communication

- ▶ Be Recognizable – builds familiarity
- ▶ Be Consistent – builds trust
- ▶ Be Clear – better than trying to be clever
- ▶ Be Meaningful – people connect to a meaningful cause
- ▶ Be Memorable – stories inspire action

Step 1: Make it Recognizable

- Use the official Soroptimist logo
- Name is visible
- Professional look
- Connected identity

Recognition builds familiarity.



Customizable Soroptimist Logo



SOROPTIMIST®
— INTERNATIONAL OF —
Insert Club or Region Name



SOROPTIMIST®
— INTERNATIONAL OF —
Insert Club or Region Name



Step 2: Make it Consistent

- Similar style on all materials
- Consistent use of logo
- Clear tone
- Unified messaging

Consistency builds trust.



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Step 3: Make it Clear

- What is this?
- Why does it matter?
- What should I do next?

Being clear is better than trying to be clever.



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A close-up photograph of two hands, palms up, holding a small, glowing yellow heart. The hands are positioned on the left side of the frame against a soft pink background. The heart is bright and appears to be made of a translucent material.

Step 4: Make it Meaningful



Activity

“We hosted an event.”



Purpose

“We created an opportunity for women and girls.”

Don't just share activity. Share purpose.



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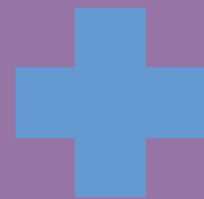
Step 5: Make it Memorable



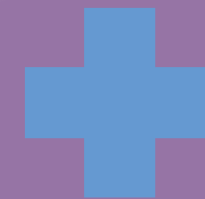
WHO



NEED



ACTION



RESULT

Stories inspire action.



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Think About Your Last Communication

- ▶ Was it recognizable?
- ▶ Was it consistent?
- ▶ Was it clear?
- ▶ Was it meaningful
- ▶ Was it memorable?



A globe is centered in the background, showing continents in various colors. In the foreground, numerous hands of different skin tones are raised, reaching towards the globe. The background has a blue-to-red gradient.

**Small Improvements
=
BIG IMPACT**



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**What is one
small change you
will make to your
club's next
communication?**



Your Work Matters!

Every message is a chance to build trust, inspire action,
grow awareness, and strengthen our mission.



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