

Soroptimist International
of the Americas
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SIA Use of Registered Marks Policies

Soroptimist International of the Americas, Inc., (SIA) has the legal obligation to protect its registered trade and service marks. SIA has obtained registration of its marks in the United States and several other countries in the federation: Canada, Japan, Mexico, and Taiwan, and has applications pending in Brazil and the Philippines. SIA has registered the following marks:

Soroptimist®
Best for Women® tagline
Women's Opportunity Awards®



® Soroptimist International of the Americas (SIA) logo



® Soroptimist International emblem



Live Your Dream logo

Subject to the conditions herein, SIA allows current member clubs and regions to use the above marks on stationery, printed matter, and other materials.

Use of the Soroptimist Name

Clubs are authorized to use Soroptimist in their club name, Soroptimist International of Anytown. Clubs are encouraged to use the name Soroptimist® in conjunction with all federation projects (i.e. Soroptimist Making a Difference for Women Awards) in order to contribute to a strong branding of the organization and its mission-based projects. Any further use of the registered mark Soroptimist® in the name of a fund or foundation, or any other separate entity (i.e. Soroptimist Thrift Store) established or maintained by the club requires written permission from SIA Headquarters.

Use of the Soroptimist International Emblem

Use of the Soroptimist Emblem is limited to representing the official membership pin. The Soroptimist International emblem is also used on materials that originate from Soroptimist International, headquartered in Cambridge, United Kingdom, or are prepared by members of Soroptimist serving in positions at the Soroptimist International level. All other uses in this federation are discouraged.

Use of the Logo, Tagline, and other marks

Current member clubs and regions are granted a non-exclusive, royalty free limited license to use the SIA logo, tagline, and other marks subject to the conditions listed in this policy.

In order to establish a strong visual identity, use of the SIA logo is authorized and encouraged through the non-exclusive royalty free limited license on all club or region stationery, websites, bulletins, banners, programs, and educational materials, as well as on badges, decorations and printed matter for region conferences, district meetings, workshops and any other official Soroptimist function. Items not listed above are subject to the following “Limitations on Use” section. The federation has available, free of charge, the logo (in various formats) as well as stationery, business card and envelope templates for use by regions and clubs. They are available from the members section of the SIA website at www.soroptimist.org.

SIA’s signature project is the Women’s Opportunity Awards®. This title must be used in full, with no abbreviations. In order to contribute to a strong branding of the organization, and to identify the project with the organization, when promoting this program in local communities, it should be called the Soroptimist Women’s Opportunity Awards®.

The tagline for SIA is Best for Women®, which is also a loose Latin translation of the name Soroptimist. The tagline is also the title of SIA’s member publication.

Soroptimist has launched the Live Your Dream campaign to inspire and encourage women of all ages to pursue their dreams and to increase public awareness. The Live Your Dream logo is available electronically in the members section of the SIA website. SIA is the sole provider of items utilizing the Live Your Dream logo, as well as additional artwork found on the Live Your Dream website, www.liveyourdreamcampaign.org.

Limitations on Use

SIA Headquarters is the sole supplier of all Soroptimist jewelry utilizing any of the marks governed by this Use of SIA Registered Marks Policies.

SIA does not otherwise authorize use of its marks to promote or identify any product, including use on any product packaging, product labeling, product advertising or product promotional materials, except as specifically authorized by SIA. Use of the marks must be accompanied by the trademarks registration symbol ®.

Licensing Approval

Clubs and regions may be granted a non-exclusive limited license to produce non-jewelry items bearing the SIA marks for sale in their own region by submitting the SIA Licensing Application form to SIA Headquarters for each item. Examples of items that would be governed by the licensing application would include clothing, desk accessories, mugs, etc. Sale of these items outside of the region, including but not limited to club or region websites that may be viewed outside of the region, is prohibited.

Changes or Alterations to the Marks

The SIA logo may only be printed or used on the materials outlined above in PMS 659 (blue), black, or white.

The SIA marks must be used exactly as they appear and cannot be changed or altered, other than to be enlarged or reduced in overall size. The SIA marks must always be used in their complete form without any addition or deletion of words, punctuation, or design elements.

Other Conditions

Clubs and regions agree to abide by the SIA Bylaws and Procedures when using the trademarks.

SIA reserves the right to inspect and to approve or disapprove the manner in which the trademarks are reproduced or displayed, at its sole discretion. Upon request, members agree to provide SIA with representative copies of all materials bearing the SIA marks and to abide by the decision of SIA with respect to approval of the use of the marks. Any requests made by non-Soroptimists must be reviewed by the SIA Executive Director; further review may be required by the SIA Board of Directors. SIA reserves the right to revoke the use of its marks by member clubs or regions at any time.

Contact for Additional Questions

Questions regarding the correct use of the SIA marks, or requests for electronic copies of registered marks may be directed to:

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