



SIGBI BRAND PROTOCOL 2013

For the purpose of this document, references to Soroptimist International Great Britain and Ireland (SIGBI) Limited and Soroptimist International may be written as “SIGBI” and “SI” only. The Federation of SIGBI includes SIGBI Clubs, Regions, National Associations and Networks.

SIGBI Brand

The Brand identity of SIGBI is a combination of the different versions of the logo, names and words describing the organisation and the work it does.

This protocol covers the use of the SIGBI brand in all communications both **print** (marketing literature and stationery) and **electronic** (eg. websites, social networking sites, email, electronic brochures, films, CD Roms, DVDs and PowerPoint presentations).

The SIGBI logo, known as the 'Dynamic S' is an integral part of SIGBI's branding and an important element in establishing the Federation as a recognisable and respected brand. As such, the logo is trademark-protected in law.

The Dynamic S has been developed to capture the vibrant, dynamic nature of our Mission and Vision, within the stylised image of the female form. It can also be seen as the 'S' for Soroptimists, with the dot being seen as the head of the woman or the dot of the "i" for International.

The logo consists of three elements (as shown below), the Dynamic S, the logo type and the Federation name.



Please also note that the Federation Name can be replaced with the name of any Clubs, Regions, National Associations and Networks within SIGBI Ltd.

For more detailed information on the use of the SIGBI Brand, please refer to the document "SIGBI Brand Guidelines". This document is available by request from the SIGBI HQ or for Members to download from the Members' Section of the SIGBI Website www.sigbi.org/members under the heading of "Communications".

Use of the SIGBI Brand

The SIGBI logo should appear on all marketing and other material that promotes SIGBI to internal and external audiences. As shown above the logo will usually be accompanied by the Federation name and words describing the organisation and the work it does.

Permission to use the SIGBI Brand

The following are granted full permission to use the SIGBI Brand without prior written consent:

- Clubs, Regions, National Associations and Networks of SIGBI.
- Media when used in conjunction with a SIGBI story.

This includes, but is not limited to the use of the logo with words in support of the brand identity of SIGBI on clothing, printed material and websites.

SIGBI has partnerships with third party external organisations e.g. charities. These third party partners may use the SIGBI Brand only with the express permission of SIGBI i.e. if a Club creates a partnership with a charity then the charity must ask the Club or be given permission by the Club to use the SIGBI Brand. A Partnership may be created with SIGBI Ltd, SIGBI Clubs, Regions, National Associations and Networks but cannot be entered into with any individual members.

Use of the SIGBI Brand by Third Parties

Any partners of SIGBI must clearly define the partnership relationship in the materials being published.

Any use of the SIGBI Brand by third parties must adhere to the SIGBI Brand Guidelines. This must be monitored and managed by SIGBI i.e. if a Club has created a partnership with a charity and the charity has asked to use the SIGBI Brand then the Club must monitor this to ensure it adheres to the SIGBI Brand Guidelines.

For the use of logos for Partner Branding, see page 42 of the SIGBI Brand Guidelines.

Use of the SIGBI Brand in Electronic Marketing Materials

The SIGBI Website and SIGBI Club hosted websites all use the SIGBI Brand including the logo as a standard header, in its correct format and position. SIGBI Websites use words in support of the brand identity of SIGBI and the work it does. Non-SIGBI hosted websites are referred to in the document “Guidelines and Protocol on Soroptimist Websites”. This document is available by request from the SIGBI HQ or for Members to download from the Members’ section of the SIGBI Website www.sigbi.org/members under the heading of “Communications”.