



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

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

## SIA Recognition & Branding Resources



Resource	Location(s) in "For Clubs & Members" Section of Soroptimist.org	Language
Brand and Style Guides		
Style and Branding Guide	Federation Information > Recognition & Branding Tools	English
Branding PowerPoint	Federation Information > Recognition & Branding Tools	English
Japan Nishi Region Branding PowerPoint	Federation Information > Recognition & Branding Tools	Japanese
Trademarked Logo Downloads and Other Logo Information		
SIA logo	Federation Information > Recognition & Branding Tools	English
<i>Live Your Dream Award</i> logo	Federation Information > Recognition & Branding Tools	All

Recognition & Branding Resources

All	Federation Information > Recognition & Branding Tools	<i>Dream It, Be It</i> logo
English	Federation Information > Recognition & Branding Tools	LiveYourDream.org logo
All	Federation Information > Recognition & Branding Tools	Policy for Use of SIA Registered Trademarks
All	<ul style="list-style-type: none"> <li>■ Federation Information &gt; Recognition &amp; Branding Tools</li> <li>■ For Clubs &amp; Members &gt; For Clubs &gt; Club/Member Forms &gt; Federation Forms</li> </ul>	Licensing Application/Fee Payment
All	Federation Information > Recognition & Branding Tools	Logo Policy FAQ
Banners and Flags		
English	Federation Information > Recognition & Branding Tools	Banner and Flag Design Guide
English	Federation Information > Recognition & Branding Tools	Just "S" Trademark Logos in White and PMS659 (for white and blue banners)
Social Media Kit		
English	Federation Information > Recognition & Branding Tools	SIA Social Media Strategy
English	Federation Information > Recognition & Branding Tools	Social Media Guide for Clubs and Regions
English	Federation Information > Recognition & Branding Tools	Social Media Profile Images

Social Media Ads	Federation Information > Recognition & Branding Tools	<ul style="list-style-type: none"> <li>▪ Instructions – English</li> <li>▪ Ads – All</li> </ul>
Key Messaging		
Key Messaging Documents	<ul style="list-style-type: none"> <li>▪ Federation Information &gt; Recognition &amp; Branding Tools</li> <li>▪ Federation Information &gt; Key Messaging</li> </ul>	All
Customizable Templates		
<i>Live Your Dream Awards</i> Publicity Kit	<ul style="list-style-type: none"> <li>▪ Federation Information &gt; Recognition &amp; Branding Tools</li> <li>▪ Program Resources <i>Live Your Dream Awards</i> Club Resources</li> </ul>	All
<i>Dream It, Be It</i> Publicity Kit	<ul style="list-style-type: none"> <li>▪ Federation Information &gt; Recognition &amp; Branding Tools</li> <li>▪ Program Resources <i>Dream It, Be It</i> Club Resources</li> </ul>	All
Diamond Campaign Promotional Materials	<ul style="list-style-type: none"> <li>▪ Federation Information &gt; Recognition &amp; Branding Tools</li> <li>▪ For Clubs &gt; Member Recruitment Tools &gt; Diamond Campaign</li> </ul>	All
Announcement of New Club Sample News Release	<ul style="list-style-type: none"> <li>▪ Federation Information &gt; Recognition &amp; Branding Tools</li> <li>▪ For Clubs &gt; Chartering New Clubs</li> </ul>	English
Website Templates	Federation Information > Recognition & Branding Tools	All

Recognition & Branding Resources

English	Federation Information > Recognition & Branding Tools	News release, media advisory, fact sheet and media consent form templates
English	Federation Information > Recognition & Branding Tools	Club stationery, envelope and business card templates
<i>Videos – SIA produces a variety of inspirational videos to promote organization and Dream Programs</i>		
All (subtitles)	SIA YouTube Channel and various sections throughout website	Organizational Video – Soroptimist: Empowering Women & Girls to Live Their Dreams
All + recipient versions (in Spanish, Japanese)	SIA YouTube Channel and various sections throughout website	Live Your Dream: Education and Training Awards for Women video
English	SIA YouTube Channel and various sections throughout website	<i>Dream It, Be It</i> video
<i>Staff Contacts – we are here to help you!</i>		
English	<a href="mailto:kamali@soroptimist.org">kamali@soroptimist.org</a>	■ Kamali Brooks, Associate Director of Communications
English	<a href="mailto:laurie@soroptimist.org">laurie@soroptimist.org</a>	■ Laurie Sutton, Communications Manager – contact for help with logos, printing needs, layout/design issues and Best for Women submissions