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GUIDELINES FOR ORGANIZATIONAL IDENTITY FOR USE BY ZONTA INTERNATIONAL ZONTA INTERNATIONAL FOUNDATION ZONTA DISTRICTS / ZONTA CLUBS

Why We Need Guidelines

A well-defined corporate identity is a daily reminder of who we are as an organization. First impressions are crucial to our success in attracting new members, retaining current members, raising funds to support our programs and projects, raising awareness of our organization and enhancing our sphere of influence.

One of the necessary conditions for establishing loyalty to our organization is a visually inviting and memorable identity through all our marketing efforts; membership recruitment materials, member communication materials, products we may sell, packaging, communication materials, advertising, and fundraising.

A consistent Zonta identity presentation should always emphasize the core values of the organization. It has to support our marketing efforts by effectively communicating specific qualities expected by our members and potential members worldwide. It will contribute to Zonta being perceived in a more attractive way and will improve our position as one of the world's leading service organizations.

Taking care of our organizational identity is an ongoing process. It must be managed, justified, developed and strengthened at all levels.

Logos

Zonta International / Zonta International Foundation Logos

The Zonta International and Zonta International Foundation Logos consist of the Zonta Emblem and the words Zonta International or Zonta International Foundation placed together in a specific format.



The Zonta Emblem

Zonta International Bylaws, Article XV, Section 3. Emblem. The emblem of

Zonta International shall be a square as shown.

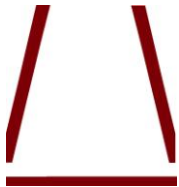
The Zonta emblem is not simply a decorative design. It is an adaptation and composite of several Sioux Indian symbols that, when superimposed, take on a special significance for Zontians.



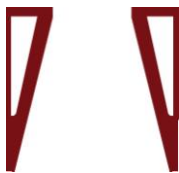
What appears to be the letter "Z" is actually the Sioux symbol for "ray of light," "sunshine" or "flash of radiance" – and so by extension, "inspiration."



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, and districts into Zonta International. So loyalty surrounds the radiance and the inspiration as a familiar pattern begins to emerge.



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 understanding, good will and peace through a world 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 members closer together.



This is the Sioux symbol for "shelter." Zonta's many service projects are in a real and broad sense shelter for someone or something. And service is synonymous with Zonta. 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 indeed is it exclusively Native American. It perhaps dates back even further than all of these other symbols in its representation of "honesty" and "trust" – strong and vital qualities with which to bind together the parts of the whole.



This symbol – composed of many symbols – became Zonta's emblem signifying a radiant group of successful business executives and professionals who are loyal to the same inspired goals of service and world understanding with none but the most honest and trustworthy motives.



During the 1996-1998 Biennium, the Zonta International Board of Directors 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 Zonta International Logo

Zonta International Bylaws, Article XV,

Section 5. Name and Marks. The name and symbol of Zonta may be used by any district, club, or member of Zonta International only in accordance with regulations issued from time to time by the Zonta International Board. Use of the name and symbol of Zonta by nonmembers other than in news reporting or commentary is permitted only with prior approval of the Zonta International president.

Official Zonta International logos are available on the Zonta International Web site, www.zonta.org, at 300 dots per inch, the preferred resolution for printed materials. The font for the block-style logo is Albertus MT. The fonts for the horizontal-style logo are Garamond and Garamond italic.

Vector-based images, used for the production of many non-paper products, will be provided only upon request.

Block-style Logos



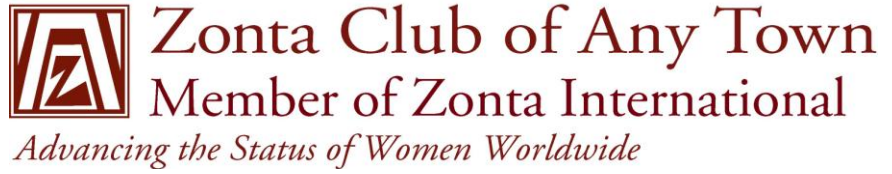
Horizontal-style Logos



Zonta District / Club Logos

Zonta Districts and Clubs are encouraged to use the standard logo format in keeping with the Zonta International logo. Clubs and Districts may request their logo through the Zonta International Web site.





Zonta International Foundation Logo

The Zonta International Foundation Logo is approved for use only by the Zonta International Foundation. Logos are not available to Districts or Clubs.



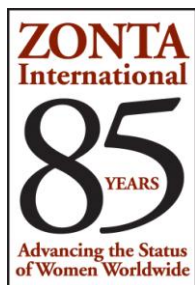
Special Purpose

From time to time, special purpose logos are created.

- Convention Committees develop logos for each Convention. For example,



- Anniversaries. For example,



Colors

Zonta International / Zonta International Foundation Colors

Zonta International Colors are Mahogany and Gold. For print purposes the Mahogany Pantone, or PMS, is 1815. The CMYK equivalent of PMS 1815 is C-0, M-100, Y-91, K-51. No color levels have been established for the Zonta Gold.