



SOROPTIMIST
Best for Women®

*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

FAQ: SI Emblem & SIA Logo

The following Frequently Asked Questions are meant to provide clarity to your SIA Board's recent decision to request all SIA regions, clubs and members to discontinue using the SI emblem in order to achieve SIA's branding goals.

Q. Is it true SIA is asking regions, clubs and individual members to discontinue using the SI emblem?

A. Yes. At its January 2017 meeting, your SIA Board of Directors considered the alternatives, risks, rewards and consequences of our branding efforts. With our greater branding goals in mind, the Board is asking SIA's regions, clubs and members to discontinue using the SI emblem.

Q. Why did the SIA Board make this decision?

A. 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 of our organization. In 2003-2004, SIA made the decision to move away from using the SI emblem. Several marketing firms had advised us that the SI emblem is viewed as old fashioned and culturally insensitive (white woman with upraised arms). We then commissioned a professional graphic artist to design the "S" logo and encouraged its use throughout SIA. While many regions, clubs and members have embraced the "S" logo, some still use the SI emblem as their main visual identifier. This conflicts with SIA's branding efforts and recognition goals.

Q. Is the policy effective immediately?

A. No. All regions, clubs and individual members are requested to phase out the use of the SI emblem no later than December 31, 2019. We request that the SI emblem be removed from all print and digital materials and products, including but not limited to: websites and social media sites, newsletters, flags, and road signs. The SI emblem should be replaced with SIA's "S" logo in all cases.

Q. Why does the "Use of Registered SIA Marks Policies" state, "Use of the Soroptimist emblem is limited to representing the official membership pin, which is solely available from SIA headquarters."

A. The emblem pins are currently available exclusively from SIA headquarters, which controls and retains all logo rights for use on jewelry. The emblem pins are available until all supplies are depleted.

Q. Our regions, clubs, and individual members have invested a lot of money in pins, road signs, banners, etc. with the SI emblem. Are we expected to replace them?

A. SIA is sensitive to the fact regions and clubs have invested resources into materials and products with the SI emblem. This is why your SIA Board directed the phase-in period to using the "S" logo take place by December 31, 2019—which is 2½ years away. The Board is requesting that all materials and products displaying the SI emblem be replaced with those displaying SIA's "S" logo. Consistent branding will positively affect our ability to recruit members, attract corporate sponsors, and gain attention for our organization and programs.

Q. Won't it be confusing at the UN for Soroptimists to be using two different visual identifiers (the SI emblem and the SIA logo)?

A. Advocacy work at the UN is conducted under the banner of Soroptimist International, and not the four federations. All Soroptimists who attend meetings and events at the UN are invited to do so under the banner of Soroptimist International.

Q. Can we continue to wear our SI emblem pins?

A. SIA respects the wonderful traditions of our clubs and we all should be proud of being part of Soroptimist International. We also recognize many members enjoy wearing their SI emblem pins and the history they represent. We trust our members to make their own decisions and SIA has no intentions of monitoring whether members continue to wear their SI emblem pins. We hope members will commit to SIA's greater branding goals by wearing "S" logo jewelry—especially in public.

Q. Will there be new SIA "S" logo pins to replace the options with the SI emblem?

A. SIA offers many pins featuring the "S" logo from which to choose. SIA recommends pin #110F—[the Best for Women pin](#) (shown below)—as a good choice for new members. In addition, SIA is working on designing new pins with the "S" logo to replace those that currently feature the SI emblem. We will communicate as progress is made.



Q. If SIA is discontinuing jewelry with the SI emblem, why are they still being sold?

A. Members are free to purchase the SI emblem jewelry from headquarters while supplies last or until December 31, 2019. As stated above, SIA will not be monitoring whether members continue to wear the SI emblem pin. And, of course, clubs and members are free to keep their treasured SI emblem items for keepsake/archival purposes.

Q. Where can we get more information about SIA's branding efforts?

A. The members-only section of the website has many tools to help region, clubs, and members support SIA's branding goals. Please visit <http://www.soroptimist.org/members/publicawareness/publicawarenesshome.html> for more information, or call SIA headquarters at 215-893-9000.