



**Soroptimist International
of the Americas**
Style and Branding Guidelines



SOROPTIMIST
Best for Women®



One brand. One voice.

*Help foster federation-wide consistency
in communication and design.*

Branding Basics

Using Soroptimist's brand identifiers consistently is an important part of building a strong brand and having people know who we are and what we do.

Mission = Improving the lives of women and girls, not women and children

Logo = SIA "S," not SI emblem

Tagline = "best for women," which is what Soroptimist actually means, and appears as part of the logo.

Visual Identity

Having a strong visual identity is a key part of our branding strategy. This section provides guidelines on using the logo in all of the organization's visual communications. A consistent graphic identity system reflects an organization's visual tone—not only in terms of its logo, but the words, fonts, colors, and design elements used.

It is important that all levels of OUR organization use the "S" logo consistently, and not alter its look in any way. When clubs and regions create unique or different logos for local use, it interferes and competes with the overall Soroptimist brand. Having a consistent visual identity is essential to successful branding efforts, which affects SIA's ability to increase our recognition, recruit members and fundraise outside our organization.

Note that SIA no longer uses the emblem on its materials, as it has limited appeal—particularly among younger women and women of diverse nationalities. Your federation Board of Directors recently issued a logo policy calling for all clubs to cease use of the emblem by the end of 2019.

The following are all the logos associated with the Soroptimist brand. These are all registered trademarks and should include the registered trademark symbol—®. For more information, please read the [SIA Use of Registered Trademarks](#) document, available in the members area.

SIA Logo

The official SIA “S” logo, which includes the “Best for Women” tagline, serves as the face of the organization. Because “Soroptimist” is a difficult name, it helps that the tagline is a translation of the word. The tagline describes both the qualities of Soroptimist members, as well as the work we do on behalf of disadvantaged women and girls.

Logo Color

The logo is available in full-color, black, and inverse (white).

Full-color



PMS 659 CV
C: 69 M: 38 Y: 0 K: 0
R: 81 G: 139 B: 201

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

Black



The 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



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

Logo Configurations

The logo has two configurations (vertical and horizontal).

Vertical



This is the primary logo. Use this treatment whenever possible.

Horizontal



This treatment may be used in circumstances where it is impractical to use the preferred vertical logo. (*Horizontal logos are also available in black and inverse options.*)

Logo Spacing



Leave at least .125" of space around the logo when using it with other text or graphics.

Logo Sizing

Never improperly stretch or scale the logo.

Incorrect



Incorrect



Correct



Avoid making the logo smaller than .75 inches in height, as that will make "Best for Women" too small to read.



If it is absolutely necessary to make the logo smaller than .75 inches, drop the "Best for Women."

Eps files can be increased in size without compromising the resolution or clarity of the logo. A jpg would become pixelated if enlarged. Read more about file types on the next page.

Logo File Types

The logo is available in multiple file types:

- **Jpg**—Due to extreme compression, jpg files can easily be transmitted over the Internet and viewed using home computers. This file type is best used for flyers, newsletters, club stationery or anything that does not require a high-resolution image.
- **Eps**—Eps files are better for printing shirts, banners, large posters and other items that require high-resolution graphics. If your club is having a banner or flag printed, the eps file is the one your printer mostly likely needs. Unless you have special design software, you will not be able to open eps files, but your printer will be able to work with them for you.

Logo Use in Publicity Materials and Banners/Flags

Clubs and members should use the “S” logo (with the trademark symbol) on all publicity materials, including stationery, news releases, websites, social media pages and banners.

For banners and flags, clubs have a couple of options.

1. Use the PMS 659 blue Soroptimist logo on a white background.
2. Use the white logo on a PMS 659 blue background.

Printers will often ask for the PMS color. *Note: Using the black logo on a white background is permissible when color is not an option, but the color logo is preferred.*

SIA is currently working on a banner/flag template along with printer recommendations and instructions for clubs to use. Stay tuned for more information coming soon!

Dream Program Logos

The logos for the Soroptimist *Live Your Dream: Education and Training Awards for Women* and *Dream It, Be It: Career Support for Girls* serve to brand our Dream Programs and should be used on all publicity materials promoting these programs—including the application, posters and news release templates. Both logos are also trademarked and available in all languages.

Live Your Dream Award Logos:



Dream It, Be It Logos:



LiveYourDream.org

Not to be confused with the *Live Your Dream Awards*, LiveYourDream.org is Soroptimist's online community. Soroptimist developed this activist network to provide an alternative way to deliver our mission; strengthen and grow our brand; and increase financial resources to improve the lives of women and girls. To learn about ways clubs can use LiveYourDream.org to help brand Soroptimist, view the LiveYourDream.org member resources in the members area of Soroptimist.org. [Go here to access the LiveYourDream.org style guide.](#)



All Soroptimist, LiveYourDream.org and Dream Program logos are available for download from the members area of Soroptimist.org, under Public Awareness > Logos.

Editorial Style

Editorial style refers to the way we communicate with our target audiences. This section highlights the basics of Soroptimist style. When writing for an external audience, Soroptimist typically follows the AP Stylebook, which provides guidelines for grammar and punctuation, and is the primary style used by print and online media sources. When writing for an internal audience, however, Soroptimist's editorial style is less formal. For example, we reference Soroptimist members by their first name, as opposed to AP style, which references people by their last name. For a great example of our internal editorial style, refer to the Best for Women newsletter, which is written for an internal audience. Like our visual brand, the most important aspect of Soroptimist editorial style is to be consistent at all levels of the organization.

Soroptimist Semantics

Organizational Mission:

A global volunteer organization working to improve the lives of women and girls through programs leading to social and economic empowerment.

Slogan/Tagline:

Best for Women

Loosely translated, Soroptimist means “best for women,” and that’s what Soroptimists aims to be: women at their best, helping other women to be their best.

Soroptimist Semantics Continued

Boilerplate

This is a description of Soroptimist that is used as a standard paragraph at the end of news releases or other materials that require an explanation about Soroptimist:

Headquartered in Philadelphia, Pa., Soroptimist (Soroptimist.org) economically empowers disadvantaged women and girls through the work of volunteers in 20 countries and territories. Its Soroptimist Dream Programs ensure women and girls have access to the education and training they need to reach their full potential. This includes the Soroptimist Live Your Dream: Education and Training Awards for Women, which provides cash grants for head-of-household women seeking to improve their lives with the help of education or training. Almost \$30 million in awards has been disbursed to tens of thousands of women since the program began in 1972. Soroptimist’s Dream It, Be It: Career Support for Girls provides girls with tangible strategies to accomplish their 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 actionable volunteer opportunities in support of women and girls.

Soroptimist Programs

Soroptimist has two major programs known as the Soroptimist Dream Programs. Always capitalize and italicize the names of these programs.

The *Soroptimist Live Your Dream: Education and Training Award for Women* can be abbreviated to the *Live Your Dream Awards* on second reference.

Soroptimist’s Dream It, Be It: Career Support for Girls can be abbreviated to *Dream It, Be It* on second reference.

Jargon and Buzz Words

When organizations develop their own internal jargon, these words often spill over into materials that are not meant for the eyes and ears of an external audience. For instance, an external audience will not understand words such as “federation” and “region” without further explanation, so refrain from using them when communicating with an external audience. See examples of internal and external language below.

Federation Names

The word “federation” is not capitalized. It does not appear in the official name of Soroptimist International of the Americas, Inc., nor is it a proper name.

Internal:

- Soroptimist International of the Americas, Inc. = SIA
- Soroptimist International of Great Britain and Ireland = SIGBI
- Soroptimist International of the South West Pacific = SISWP
- Soroptimist International of Europe = SIE

External:

When talking about Soroptimist International of the Americas to an external audience, call it “Soroptimist.” If talking about one of the other three federations, use its entire name.

Region Names

- Capitalize the word “Region” 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, keep it lowercase. For example, “Desert Coast Soroptimists held their region conference at the Marriot Hotel last week.”
- The word “regional” should not be used in any reference.

Club Names

On first reference, use the 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 Montreal, Canada (Eastern Canada 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
- Montreal Soroptimists

Board of Directors

When referring to Soroptimist’s Board of Directors, capitalize the words “Board” and “Directors.” However, when using the word “board” as an adjective, such as “board members” or “board decision,” keep it lowercase.

Officer Titles

Titles, Soroptimist and otherwise, are only capitalized when they appear before an individual’s name. Always lowercase a title when it appears after an individual’s name, is set off from a name with commas, or is used without an individual’s name.

Examples:

- SIA President Margie Hampton spoke at the region meeting.
- Barb Fox, president of Soroptimist International of Barnegat Bay, NJ, spoke at the region meeting.
- Soroptimist’s president spoke at the region meeting.

Reference to other Soroptimists

Internal:

To promote friendship and goodwill, Soroptimists should refer to each other by their first name in materials intended for a Soroptimist audience. For instance, SI President Joy Jackson would be referred to as “SI President Joy.”

External:

When referring to a Soroptimist in materials intended for an external audience, such as a news release or media advisory, follow AP style. For instance, SI President Joy Jackson would be referred to as “Jackson” on second reference.

Questions

Please direct any style and/or branding questions to:

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