

Brand Guidelines

February 2025 | v3.0



**a global
voice for
women**



Welcome to the Soroptimist International Brand Guidelines & How-To Guide

This body of work introduces our Emblem and outlines the rules on how it should be applied by internal teams and external users. It also advises on how communication or marketing items can be recreated consistently using the Emblem and supporting brand elements.

Please be aware that this guide is an evolving document. It will be updated with additions from SIHQ as soon as they become available and will expand as the brand evolves.

If you need any further guidance, please see the contact details at the end of this document.

Thank you.



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OUR BRAND EVOLUTION

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Section 1

OUR BRAND EVOLUTION



**a global
voice for
women**



Section 1

OUR BRAND EVOLUTION

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Why the Soroptimist International Emblem has evolved.

THE REASONS BEHIND THE DECISION TO REBRAND

- The previous Emblem was inconsistently shown due to misuse.
- It has been shown in many assorted colour ways and variations.
- It is “too busy” and does not reproduce clearly.
- The lady presented is a white woman and does not reflect the equality, diversity, and inclusiveness of SI as a global organisation.



How the Soroptimist International Emblem has evolved.

RETAINING AND EVOLVING THE KEY ARTISTIC ELEMENTS

Soroptimist International has undergone a transformative rebranding, one that acknowledges and respects its rich history while embracing a forward-looking perspective enriched with contemporary elements.

This revitalised identity encapsulates the essence of inclusivity and celebrates the mosaic of cultures that define our global sisterhood. By preserving the integrity of the past while infusing modernity into our brand, we honour the tireless dedication of women who have paved the way for progress.

Our Emblem, steeped in tradition, now resonates with a sense of unity across generations. Embracing ethnic diversity, we proudly represent the kaleidoscope of experiences and voices within our organisation. Soroptimist International has not only evolved; it has emerged as a symbol of empowerment, unity, and hope for women across the world as we march together into a bright and inclusive future.



Respect to the past – vision for the future

RETAINING AND EVOLVING THE KEY ARTISTIC ELEMENTS



ALL OF THESE ELEMENTS FORM PART OF THE PREAMBLE OF THE ARTICLES OF ASSOCIATION



What the Emblem should stand for.

MAKING IT CLEAR

-  Consistency and unity – to speak as one voice
-  Recognition and impact for and to the world
-  Staying focused on what we do
-  Maintaining the quality and integrity of image
-  Inclusiveness, equality, and diversity of all women across the globe



Section 2

BRAND GUIDELINES



**a global
voice for
women**



Section 2

BRAND GUIDELINES

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1.0 OUR BRAND



Primary Emblem

1.1

Our Emblem Design

The Emblem of Soroptimist International is the graphic representation of the organisation. The woman symbolises our dedication to being primarily a women-focused organisation which advocates and drives initiatives that promote the empowerment and advancement of women and girls globally. Our Emblem is a circular disc on which the figure of a woman holds her uplifted arms. This gesture represents womanhood in a display of freedom and acceptance of the responsibilities of the best and highest good, spreading sun rays from her background.

On one side of the woman’s dress, there are acorn and oak leaves representing the strength of the organisation. The leaves of laurel represent victory and achievement. The word “International” completes the lower circle, signifying the worldwide nature of the organisation. The word “Soroptimist” is derived from the Latin words “soror” meaning sister, and “optima,” meaning best. It has been interpreted as “women at their best, helping others to be their best.”



1.2

Our Emblem Versions

The cornerstone of our distinct identity is our Emblem. We want everyone who engages with Soroptimist International to recognise our brand, know who we are, and connect with our values and styles. Our Emblem is available in four different versions, all in black and white, as featured here. **Please note:** using the Emblem with a transparent background **is not** permitted. When using our Emblem, please consider its legibility, especially when used on a darker background.

The text surrounding the Full Emblem should always be in black or white. Users should select the black or white text that offers the best contrast with their selected background.

FORMATS

Our Emblem is available in the following formats for digital and printed use:

- JPEG
- EPS
- PNG

Please ensure the correct format is used for optimum performance.

Full Emblem



Small Emblem



Emblem



Reversed version
Strictly for foil, debossing / embossing printing and manufacturing processes only (see Page 54 for example)



1.3

Our Statement

The principles of Soroptimism are to strive for:

- The advancement of the status of women
- High ethical standards
- Human rights for all
- Equality, development and peace
- The advancement of international understanding, goodwill and peace

Our Statement encapsulates these principles.



Full Emblem – with Statement & Tagline

This Emblem can be used to display the Statement and Tagline instead of the wordmarks below.

**a global
voice for
women**

**a global
voice for
women**

**a global
voice for
women**



1.4

Our Tagline

This Emblem can be used to display the statement and tagline instead of the wordmarks below.

Our tagline is represented by the “E” stamp, which features the words “Educate,” “Empower,” and “Enable.”

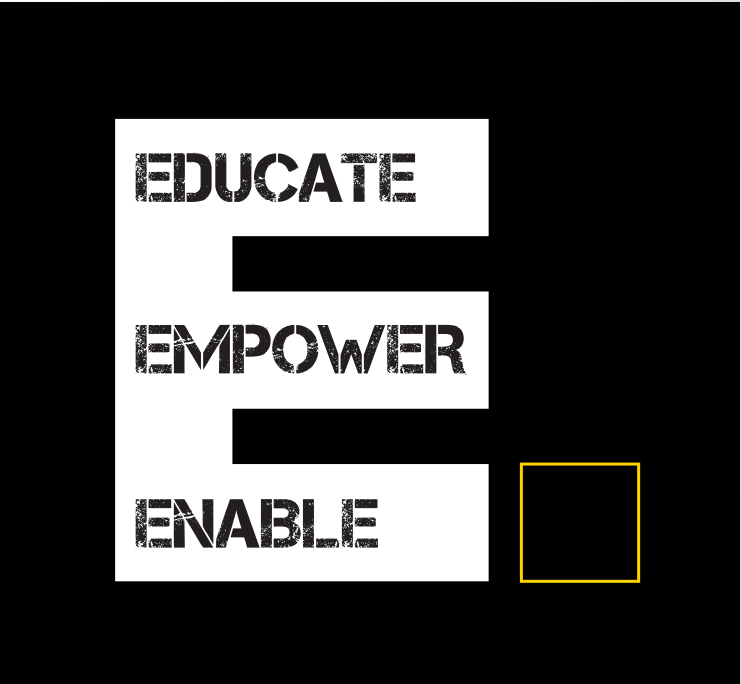
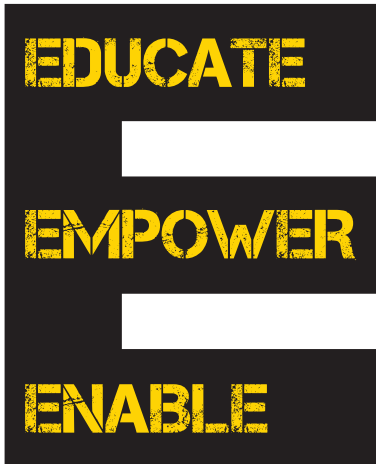
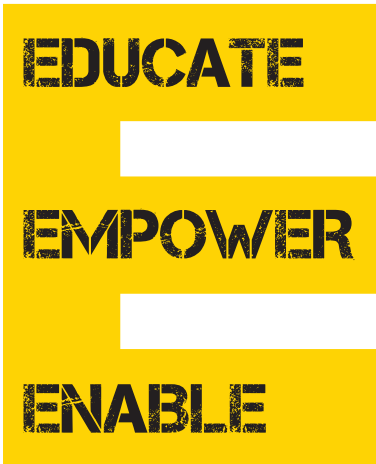
Two colour options are available for use, as displayed here. The “E” will always be positioned to the right of the Emblem or directly underneath it.

The tagline is only ever used for Soroptimist International Foundation communication and marketing materials and messages.



Full Emblem – with Statement & Tagline

This Emblem can be used to display the Statement and Tagline instead of the wordmarks below.



1.5

How we write
Soroptimist International

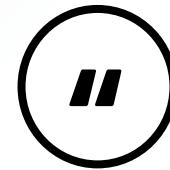
- **SI (Soroptimist International) Limited**
- **Soroptimist International**
- **Abbreviated: as SI**



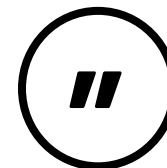
1.6

Our Brand Values

The target audience includes Soroptimists worldwide, our partners, the United Nations, potential members, potential funding partners and anyone interested in gender equality.



Woman-centric.
Forward-looking.
International.
Impactful.
Unique.



1.7

Our Vision, Mission and Principles

The target audience includes Soroptimist members worldwide, our partners, the United Nations, potential members, potential funding partners and anyone interested in gender equality.

Women and girls will achieve their individual and collective potential, realise aspirations, and have an equal voice in creating strong, peaceful communities worldwide.

The Soroptimist principles are to strive for:

- The advancement of the status of women
- High ethical standards
- Human rights for all
- Equality, development and peace and
- The advancement of international understanding, goodwill and peace.

VISION

Women and girls will achieve their individual and collective potential, realise aspirations and have an equal voice in creating strong, peaceful communities worldwide.

MISSION

Soroptimists transform the lives and status of women and girls through education, empowerment and enabling opportunities.

PRINCIPLES

The principles of Soroptimism are to strive for

- The advancement of the status of women
- High ethical standards
- Human rights for all
- Equality, development and peace
- The advancement of international understanding, goodwill and peace.



2.0

USING OUR EMBLEM



2.1

Safe area and minimum sizes

SAFE AREA

Our Emblem should always have a clear space around it to separate it from text and other elements, as well as the edge of the page. The minimum clear space required is equal to the height of the outer circle shape.

MINIMUM SIZES

Minimum size refers to the smallest size the Emblem may be reproduced to ensure its clarity and legibility. The Soroptimist International Emblem may not be reproduced smaller than 200px on screen or 35mm in width for print.

Safe area



Minimum sizes



33mm / 133px



Any smaller and the 'small' Emblem is to be used



2.2

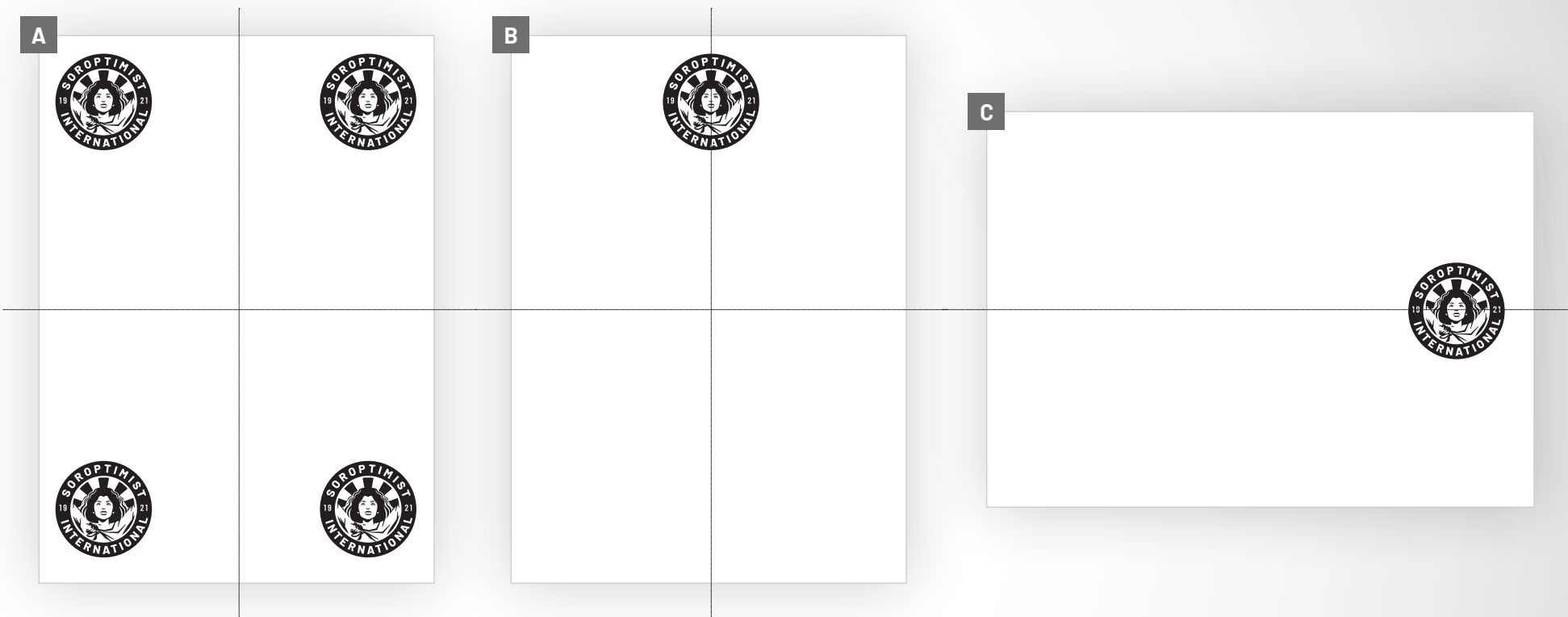
Positioning the Emblem

Our Emblem can be positioned in any of the corners (A) of a communication piece, whether printed or digital. It can also sit top centre (B), or vertically centred and right aligned (C).

The safe area for the Emblem (page 14) shows the minimum space that should be allowed. The table below shows the Emblem widths for a number of commonly used document sizes.

Should the printed literature or marketing item exceed the measurements listed here, then simply scale up the Emblem in relative proportions.

Based on A-size proportions



MEDIA SIZE	EMBLEM WIDTH
A3	50mm
A4	35mm
A5	25mm
A6	20mm
DL	20mm

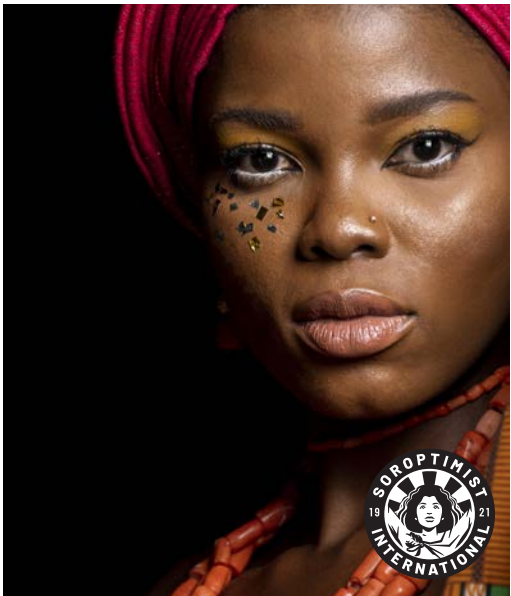


2.3

Using the Emblem on coloured backgrounds and imagery

Our Emblem can be positioned on top of solid colours and imagery. It is advised that very dark or almost black colours should be avoided, as this would result in the outer border of the Emblem appearing invisible. As a result, the text “Soroptimist International” and the year numbers “19” and “21” would seem to blend into the background image.

The example shown to the right depicts how the Emblem definition is protected by being placed on lighter and varying colour detail.

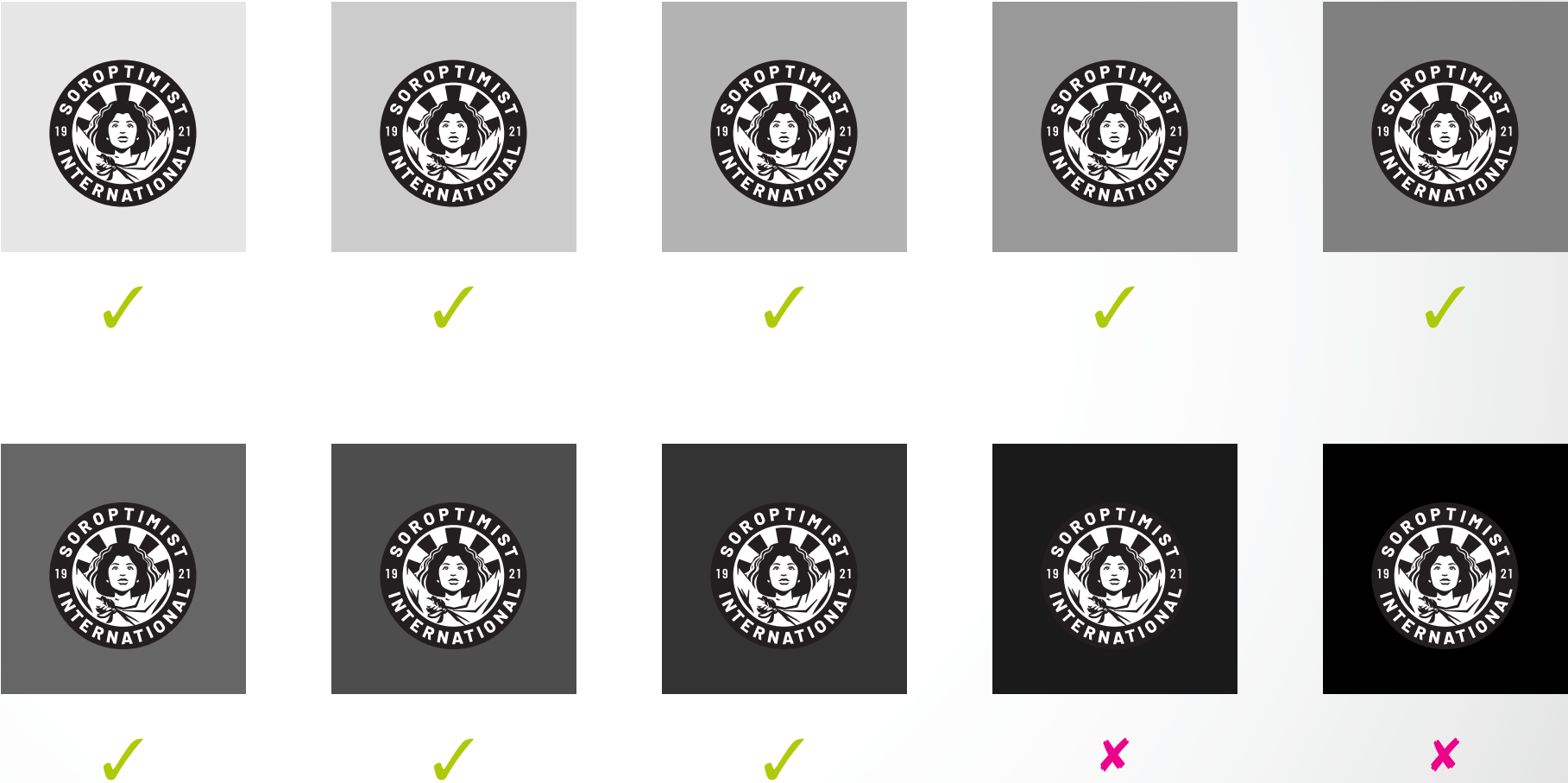


2.3

Using the Emblem on coloured backgrounds and imagery

Our Emblem can be positioned on top of solid colours and imagery. It is advised that very dark or almost black colours should be avoided, as this would result in the outer border of the Emblem appearing invisible. As a result, the text “Soroptimist International” and the year numbers “19” and “21” would seem to directly blend into the background image.

The example shown on the right depicts how the Emblem sits on top of increments of 10% black.



2.3

Using the Emblem on coloured backgrounds and imagery

Our Emblem can be positioned on top of solid colours and imagery.

The Emblem must **always** be used with its white background



Please refer to pages 27, 28 and 30 for examples on how coloured backgrounds should not show through our Emblem.

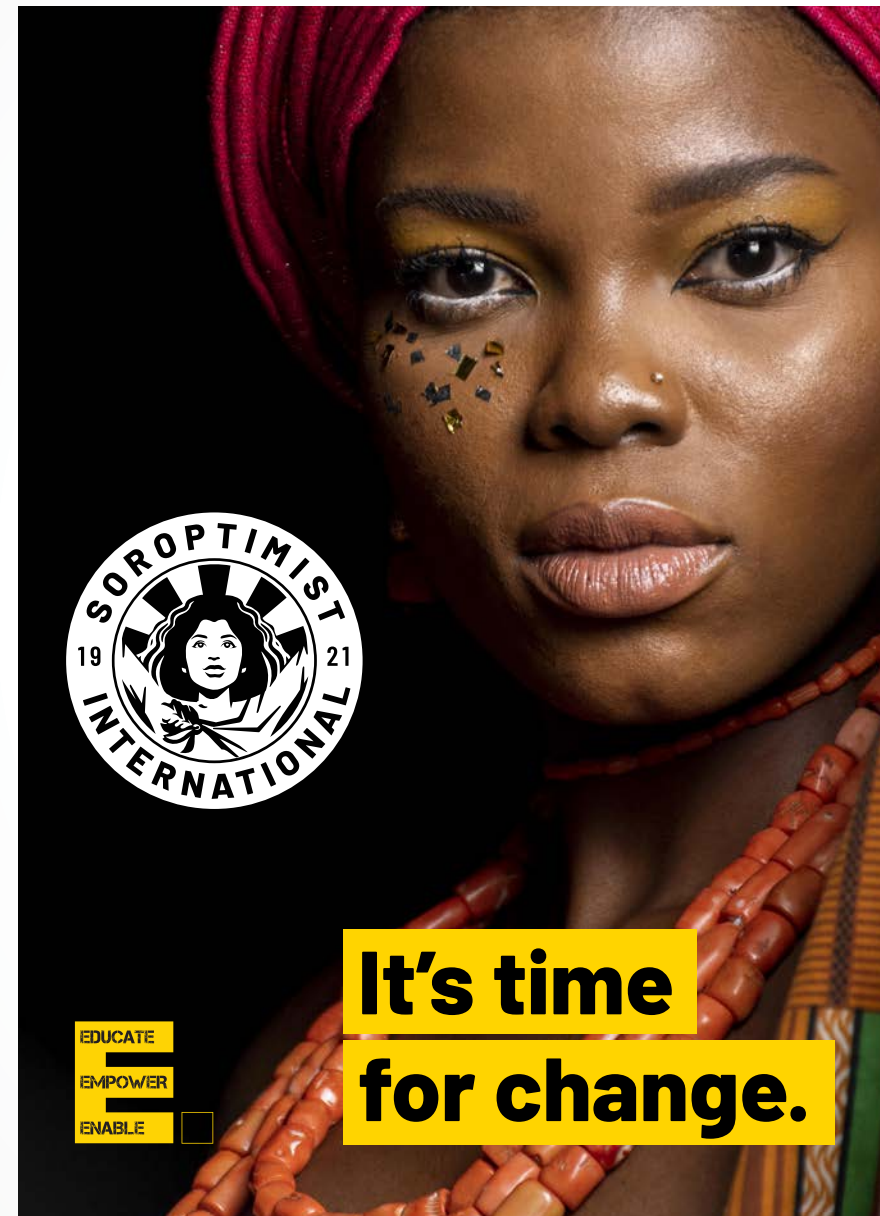


2.4

The White Emblem

If the digital or printed environment is unavoidably black or very dark, then the white Emblem may be used, as featured to the right.

In addition, if a piece of black merchandise is being produced, then the white Emblem can be used.



2.5

Misuse of our Emblem

Correct use of the Soroptimist International Emblem is essential for maintaining and protecting our brand.

The Emblem should be reproduced according to the specifications in this brand guideline document. The examples to the right illustrate misuse of the Soroptimist International Emblem.

DO NOT

- A** Alter the distance between elements
- B** Change the proportions of the elements
- C** Stretch or distort the Emblem
- D** Allow colour or imagery behind the Emblem to appear in the Emblem itself which needs to retain its white background – see Page 28 for examples.
- E** Retype or redraw the Emblem
- F** Outline or recolour the Emblem
- G** Skew or angle the Emblem
- H** Use unsightly drop shadows or other effects

A  X	B  X	C  X	D  X
E  X	F  X	G  X	H  X



2.5

Misuse of our Emblem
(continued)

Here, we illustrate some examples where the brand is not being used correctly and the background colour is featured within the Emblem.

The Emblem must always be used with a white background with black elements, as shown in the two examples, bottom right.

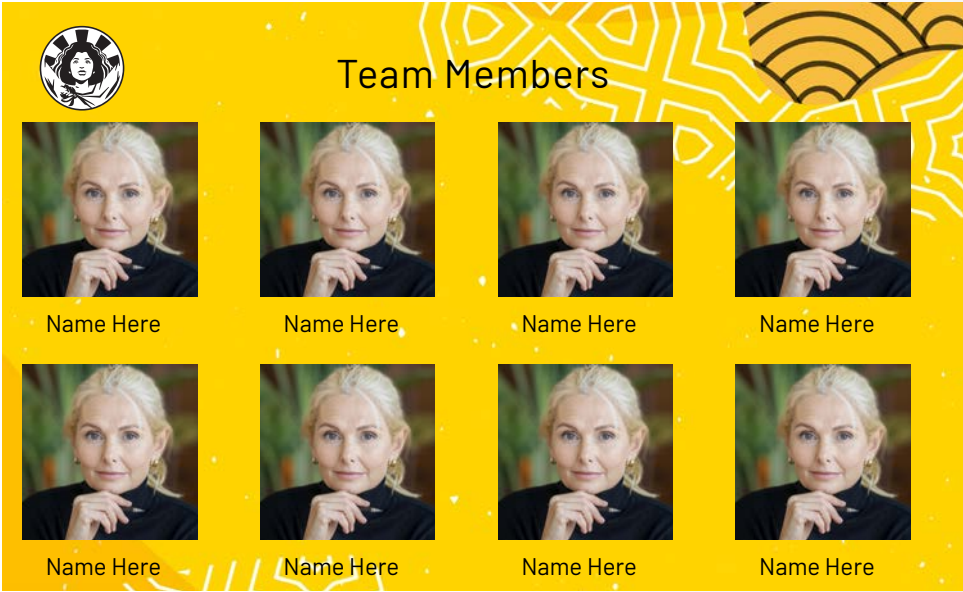
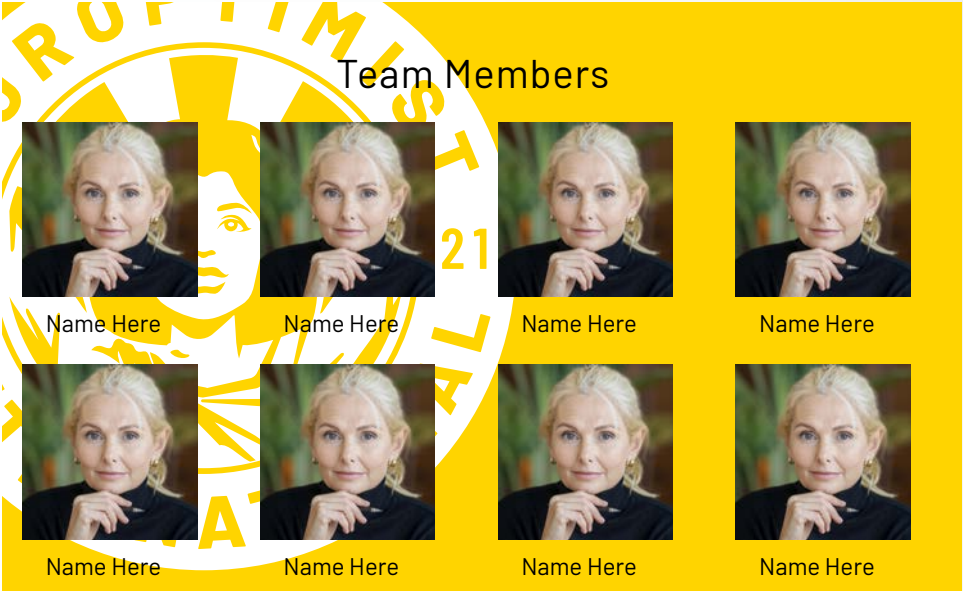


2.5

Misuse of our Emblem
(continued)

Here, we illustrate some examples where the brand is not being used correctly, by enabling the backgroud colour to feature within the Emblem.

The Emblem **must always** be used with a white background with black elements, as shown in the example, bottom right. The small, abbreviated Emblem is shown here due to the size required.



2.5

Misuse of our Emblem
(continued)

Here, we illustrate some examples where the brand is not being used correctly, by enabling the backgroud colour to feature within the Emblem.

The Emblem **must always** be used with a white background with black elements, as shown in the example, bottom right.



2.6

Heading style

Black text in Barlow Extra Bold typeface on a SI yellow block background should be used for headings. This style is not only distinctive to the SI brand but is practical for placing on top of imagery whilst maintaining strong legibility.

**This is the style
for using when
featuring
heading text**



3.0 OUR COLOUR PALETTES



3.1

Primary colour palette

This section illustrates the primary and secondary colour palettes and their colour values.

Please note that colours will vary on different screens, projectors and printed materials. This is due to the quality and configuration of screens and printers and their ability to accurately reproduce the exact colour. Variations are not caused by the colour specifications.

Please contact us if any assistance is required. To support the primary colour palette, gradients may be used, and it is proposed these are limited, as shown here, to provide a strong structure across the colour application.

Pantone 7404 C
RGB (255 212 0)
Hex FFD400
C0 M15 Y100 K0



Pantone 447 C
RGB (54 54 54)
Hex 363636
C68 M59 Y56 K64



Pantone 446 C
RGB (78 78 78)
Hex 4E4E4E
C62 M52 Y50 K47



Pantone White C
RGB (255 255 255)
Hex FFFFFF
C0 M0 Y0 K0



3.2

Secondary colour palette

Inspired by diverse cultures, their people, and environments, this range of colours will work alongside our primary colour palette, complimenting the characteristics of our brand.

Please note: the colours should always be in RGB mode when used in a digital environment. It is not possible to replicate the vibrant RGB colours in the four process colours print (cyan, magenta, yellow and black) and therefore these colours will appear more muted. If it is imperative that the vibrant version of the colour(s) should be replicated, then the spot Pantone® colour equivalent must be chosen.

Pantone 2612 C
RGB (122 33 130)
Hex 7A2182
C65 M100 Y0 K0



Pantone 583 C
RGB (175 202 11)
Hex AFCA0A
C40 M0 Y100 K0



Pantone 7417 C
RGB (233 79 53)
Hex E94F35
C0 M80 Y80 K0



Pantone 151 C
RGB (235 127 49)
Hex EB7F31
C0 M63 Y94 K0



Pantone 7555 C
RGB (219 167 0)
Hex DAA700
C13 M33 Y100 K5



Pantone 287 C
RGB (23 55 141)
Hex 17378D
C100 M84 Y10 K0



4.0 TYPOGRAPHY



4.1

Primary typeface family

Typography plays an essential role in building a strong and consistent brand. Used properly, type unifies the look of all our communications.

PRIMARY

Barlow is a slightly rounded type family. Drawing from the visual style of the California public, Barlow shares qualities with the state’s car plates, highway signs, buses, and trains.

The soft, rounded accessible Barlow family of font has been chosen for headings, body copy and call-to-actions as it has a high degree of readability and legibility when used in dense blocks online and in print. It is also web-friendly and easily available via Google for free here –

<https://fonts.google.com/specimen/Barlow>

<https://fonts.google.com/specimen/Barlow+Condensed>

Barlow

Aa BARLOW LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa BARLOW MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa BARLOW BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa BARLOW BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Barlow Condensed

Aa BARLOW LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa BARLOW MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa BARLOW BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa BARLOW BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()



4.2

Secondary typeface family

Typography plays an essential role in building a strong and consistent brand. Used properly, type unifies the look of all our communications.

SECONDARY

This serif typeface has been carefully selected to compliment the primary typefaces. This should be used sparingly as a feature or headline only or as a formal feature alternative.

Secondary/feature typeface

Aa EXPO SERIF PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa EXPO SERIF PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa EXPO SERIF PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()



4.3

Fonts for online and digital use

eCOMMS AND HTML

This common font is widely installed on Apple, Windows and Android operating systems and represents the back-up alternative in instances when the primary typefaces are not available or is not guaranteed to display correctly.

eComms and HTML

Aa

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()

Aa

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%^&*()



5.0 IMAGERY



5.1

Photography

An essential part of our brand communications and vision is the imagery we use. The right images can say so much. Ultimately, the quality and depth of our experience, impact and passion for helping women and girls around the world.

Wherever possible, communications should lead with a main 'hero' image. They should engage and inspire the reader/user whilst looking natural and not contrived or forced.

SIZE

Original images should be as large as possible to allow for close-cropping. Every image must be at 300dpi at actual size when used for print.



5.2

Advice On Taking Photographs

Taking great photographs requires some basic technical knowledge, a little creativity and some attention to detail. Here are some tips to improve your photography skills.

BASIC TECHNICAL KNOWLEDGE

- Get to know your camera’s settings, whether you are using a digital camera or a smartphone.
- Learn about aperture, shutter speed, ISO settings and other functions that can affect your photos.
- Hold your camera or phone steady. Support the lens with your hand to avoid camera shake and use a tripod if you can.

COMPOSITION

- Rule of thirds: imagine that your image will be in three parts, ensure that the main focus of the photograph is placed slightly off-centre. This adds depth, balance and visual interest to the photograph, so it is more engaging.
- Leading lines: use natural lines, like roads, fences, rivers, to guide the viewer’s eye to the subject.
- Framing: Use natural elements like windows, arches, or trees to frame your subject for a more visually appealing composition. However, be mindful of positioning—avoid branches or other objects appearing to emerge from people’s heads.
- Don’t stand too far back as you can lose detail and focus.
- When taking photographs of people, do so at eye level and ask them to look directly into the lens. This allows the viewer to engage with the subject better.
- Simplicity: avoid cluttered backgrounds that may distract the focus from your subject.

LIGHTING

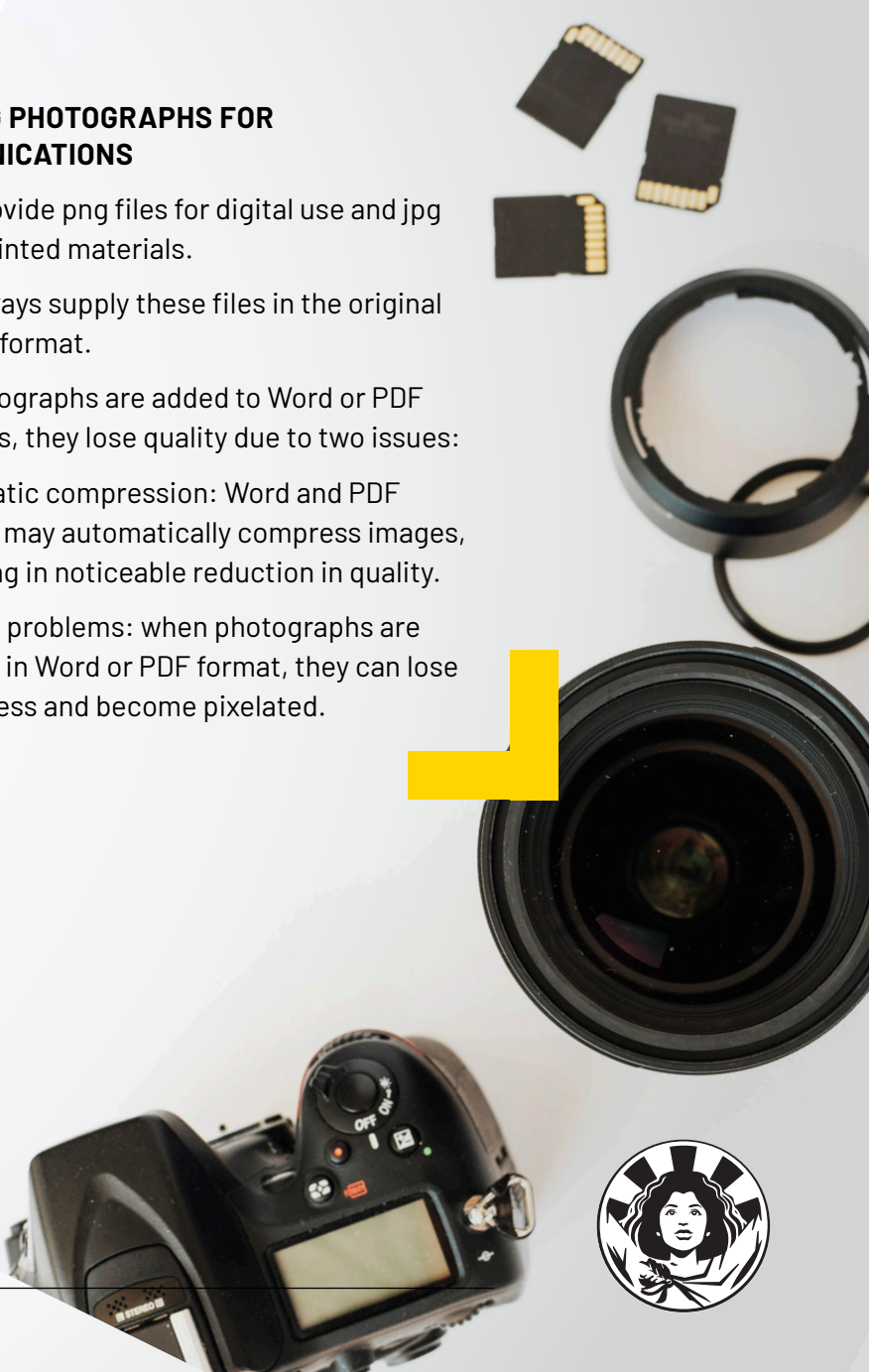
- Ensure that lighting is good for taking photographs using natural light as much as possible.
- Avoid harsh sunlight as this will reduce clarity.
- Use a flash outdoors.

ATTENTION TO DETAIL

- Check that your subject is in focus.
- When photographing someone in action, ask them to pause briefly during their movement. This helps capture a clear shot without blurriness, as moving hands can often create motion blur. Adjust brightness levels to avoid overexposure and underexposure.
- Consider how best to take the photograph. For instance, you may want to experiment with angles by shooting from different perspectives, including from high above or lower to the ground or to the side. This can add interest to the photograph and give it a more dynamic feel.
- Faster shutter speeds will enable you to freeze motion.

PROVIDING PHOTOGRAPHS FOR SI COMMUNICATIONS

- Always provide png files for digital use and jpg files for printed materials.
- Please always supply these files in the original png or jpg format.
- Once photographs are added to Word or PDF documents, they lose quality due to two issues:
 - Automatic compression: Word and PDF editors may automatically compress images, resulting in noticeable reduction in quality.
 - Scaling problems: when photographs are resized in Word or PDF format, they can lose sharpness and become pixelated.



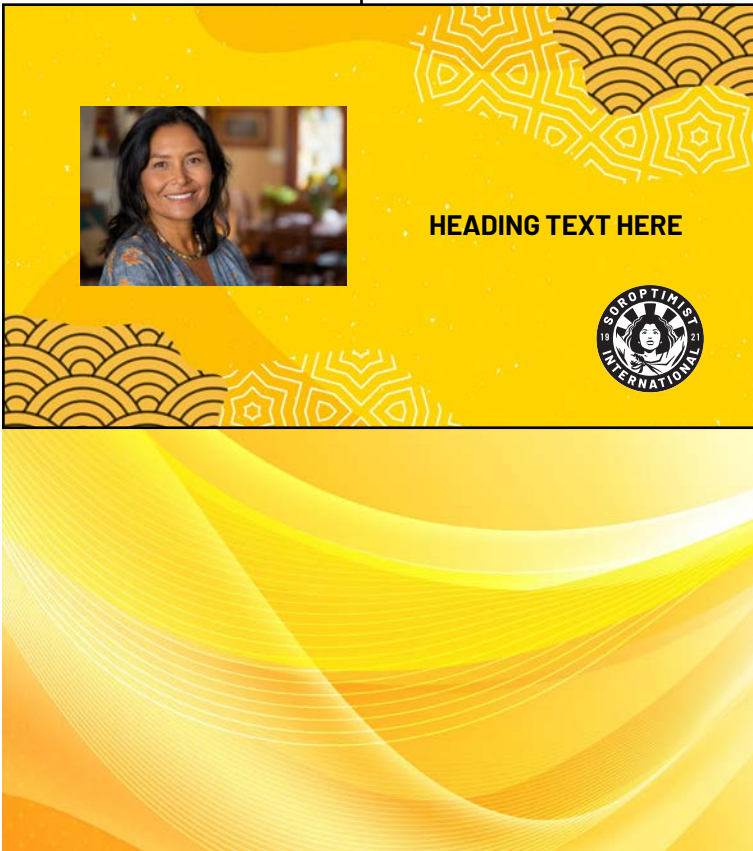
5.3

Patterns

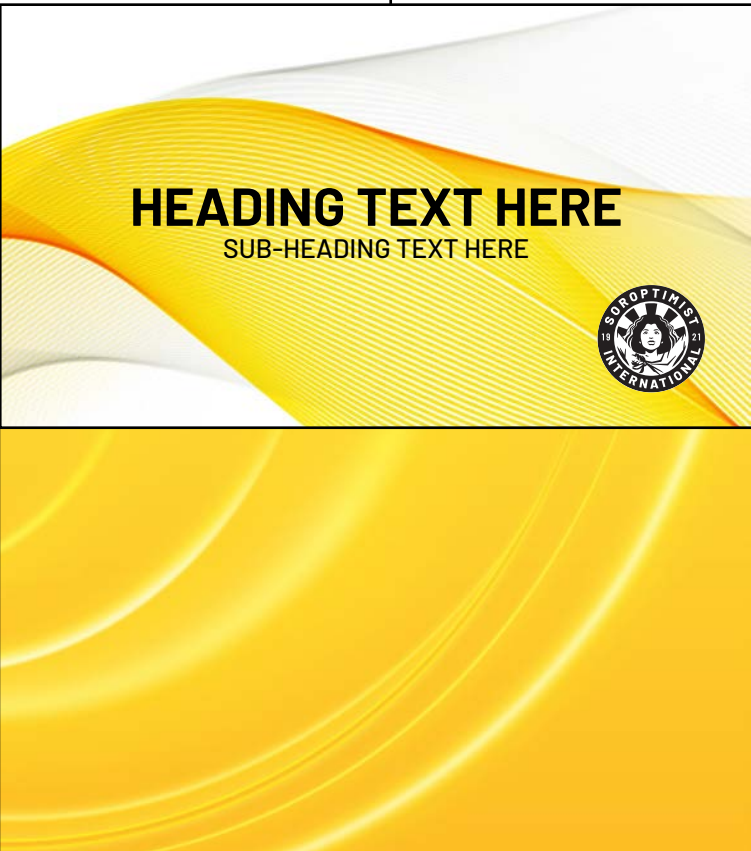
A key component to building Soroptimist International’s distinctive branding is the use of yellow pattern backgrounds. These can be used for printed and digital items.

Three examples are shown here.

EXAMPLE



EXAMPLE



EXAMPLE



Section 3

A HOW-TO GUIDE



**a global
voice for
women**



Section 3

A HOW-TO GUIDE

1.0 HOW TO CREATE SI ARTWORK – PLUS DOWNLOADABLE TEMPLATES

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Pull-Up Banners

PORTABLE IMPACT

1.1

Pull-Up Banners

With a simple, sleek frame and vibrant display, pull up roller banners are a quick and convenient way to draw the attention of your audience. Because they're so straightforward to put up and put away, you can take your banner on the road and make your pop-up sign stand out just about anywhere.

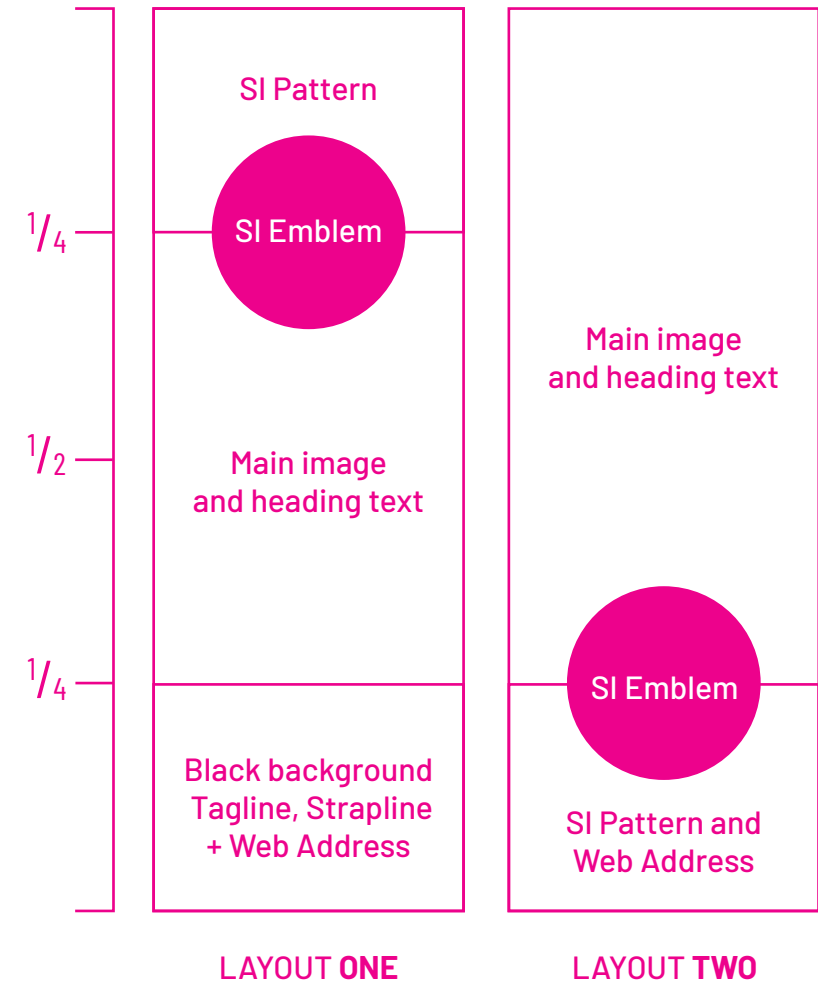


1.1 Pull-Up Banners

PORTABLE IMPACT

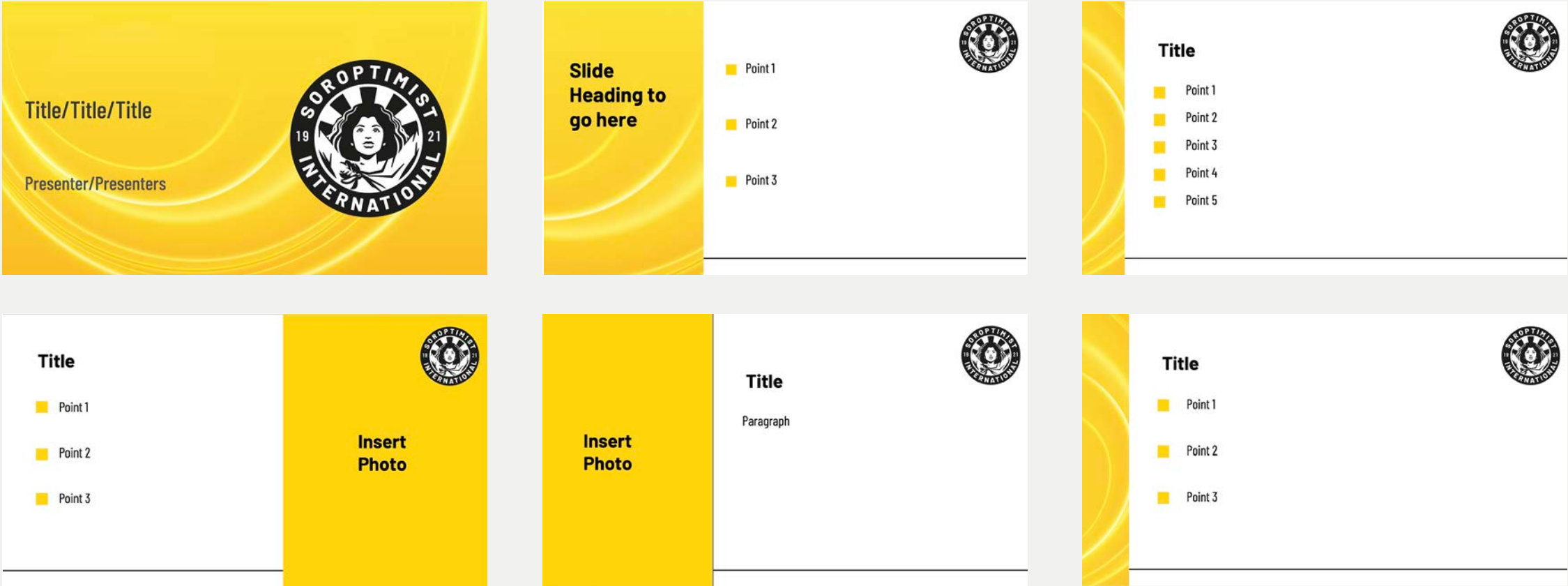
There are two layout options available to choose from when creating an SI Exhibition Pull-Up Banner

Each layout is divided into quarter sections.



1.2 PowerPoint Template

CLEAR AND CONCISE



Photos can be added within the the body of the slide area, as well as in the yellow blocks.



1.2 PowerPoint Template (continued)

CLEAR AND CONCISE

Title/Heading

- Point 1
- Point 2
- Point 3

Title/Heading

- Point 1
- Point 2
- Point 3

Insert Photo

Insert Photo

Title/Heading

- Donations
- Fundraisers
- Legacies
- Gift Aid (for UK taxpayers)
- Give us your ideas and recommendations!

Insert Photo

Title

Paragraph

Title

Paragraph

Points

Notes

Thank you

A GLOBAL VOICE FOR WOMEN

1921

SOLOPTIMIST INTERNATIONAL

EDUCATE. EMPOWER. ENABLE.

The logo of the Society of Women, featuring a circular emblem with a woman's face in the center, surrounded by the text "A GLOBAL VOICE FOR WOMEN" at the top, "1921" on the sides, and "EDUCATE. EMPOWER. ENABLE." at the bottom.

PAGE 48

1.3 Email Signature

SIGN-OFF IN STYLE

You can import the new SI email signature by downloading this template and overwriting the sample text shown here.

Full Name Here

Job Title / Position

Soroptimist International

First Line of Address | City Name | Country | Post/Zip Code

soroptimistinternational.org

FOLLOW US



This email and any attachments are intended for the above-named only, may be confidential and may contain proprietary information, some or all of which may be legally privileged. If you are not the intended recipient please notify the author and you must not use, disclose, distribute, copy, print or rely on this e-mail. Email is not a secure communications medium. We do not accept liability for any corruption, interception or amendment to this email or other email communications with us, or any consequences thereof. We have taken reasonable precautions to ensure that this e-mail and any attachments are free from viruses; we cannot, however guarantee that they are virus-free. We would advise that you carry out your own virus checks.



1.4 Stationery Set

PROFESSIONAL WITH PERSONALITY



Soroptimist International
Address Line 1
Address Line 2
Address Line 3
Address Line 4
T 01234 567890
E email@soroptimistinternational.com
soroptimistinternational.com

Date

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EDUCATE

EMPOWER

ENABLE

a global voice for women



Name Goes Here
JOB TITLE TO GO HERE

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with compliments



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1.5 Postcard

DEVOTION TO THEIR DOOR



Join us to discuss
our latest projects

Join us to discuss
our latest projects

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VISIT US AT
soroptimistinternational.org

a global
voice for
women



EDUCATE
EMPOWER
ENABLE



1.6 SI Campaigns

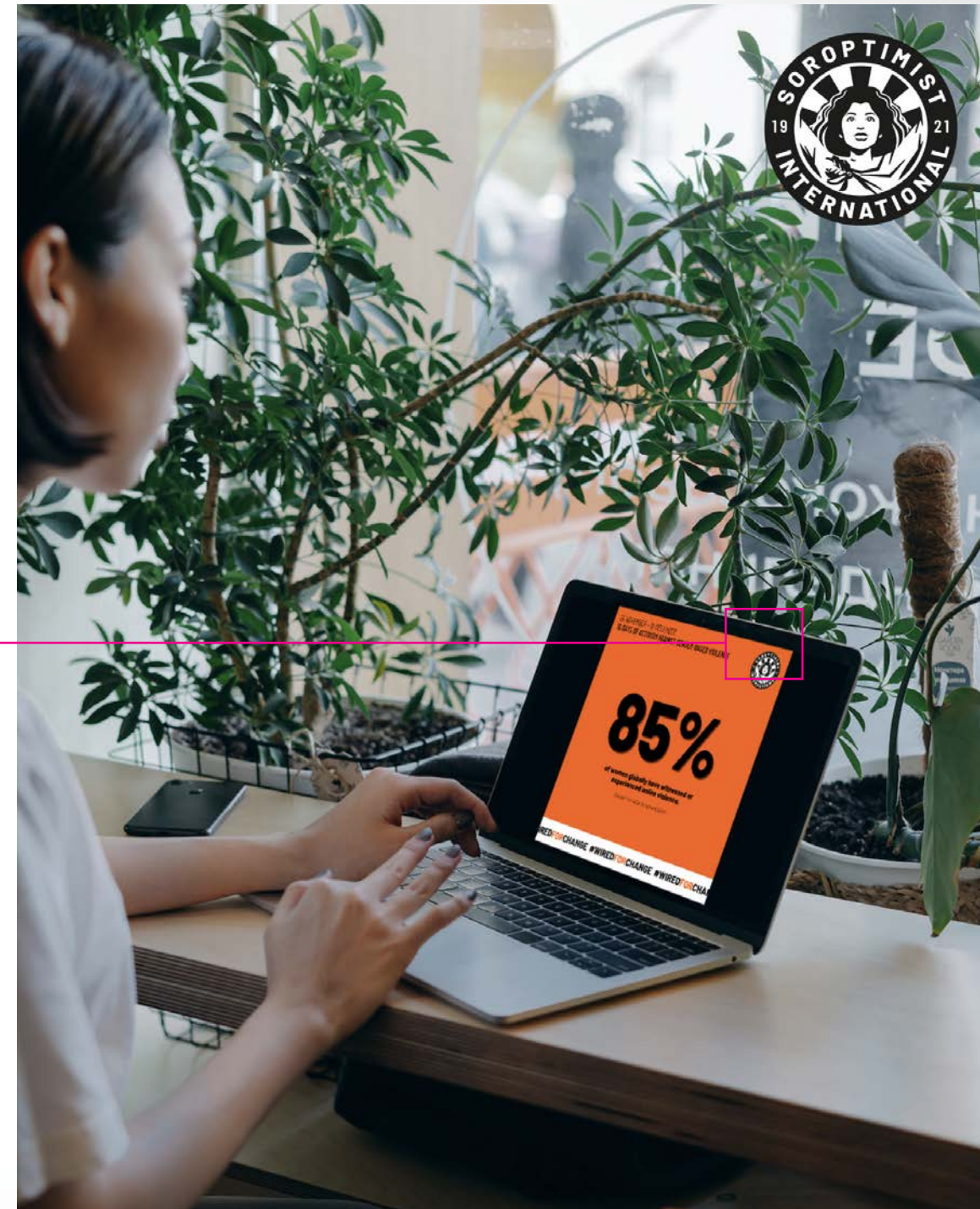
PARTICIPATE AND PROMOTE

You must use the provided graphics. These will include the Emblem.

This ensures one unified, global voice.



Feature the SI Emblem



1.7 Merchandise

PROMOTE WITH PRECISION

The SI Emblem can be applied on many various promotional items, including:

- Clothing
- Jewellery
- Drinkware
- Bags and Badges
- Umbrellas

Correct and consistent use of our branding and the Emblem in particular, ensures that our brand is consistently represented visually and remains recognisable around the world.

If you have any queries, please contact us.



1. Emblem 2. Full Emblem 3. White Emblem 4. Statement 5. Tagline



1.7 Merchandise

PROMOTE WITH PRECISION



Reversed Emblem

Strictly for foil, debossing
/ embossing printing and
manufacturing processes only.

The artwork file
'SI-Emblem-REVERSED.eps'
is to be used.



1.7 Merchandise

PROMOTE WITH PRECISION



1.7 Merchandise

PROMOTE WITH PRECISION



1.8 Secondary colour usage

CREATIVE CODE



16 Days of Activism

SI ORANGE #EB7F31



International Women's Day

SI PURPLE #EB7F31



1.9 Using the Emblem with a Federation logo

WORKING IN HARMONY

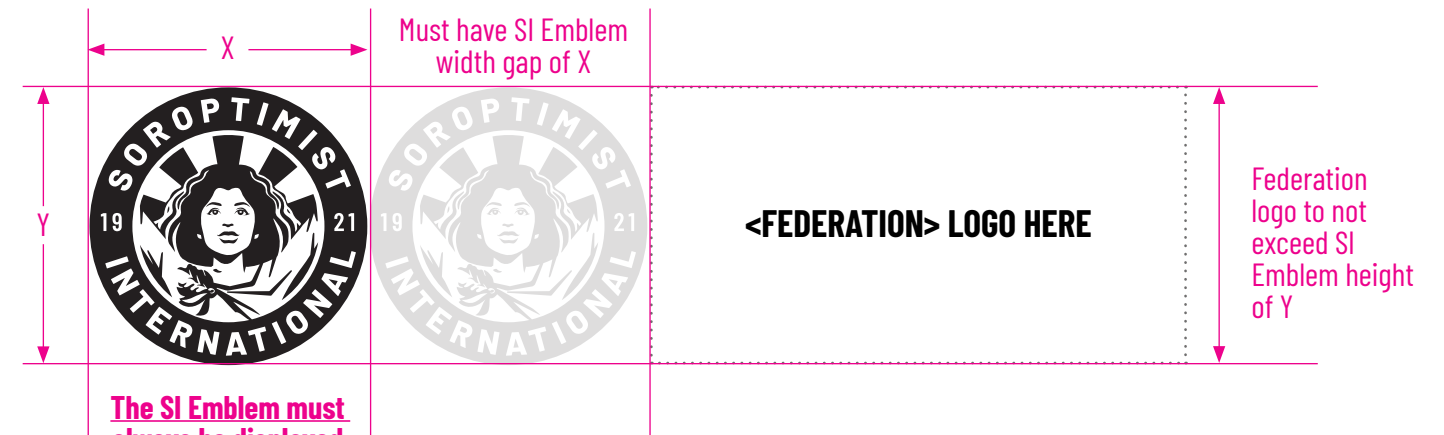
The Soroptimist International Emblem represents unity, our collective global voice and impact, and our shared mission to enhance the lives of women and girls worldwide.

When displaying the Emblem, please place it beside your Federation logo. This placement visually underscores the partnership and shared goals across our global Soroptimist community, bringing together both unique identities and our collective purpose.

This approach celebrates Federation identity whilst highlighting their membership of an international community, reinforcing Soroptimist International's strength, reach and influence both locally and globally.

If you have any queries, please contact us.

Right: Here are two examples, using the SIGBI Federation logo, of how the Emblem should be displayed alongside a Federation logo.



2.0 Which file type do I use?

CHOOSING THE CORRECT ARTWORK

JPEG



USE FOR

- Digital and web use
- In-house printing

JPEGs are often used for web images because they can be compressed to much smaller file sizes than other types of image files. JPEGs are also often used for email attachments because they are small enough to send quickly.

They can be used for printing; however, you must check if they are of high enough resolution for the size required.

Because of their different compression processes, JPEGs contain less data than PNGs and, therefore, are usually smaller in size.

EPS



USE FOR

- High quality printing
- Large format output (signage / posters)
- Factory production (merchandise / clothing / exhibition graphics)

EPS format is considered the best choice of graphics format for high resolution printing of illustrations – **as is provides lossless quality at any size**, as opposed to an enlarged JPEG file which shall pixelate, see example, top left.

PNG



USE FOR

- Digital and web use

Because of their different compression processes, JPEGs contain less data than PNGs – and therefore, are usually smaller in size.

Unlike JPEGs, PNGs support transparent backgrounds, making them preferable for graphic design.

It is important to understand which file format to use to ensure you achieve the best results. When you download the Artwork Suite, you will see the files are organised as shown, below.

Name ↑	
1 Emblem	
2 Statement	
3 E Tagline	
4 Background Patterns	
0 SI Brand Guidelines.pdf	





6.0 CONTACT

For further information and assistance about our brand, please contact the SIHQ Team at:

hq@soroptimistinternational.org

soroptimistinternational.org

