



ZONTA
INTERNATIONAL

EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

BRAND IDENTITY GUIDELINES

JANUARY 2015

Zonta Brand Identity Guidelines

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Objective	3
Mission, Vision & Brand Theme	4
Brand Personality	5

The Zonta Logo

The Zonta Logo History	6
The NEW Zonta Logo.....	7
The Zonta International Logo	8
The Zonta District Logo.....	9
The Zonta Club Logo	10
The Zonta Foundation Logo.....	11
Minimum Specifications	12
The Zonta Logo: Incorrect Use	13
Z Club & Golden Z Club Logos.....	14

Visual Identity

Visual Identity	15
Color	16
Photography	17
Typography	18

Collateral

Business Stationery Templates.....	19
Collateral Examples (Print)	20
Web & Social Media Examples	21
Using Complimentary Colors.....	22

Branded Merchandise

Branded Merchandise Overview & Usage Examples	23
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Brand Identity Objective

A brand is more than a logo and a set of marketing materials. A brand is a **promise**. A promise that supports your core values and delivers on your mission and vision.

The Zonta Brand Identity Guidelines will serve as the primary document for guidance on the use of the Zonta brand. The objective of developing the new Zonta brand identity was to refresh the existing brand identity, develop visual identity guidelines for easier implementation, and ensure that Zonta exhibits a consistent global image. The key measures of success are shown below:

- Create a more memorable brand for Zonta that increases recall, recognition and awareness.
- Develop a more meaningful brand that helps increase the organizations relevance on a global scale.
- Build a more contemporary brand that shows forward movement but does not limit the brand equity already established.
- Integrate an element of warmth that shows the depth of caring, compassion, and trust that Zontians throughout the world exhibit.

The guidelines encompass a wide spectrum of standards, including:

- Logo design
- Color palette
- Typography
- Brand Identity standards
- Branded merchandise examples
- Template examples

Mission, Vision and Brand Theme

Understanding the difference between the mission, the vision, and the brand theme

The **mission** serves as a formal summary of the aims and values of Zonta.

The **vision** is a declaration of Zonta's goals for the long-term future and identifies what we would like to achieve.

The **theme** defines the Zonta brand's core purpose in one simple, and succinct sentence.

Mission

Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.

Vision

Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.

In such a world, women have access to all resources and are represented in decision making positions on an equal basis with men.

In such a world, no woman lives in fear of violence.

Theme

Empowering Women Through Service and Advocacy

Zonta Brand Platform: Brand Personality

One of the subsets of the Zonta brand is brand personality. The brand personality relates a set of human characteristics with the Zonta brand. These characteristics are listed below and are meant to symbolize the traits that Zontians espouse.

Professional | Active | Intellectual | Knowledgeable | Results-Oriented | Honest | Trustworthy

Word palette

The word palette contains words that can be used throughout Zonta messaging to provide consistent language about the organization:

Professional	Recognized
Active	Sincere
Knowledgeable	Competent
Results-oriented	Strong
Honest	International
Trustworthy	Global
Dedicated	Powerful
Committed	Pride
Courageous	Humanity
Caring	Enrich
Encouraging	Build
Confident	Advance
Respected	Contemporary

The Zonta Logo History

The Story of the Zonta Emblem



"Zonta" is derived from a Lakhota (Teton Dakota), a language of the Native-American Sioux peoples, word meaning honest and trustworthy. It was adopted in 1919 to symbolize the combined qualities of honesty and trust, inspiration and the ability to work together for service and world understanding.



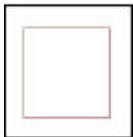
The emblem is not simply a decorative design. It is an adaptation and composite of several Sioux Indian symbols which when superimposed take on a special significance for Zontians.



What appears to be the letter "Z" is actually the Sioux symbol for "ray of light," "sunshine" or "flash of radiance"- and so "inspiration." The entire Zonta movement is an inspiration, and that inspiration stems from the "radiance" of each individual Zontian and so this symbol means to us "ALL of Zonta" and "each individual member of ZONTA," and becomes the focal point of the emblem.



This Sioux symbol means "to band together for a purpose" or "to stand together"- in a word, "loyalty." With loyalty, individual members band together into clubs, clubs into districts/regions and districts and regions into Zonta International. So "loyalty" surrounds the "radiance" and "inspiration" as we begin to see a familiar pattern.



This is the Sioux way of saying "to carry together." Carrying together is a most important ingredient for the accomplishment of Zonta's purpose: to work for the advancement of women worldwide through a global fellowship of business executives and professionals. This symbol has been conventionalized to lend itself to the total pattern and slips over the "inspiration" and the "loyalty" to draw us closer together.



This is the Sioux symbol for "shelter." Zonta's many service projects are a shelter for those in need. This symbol therefore lends itself importantly in significance and design, embodying Zonta's aims and aspirations.

The symbolism of the square is not exclusively Sioux, nor is it exclusively Native American. It perhaps dates back even further than all of these other symbols in its representation of "honesty" and "trust."

This symbol--composed of many symbols--became Zonta's emblem signifying a radiant group of successful professionals who are loyal, honest, trustworthy and inspired to empower women worldwide through service and advocacy.



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During the 1996-1998 Biennium, the Zonta International Board voted to have the words "Zonta International" incorporated into the emblem to standardize its appearance and enhance recognition of Zonta International throughout the world.

The NEW Zonta Logo

The Zonta logo has several variations that will be used for different purposes across the organization. There are slight differences between the variations.

- Zonta International Logo
- Zonta District Logo
- Zonta Club Logo
- Zonta International Foundation Logo

In addition to the logos for the International, District, Club and Foundation logos, there are also standard logos for :

- Z Club Logo
- Golden Z Club Logo

There are three different versions of the vertical Zonta logo (shown below) that are approved for use, including:

- 2-color logo
- Black & white logo
- Reverse logo

In addition, there is a horizontal version of the Zonta logo that is also available in color, black & white, and reverse.

Components of the NEW Zonta logo



The new Zonta logo is comprised of the following components:

Emblem: The emblem is a graphic mark that has been used historically throughout the organization. It is included in the Bylaws and has not been altered in any way from the original version. See "The History of the Emblem" page 6.

Registration mark: The registration mark indicates that the emblem has been registered with the U.S. Patent and Trademark Office and is protected from copyright infringement by law.

Word mark: the word mark indicates the type of organization affiliated with the logo. For instance, there are different word marks for Zonta International, Zonta districts, Zonta clubs, and the Zonta International Foundation.

Separator: The gold line that separates the logo indicates strength and unity.

Tagline: The tagline is used with all Zonta logos with the exception of the Foundation because it serves a different purpose.

The Zonta International Logo

The Zonta International logo is used for all activities that are developed from headquarters.

Versions of the logo are available in the following configurations:

Vertical

- Vertical 2-color logo
- Vertical reverse logo
- Vertical black & white logo

Horizontal

- Horizontal 2-color logo
- Horizontal reverse
- Horizontal black & white logo



Block logo

The block logo (the logo without the tagline) can be used only when space is limited or when you need to use at a small scale. See "Minimum specifications", page 12.



The Zonta District Logo

The Zonta district logo is used for all district-level activities. Each district has its own unique logo indicating which district they represent.

Versions of the logo are available in the following configurations:

Vertical

- Vertical 2-color logo
- Vertical reverse logo
- Vertical black & white logo

Horizontal

- Horizontal 2-color logo
- Horizontal reverse
- Horizontal black & white logo



The Zonta Club Logo

The Zonta club logo is used for all activities that are developed from individual clubs. Each chartered club has its own individual version of the club logo. Logos shown to the right are for reference only.

Versions of the logo are available in the following configurations:

Vertical

- Vertical 2-color logo
- Vertical reverse logo
- Vertical black & white logo

Horizontal

- Horizontal 2-color logo
- Horizontal black & white logo
- Horizontal reverse

The names of some clubs are very long. There are versions for two and three lines of city names, as shown below.



The Zonta International Foundation Logo

The Zonta International Foundation logo is used for all activities designated for the Foundation.

Versions of the logo are available in the following configurations:

Vertical

- Vertical 2-color logo
- Vertical reverse logo
- Vertical black & white logo

Horizontal

- Horizontal 2-color logo
- Horizontal reverse
- Horizontal black & white logo



Minimum Size Specifications

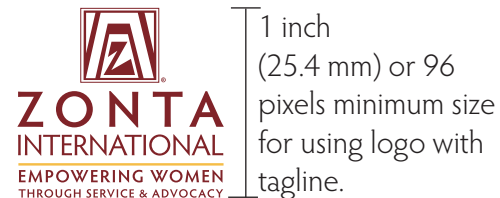
It's important for the logo to have clear space around the perimeter to allow for maximum brand impact. In the illustration at right, note that the clear space should be equal to the height of the letter "Z" in "Zonta".

In addition, the tagline should always be legible. If the allowed space for the logo does not permit the tagline to be legible, you must use the version of the logo without the tagline. Minimum size requirements for using the logo with the tagline are shown in the illustration at right. When logo height is less than 1 inch (25.4 mm), use the block logo without the tagline. Block logos are available in mahogany, black & white, and reverse.

Clear space is
X-height= height of the
letter "Z" in "Zonta"



The tagline should not be used in instances where it becomes illegible. In these cases, use the version of the logo without the tagline.



Block logo: use when logo is less than 1 inch (25.4 mm) or 96 pixels high.



The Zonta Logo: Incorrect Use

Proper use of the Zonta brand will ensure a consistent and professional image. Some basic guidelines to remember:

- Do not alter the Zonta logo in any way.
- Do not animate, color, rotate, skew, or apply effects to the logo.
- Never attempt to create the logo yourself, change the font, or alter the size or proportions.

Some visual examples are shown to help illustrate incorrect use of the Zonta logo.

1. Do not stretch the logo.
2. Do not use the word mark without the emblem.
3. Do not add shadows to the logo.
4. Do not recolor the logo.
5. Do not make the logo into a pattern or texture.
6. Do not apply any photo effects to the logo.

7. Do not rotate the logo.
8. Do not use the logo in a repeating pattern.
9. Do not alter the transparency of the logo.
10. Do not use the color logo against a colored background other than white, black or gray. Use the black logo version instead.
11. Do not use the logo with the tagline when the tagline is too small to read. Use the version without the tagline.
12. Do not apply an outline to the logo.
13. Do not amend the logo with clipart.
14. Do not replace the tagline with any other text. It must remain "Empowering women through service & advocacy".



1



2



3



4



5



6



7



8



9



10



11



12



13



14

Z Club & Golden Z Club Logos

Headquarters will use the Z club and Golden Z club logos as shown at right. All clubs should use their own versions with the club name listed underneath the logo as shown under "Club name specifications".

Versions of the logo are available in the following configurations:

Z club

- 2-color logo
- black & white logo

Golden Z club

- 2-color logo
- black & white logo



Club name specifications

The club name should be listed under the Z club or Golden Z club logo. The specifications at the right indicate how to complete the logo.

Space between the bottom of the logo and the top of the club name is 1/2 the size of the club name height.



The club name text size should be the same height as the body of the word "club" in the logo.

Any approved font can be used for the club name. Use upper & lower case letters and regular font, not bold.

Visual Identity

A consistent visual identity system supports a strong brand for Zonta by creating a unified look in print and electronic communications. People react to visuals before they read even a word so it's important to provide strong and consistent visuals that reflect the proper brand image.

The new Zonta visual identity consists of logos, typography, color, and graphic elements to tie together the look and feel for all print and electronic communications. The visual identity helps people recognize Zonta and identify the work they do.

Photographs are also an important element to the visual identity strategy. Photographs help tell human stories and show what Zonta is doing to improve the quality of life for women globally.

Materials can be easily reproduced using helpful templates

available through Zonta International Headquarters. Using templates helps maintain a consistent visual identity. Districts and clubs are to use the templates that are provided by Headquarters to create their own versions.

Zonta graphic element: the graphic element employed throughout Zonta's visual identity is a strong mahogany line that symbolizes connectedness, strength, and unity.

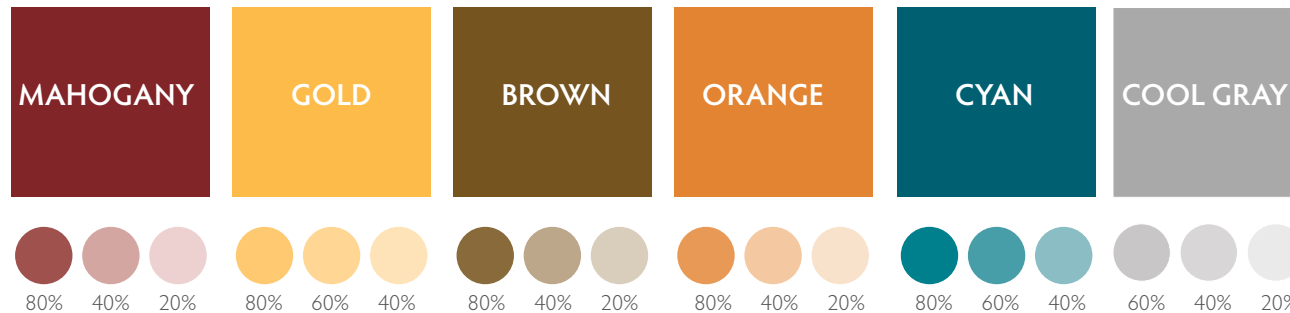


Color

Maintaining consistent color throughout all Zonta communications whether in print or electronic form is vital. The primary color, **Mahogany**, is the color that has been used historically and has not changed. The secondary color, **Gold**, has been used in the Zonta brand for symbolizing strength and power. The color in the approved palette has been standardized to represent a more warm and approachable color than the previous yellow. Several

complimentary colors, including **orange** and **cyan** have been established to incorporate variety and allow for a more youthful and engaging color range. Neutral colors include **brown** and **cool gray**. Complimentary and neutral colors are included in the palette for use in events and campaigns and should be used based on the emotional connection you are trying to evoke. Complimentary colors evoke energy, excitement and passion whereas neutral colors are more subtle.

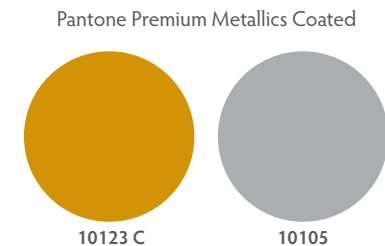
Approved Zonta color palette and tints



Color standards chart

	Mahogany	Gold	Brown	Orange	Cyan	Cool Gray
PMS (Pantone)	1815C	142C	140C	7413C	3155C	Cool Gray 6
CMYK	21/92/82/35 80%: 30/75/65/17 40%: 17/37/30/0 20%: 7/18/13/0	3/27/83/0 80%: 1/21/66/0 60%: 0/16/48/0 40%: 3/27/83/0	42/59/100/33 80%: 41/63/100/37 40%: 23/28/37/0 20%: 10/13/17/0	9/57/93/0 80%: 5/44/72/0 40%: 0/22/32/0 20%: 0/11/14/0	100/45/46/19 80%: 86/35/39/6 60%: 69/23/33/0 40%: 44/12/21/0	35/29/28/0 60%: 20/17/16/0 40%: 12/10/10/0 20%: 35/29/28/0
RGB	128/37/40 80%: 157/81/77 40%: 209/165/161 20%: 233/209/206	245/189/71 80%: 250/202/110 60%: 254/214/146 40%: 245/159/71	117/83/25 80%: 112/75/28 40%: 199/178/157 20%: 228/216/204	225/132/49 80%: 236/156/91 40%: 251/205/171 20%: 255/229/212	0/95/113 80%: 0/126/140 60%: 80/157/167 40%: 142/189/195	169/168/169 60%: 203/201/202 40%: 220/219/219 20%: 169/168/169
HEX (WEB)	802528	F513D47	755319	E18431	005F71	A9A8A9

When gold or silver foil is required, use the following color standard.



Photography

Photos help tell a human story. Photos showcase the profound impact that Zonta has in the world. When used in Zonta communications they should capture authentic Zonta-like attributes of service and should evoke human energy and vibrant color. Photography should reflect the diverse range of Zonta's members and the women Zonta serves including women of all ages and cultures from around the globe.

Some tips for keeping photography in line with the intended emotional connection:

- Show close-up interaction between people
- Focus on the human connection
- Use images of women who exhibit strength
- Include images that capture the heart and soul of the subject



Typography

To help ensure that all visual communications are consistent, the following typography standards should be followed.

Hypatia Sans Pro

Hypatia Regular Hypatia Semibold

Hypatia Sans Pro is the font used in the wordmark and tagline within the logo. Hypatia Sans Pro should be used in headings and subheadings in print and electronic communications when available. Hypatia Sans Pro is an Adobe font that is licensed. There is a cost associated with using this font. To purchase Hypatia Sans Pro, go to adobe.com/type and search for "Hypatia Sans Pro".

Lato*

Lato Lato Bold *Lato Italic* ***Lato Bold Italic***

Lato is an open source font that is available for free. Lato should be used when Hypatia Sans Pro is unavailable. To download the Lato font, go to <http://www.latofonts.com>.

Arial

Arial Arial Narrow *Arial Italic* **Arial Bold** ***Arial Bold Italic***

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content. Arial should be used when Hypatia Sans Pro is unavailable or in body copy.



Trademark

The Zonta emblem and the words "Zonta International" are registered with the U.S. Patent and Trademark Office and are legally protected from copyright infringement. See patent and trademarks at www.uspto.gov for more information.

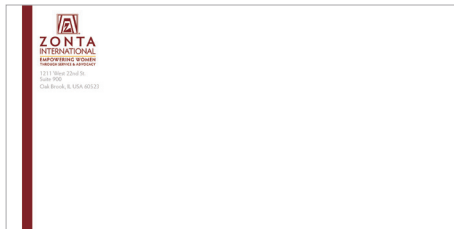
Business Stationery Templates

Templates have been created for standard business stationery to help maintain consistency across the organization. There is a template available for letterhead, envelopes, business cards, document covers, and a PowerPoint. Templates were created in US and international sizes to accommodate all needs around the globe.

Templates are available at <http://www.zonta.org/BrandRefresh.aspx>.

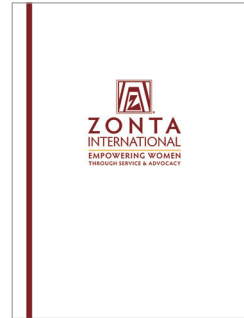
Envelopes

US: No. 9 (3.875 in. x 8.875 in.)
International: DL (110 mm x 220 mm)



Document Cover

US: 8.5 in. x 11 in.
International: A4
(210 mm x 297 mm)



Letterhead

US: 8.5 in. x 11 in.
International: A4
(210 mm x 297mm)



PowerPoint

standard size



Business Cards

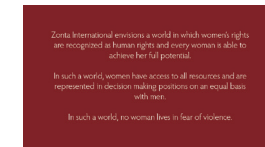
US: 3.5 in. x 2.0 in.
International: 85 mm x 55 mm



Business card with photo



Business card w/o photo



Back of headquarters business card only



Back of district and club cards

Collateral Examples (print)

Below are examples of collateral for reference.



Address Labels



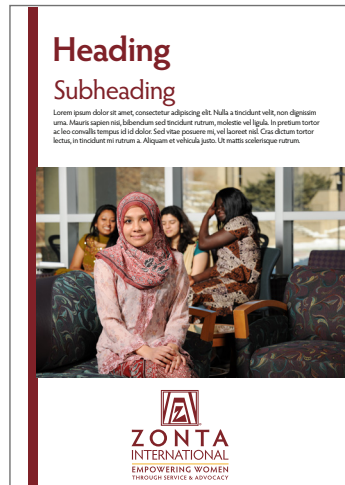
Envelope



Envelope (Back)



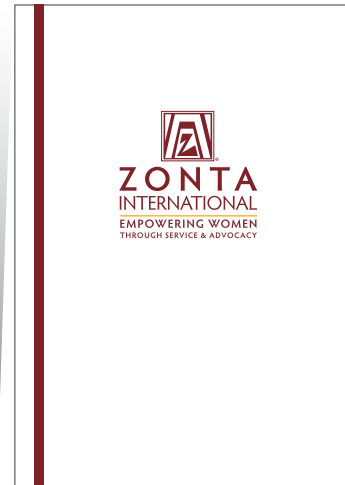
CD



Flyers & Posters



Letterhead



Document Cover or Folder



Brochure (Front & Back)



Notepads



Name Tag



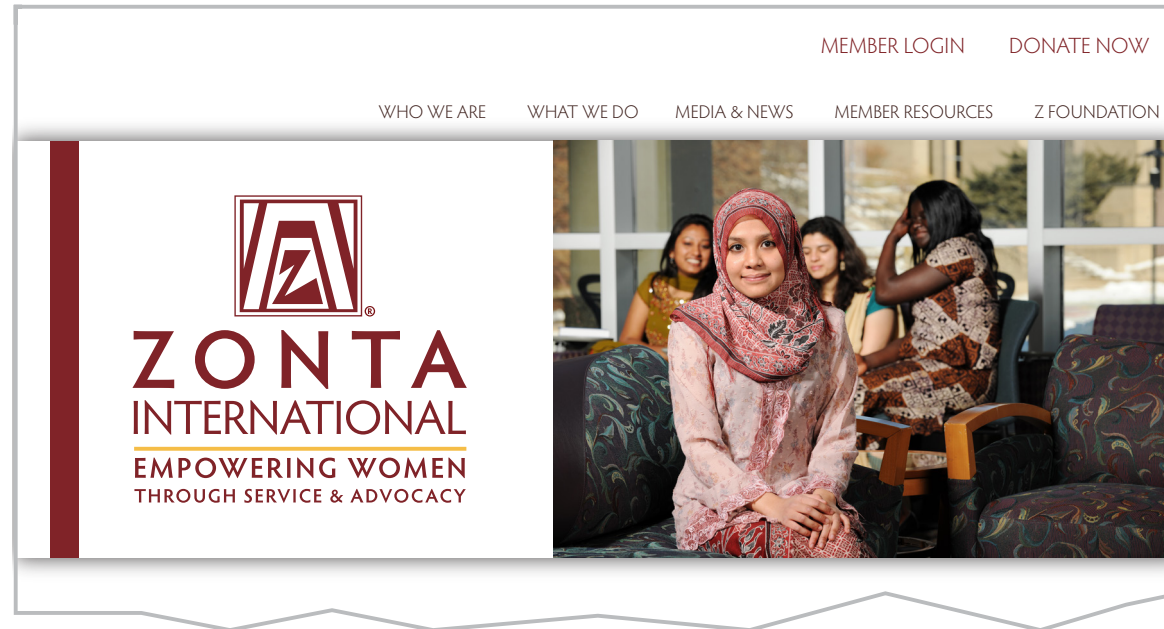
Bookmark



Event Badge

Web & Social Media Examples

It's a digital world. Maintaining a consistent brand across all communication platforms is critical to maintaining a strong brand identity. Shown are several examples of website banners and social media landing pages for reference.



Website Banner



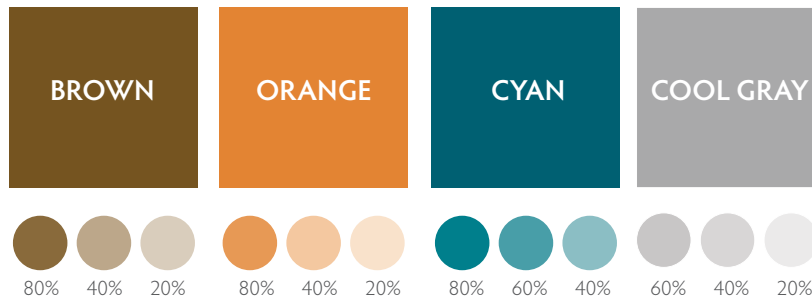
Facebook Page



Twitter Page

Using Complimentary Colors

Complimentary colors are included in the official color palette to add variety and interest specifically for campaigns and events. Complimentary colors should never be used in the logo or used as to replace the mahogany color in the line design element. Orange and Cyan are provocative colors that compliment the standard color palette whereas Brown and Cool Gray are neutral colors. Acceptable tints of each complimentary color are also listed. Some possible examples are shown here as well.



"Zonta says NO to violence against women" campaign using complimentary color orange.



Before



After

Cool gray



Brown



Branded Merchandise

Proper use of the Zonta logo on merchandise is encouraged. Some rules to ensure your project is professional and meets brand standards are below.

- Use the full version of the logo that includes the emblem, word mark, separator, and tagline unless space is limited.
- When space is limited, use the logo without the separator and tagline.
- Logos in .eps format should be used for printed materials for the best results.
- Logos in .jpg format should be used primarily for web-based materials for best results.
- When printing merchandise colors other than black, white, gray, or mahogany should use the black logo version as shown below.



Shirts



Pins



Hats



Totes



Vinyl Banners



Flags



Pen



Cup

