

**Introducing  
Soroptimist  
International  
of the Americas'  
New Look**



SOROPTIMIST

**Best for Women**

## **SIA's Visual Identity**

**I**n 2003, SIA commissioned a major membership/marketing study to help the organization remain competitive in today's climate. Kerr & Downs Research provided SIA with several recommendations, one of which was to establish a firm branding strategy in order to boost awareness of SIA and its work. Establishing and reinforcing a branding strategy will be the cornerstone of all SIA public awareness activities. An organization's brand is its "essence"—what it does, how it does it, what value that brings to the public, and how well it delivers on its mission.

A strong visual identity is an important branding strategy and one that must be undertaken with careful consideration. In this regard, it was recommended the SIA reconsider its logotype and tagline, as both failed to distinguish the organization. It was also recommended that SIA discontinue using the Soroptimist emblem on its materials, as the emblem has limited appeal, particularly among younger women and women of diverse nationalities.

### **OLD LOGOTYPE**

In 1996, SIA commissioned a redesign of its magazine. The masthead that was designed proved to be popular beyond the bounds of its original intent. After being subsequently applied to stationery, business cards and the web, the magazine masthead became the de facto organizational logo. It was never intended to fulfill this role. Since the masthead was created, its typeface (Laser) has grown to be quite popular and can be seen in many contexts outside of SIA (including in a publication of one of SIA's competitors). This overexposure dramatically detracts from its unique identification with SIA.

A logo is a distinctive visual image, or mark, developed to represent the brand of a product, organization or service. This is accomplished by customizing an existing font and sometimes employing a graphic element. This distinctiveness seeks to engage the public in recognition of the unique personality of the entity. Through repetition, it becomes recognizable as a "representative" of the organization.

### **OLD TAGLINE**

Since 1994, SIA has used the tagline, "Making a Difference for Women" as a mission-based marketing tool. The tagline reflects the official focus that was also adopted that year. The tagline has been used in internal marketing efforts to reinforce the organization's mission to its clubs and members, and in external efforts to brand the organization.

A logo and tagline are used by an organization as part of an overall strategy to cement its brand in the mind of the public. For a brand to be effective it must be unique. It must occupy a place in the public's mind that no other organization/product/service does. SIA's tagline failed to meet this standard. The main reason is that a multitude of other organizations currently use the "making a difference" slogan (and many even use "making a difference for women"). A search on the Internet using the Google search engine produced 92 PAGES of entries with that slogan. In addition, the U.S. Trademark office lists 99 records of companies using the "making a difference" slogan in various ways.

### **NEW LOGOTYPE , TAGLINE AND MISSION STATEMENT**

The SIA Board of Directors agreed that the organization needed a new original logotype and tagline. It was decided that Best For Women would be the new tagline because it works on many levels:

1. "Best for Women" is the translation of the word "Soroptimist" and as such has great meaning to the organization.
2. The statement is inspirational and has a "feel-good" quality.
3. "Best for Women" describes both the qualities of Soroptimist membership AND the work that is done on behalf of other women.
4. The word Soroptimist is a difficult name and short of changing it, having a tagline that is also the translation of the word is the next best thing.

5. This tagline will provide a natural jumping off point for editorial copy in collateral materials, the website, etc.
6. No other organization is using the "Best for Women" phrase, nor is it trademarked.

The Board also adopted "Improving the lives of women and girls, in local communities and throughout the world" as SIA's official mission statement, because it best describes what the organization seeks to accomplish. A graphic designer sketched several possibilities for a new logotype employing the Best for Women tagline and the new mission statement. The Board of Directors overwhelmingly preferred the version that will now represent the organization. The bold yet graceful hand-drawn "S", which is symbolic of the feminine form, will define SIA's new visual identity. All SIA regions and clubs should begin using the new logotype and tagline on their internal and external materials immediately. It is extremely important to SIA's branding effort that there be pervasive and consistent use of the new logotype, tagline and mission statement. It should be noted that the federation, regions and clubs should strive to emphasize the name "Soroptimist," rather than individual federation, region or club names. Soroptimist is the name that the public should come to recognize.

Although the Soroptimist International emblem is currently being used in emblematic jewelry, it will no longer be used on SIA materials, per the membership/marketing recommendations.

The new logotype is available for downloading from the Library section of SIA's member-only website. Stationery, envelope and business card templates, and instructions for their use, are also available in the Library. Contact the communications department at SIA headquarters with questions or for assistance.

## Instructions for Using Stationery and Business Card Templates

The stationery and business card templates in this packet are designed for use by professional printers. These templates should be taken or e-mailed to a local print shop (i.e. Kinko's, Office Max, Staples, etc.) to create club or region letterhead, envelopes and business cards.

The templates are provided as Quark XPress 5.0 documents, and they are available in Mac format. Provide the following instructions to the printer:

### Letterhead

**For Clubs:** The club name should be inserted under the "Soroptimist International of" text in place of "Club Name." This should be done in Palatino Italic, 8pt. Insert the club's address, phone, fax, e-mail and web information in Palatino Italic, 8pt, caps/lowercase with 11 point leading, in place of the dummy text. There is a .417 inch space between the zip code/country line and the phone number line. There is also a .417 inch space between the e-mail address line and the website address line.

**For Regions:** The region name should be inserted under the "Soroptimist International of the Americas" text in place of "Region Name." This should be done in Palatino Italic, 8pt. Insert the region's address, phone, fax, e-mail and web information in Palatino Italic, 8pt, caps/lowercase with 11 point leading, in place of the dummy text. There is a .417 inch space between the zip code/country line and the phone number line. There is also a .417 inch space between the e-mail address line and the website address line.

Federation letterhead is printed on Beckett Expressions Iceberg 24# stock.

### Envelopes

**For Clubs:** The club name should be inserted under the Soroptimist logotype in place of "Club Name." This should be done in Palatino Italic, 8pt. Insert the club's address in Palatino Italic, 8pt, caps/lowercase with 11 point leading in place of the dummy text.

**For Regions:** The region name should be inserted under the Soroptimist International of the Americas text in place of "Region Name." This should be done in Palatino Italic, 8pt. Insert the region's address in Palatino Italic, 8pt, caps/lowercase with 11 point leading in place of the dummy text.

Federation envelopes are printed on Becket Expressions Iceberg 24# stock.

### Business Cards

**For Clubs:** Business cards are double-sided. One side of the card is printed in PMS 659 blue and features the new "S" logo and the mission statement "Improving the lives of women and girls, in local communities and throughout the world." This side of the card should not be altered. All member and club information should be printed on the other side of the business card. The club name should be inserted under the "Soroptimist International of" text in place of "Club Name." This should be done in Palatino Italic, 7.5pt. Insert the club's address, phone, fax, e-mail and web information in Palatino Italic, caps/lowercase, 7.5 points with 10.5 point leading, in place of the dummy text.

Insert the person's name in Palatino Italic, 8 points with 10.5 point leading. The individual's title (member, president, etc.) should be in Palatino old, all caps, 8 points with 10.5 point leading.

**For Regions:** Business cards are double-sided. One side of the card is printed in PMS 659 blue and features the new "S" logo and the mission statement "Improving the lives of women and girls, in local communities and throughout the world." This side of the card should not be altered. All member and region information should be printed on the other side of the business card. The region name should be inserted under the "Soroptimist International of the Americas" text in place of "Region Name." This should be done in Palatino Italic, 7.5pt. Insert the region's address, phone, fax, e-mail and web information in Palatino Italic, caps/lowercase, 7.5 points with 10.5 point leading, in place of the dummy text.


Insert the person's name in Palatino Italic, 8 points with 10.5 point leading. The individual's title (governor, governor-elect, etc.) should be in Palatino Bold, all caps, 8 points with 10.5 point leading.

Federation business cards are printed on 80# Cougar cover stock.

### Note:

- All elements are locked to protect against accidental movement while inserting information.
- The letterhead, business cards and/or envelope should be printed in Pantone (PMS) 659.
- The Soroptimist logotype art is available for download from the Library in SIA's members-only website.
- All fonts are provided on the website.

## Business Card Template—Club

	<i>Street Address</i> <i>City, State, Zip Code, Country</i>
<i>Member Name</i>	xxx xxx xxxxx PHONE
TITLE	xxx xxx xxxxx FAX
SOROPTIMIST INTERNATIONAL OF	xxxx@xxxxxxxx.org E-MAIL
CLUB NAME	www.xxxxxxxxx.org URL



## Sample Member Business Card—Club

	PO Box 343 Alhambra, CA 91802 USA
<i>Jane Smith</i>	713 555 1234 PHONE
PRESIDENT	jane_smith@hotmail.com E-MAIL
SOROPTIMIST INTERNATIONAL OF	www.alhambrasoroptimist.org URL
ALHAMBRA-SAN GABRIEL-SAN MARINO	



## Club Envelope Template



**SOROPTIMIST**  
**Best for Women**

*Soroptimist International*

*of Club Name*

*Street Address*

*City, State*

*Zip Code, Country*

## Sample Club Envelope



**SOROPTIMIST**  
**Best for Women**

*Soroptimist International*

*of Alhambra-San Gabriel-San Marino*

*PO Box 343*

*Alhambra, CA*

*91802, USA*



SOROPTIMIST  
Best for Women

*Soroptimist International  
of Club Name  
Street Address  
City, State  
Zip Code, Country*

*xxx xxx xxxx PHONE  
xxx xxx xxxx FAX  
xxxx@xxxxxxxxxxx.org E-MAIL*

*www.xxxxxxx.org URL*

## Club Letterhead Template

*Improving the lives  
of women and girls,  
in local communities  
and throughout  
the world.*



SOROPTIMIST  
Best for Women

*Soroptimist International of  
Alhambra-San Gabriel-San Marino  
PO Box 343  
Alhambra, CA  
91802, USA*

713 555 5342 PHONE  
[info@alhambrasorop.org](mailto:info@alhambrasorop.org) E-MAIL

[www.alhambrasoroptimist.org](http://www.alhambrasoroptimist.org) URL

Sample Club Letterhead

*Improving the lives  
of women and girls,  
in local communities  
and throughout  
the world.*

## Business Card Template-Region

	<i>Street Address</i> <i>City, State, Zip Code, Country</i>
	xxx xxx xxxx PHONE xxx xxx xxxx FAX xxx@xxxxxx.org E-MAIL www.xxxxxxxxxxxxx.org URL
<i>Member Name</i> TITLE REGION NAME	

## Sample Business Card-Region

	<i>5474 Lake Shore Drive</i> <i>San Diego, CA 92119 USA</i>
	562 555 1234 PHONE ejones@earthlink.net E-MAIL www.dcrsoroptimist.org URL
<i>Ellen Jones</i> GOVERNOR, 2002-2004 DESERT COAST REGION	



Region Envelope Template



SOROPTIMIST  
**Best for Women**

*Soroptimist International*

*the Americas*

*Region Name*

*Street Address*

*City, State*

*Zip Code, Country*

Sample Region Envelope



SOROPTIMIST  
**Best for Women**

*Soroptimist International  
of the Americas*

*Desert Coast Region*

*5454 Lake Shore Drive*

*San Diego, CA*

*92119, USA*



SOROPTIMIST  
Best for Women

*Soroptimist International  
of the Americas  
Desert Coast Region  
5474 Lake Shore Drive  
San Diego, CA  
92119, USA*

562 555 5342 PHONE  
[info@dcrsoroptimist.org](mailto:info@dcrsoroptimist.org) E-MAIL

[www.dcrsoroptimist.org](http://www.dcrsoroptimist.org) URL

Sample Region Letterhead

*Improving the lives  
of women and girls,  
in local communities  
and throughout  
the world.*



SOROPTIMIST  
Best for Women

*Soroptimist International  
of the Americas  
Region Name  
Street Address  
City, State  
Zip Code, Country*

*xxx xxx xxxx PHONE  
xxx xxx xxxx FAX  
xxxxxx@xxxxxxxx.org E-MAIL*

*www.xxxxxxx.org URL*

## Region Letterhead Template

*Improving the lives  
of women and girls,  
in local communities  
and throughout  
the world.*