



ZONTA
INTERNATIONAL

EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

ZONTA BRAND
IDENTITY REFRESH
FAQs

January 2015

1. Why did Zonta do the Brand Refresh?

- a. The goals of the Brand Refresh were to reflect the new Zonta Theme, “Empowering Women through Service and Advocacy”, while at the same time making the logo more contemporary (it was last updated 17 years ago), and making the design look of Zonta not only professional, but warm.
- b. The brand identity elements, including a standard color palette and look, were created to help unify the visual presentation of Zonta, and create a stronger impact across the work of all our clubs.

2. Why didn't the emblem change?

The Zonta Emblem is deeply rooted in Zonta's history and traditions. The Emblem is specified in the Bylaws and cannot be changed without a vote at convention.

3. When will the new Mission, Vision and Theme be available?

The new Mission, Vision and Theme are available at www.zonta.org and can be found in the 2014-2016 Governing Documents.

4. When do we have to make the Mission, Vision, Theme and Logo changes by?

- a. We encourage all clubs to update their Web pages and Facebook / social media pages with the new logos and Mission, Vision and Theme by 5 February 2015.
- b. All materials created by Zonta International will be updated by 5 February 2015.
- c. Printed materials with the old logo can be used by clubs, areas and districts until 30 June 2015. After this date, any remaining printed materials with the old logo should not be utilized. This 6-month window is to reduce waste and expense.

5. How will my club know how to use the new logos and brand identity?

- a. We have created three tools to help districts and clubs use the new brand identity:
 - i. An online toolkit is available at www.zonta.org/brandrefresh.
 - ii. A one-page summary of the new guidelines is available at www.zonta.org/brandrefresh and can be shared with all club members.
 - iii. A 32-page PDF document with the design guidelines and criteria will be sent to all governors, district PR&C chairmen, and club presidents which can be used to implement the new identity

6. When and where can I get my new club/district logo(s)

- a. District and club logos will be available via the Dropbox link sent to each governor and club president the week of 5 January 2015.

7. Is our club supposed to use the mahogany on white logo or the gold on mahogany logo? When do we use the horizontal versus the vertical logo?

- a. The preferred logo is the vertical (stacked) on white, but for many applications the stacked logo will not fit. Then, the horizontal logo can be considered. ONLY when you are using a mahogany background, should you use the reversed logos. The goal was to give you design options.



8. What will be available in addition to the new logos? What will be in the toolkit?

- a. Club logos in multiple formats and file types
- b. Letterhead template in Microsoft Word, with instructions on how to customize
- c. New PowerPoint template
- d. New fonts and colors to use in documents, websites, and printed materials
- e. An envelope template in Microsoft Word, with instructions on how to customize
- f. Suggested Facebook cover image with Theme in new colors for use in January and February

In the future, we are planning to make available:

- g. A web portal where you can use online tools to customize a large number of printed items with your club logo and the new theme
- h. A draft press release to announce the new theme and brand refresh
- i. A new Zonta brochure

9. What about our letterhead/folders? We already have them in stock.

- a. Please use up your letterhead between now and 30 June 2015. On 30 June 2015, please dispose of all old letterhead, or use it for internal club use only, and use a new letterhead with the new logo.
- b. We expect to have a digital design portal available in the near future where you can design and get a print-ready PDF or order prints of your customized new letterhead.
- c. In addition, we have in the toolkit on the website, a Microsoft Word letterhead template and instructions on how to use the template with your club logo and address/contact information.
- d. Headquarters will have new folders available for purchase via the Zonta Store in the coming months.

10. What about business cards we already had printed?

- a. We are asking all district and club officers to have new business cards printed in the standard brand identity template as soon as the design web portal is open (est. first quarter of 2015).
- b. Other club members may choose to use their current cards through 30 June 2015, or transition immediately depending on cost and waste considerations

11. What about “This is Zonta” folding brochure?

We expect to have new “This is Zonta” card size print outs by 27 February 2015. We will be having a sale of existing inventories before then. All old copies of the “This is Zonta” should be disposed of by 30 June 2015.

12. Will we be receiving new membership materials in the brand identity?

Later in the spring we are planning to make available, in conjunction with the International Membership Committee:

- a. Membership brochure –which can be customized to your club
- b. Membership postcards

13. What should we do about name badges?

- a. A name badge template is available in the online toolkit.
- b. All new name badges created after 5 February 2015 should include the new logo and theme.
- c. Current members with the old name badges can continue to use them.

14. How will these changes impact Zonta Says NO to Violence Against Women? What about our banners, posters and Zonta Says NO to Violence Against Women materials?

- a. We will refresh the Zonta Says NO to Violence Against Women Campaign this spring for November 2016, and we will use the new, warmer orange in the approved color palette.
- b. Given the large investment in banners, posters and Zonta Says NO to Violence Against Women materials, we will not expect clubs to change out these items, and create waste. However, as new items are created, they should include the new logos and colors. We will be providing posters and templates on the design web portal, with new ones coming out on an ongoing basis.

15. What about T-shirts and other items sold through the Zonta Store?

- a. We expect to have new Zonta T-shirts and other items by 27 February 2015. We will be having a sale of existing inventories before then.

16. What if I need something else not in the toolkit?

- a. Please contact pr@zonta.org, and we will work with you to get you the elements you need as quickly as we can. This is a large effort to make all

the changes needed at Zonta Headquarters and for every district and club, so we also ask for your patience.

15. Will this affect the Zonta International Foundation?

- a. Yes, the Foundation will also have a new logo. Please update this logo if you have it on your websites or in your literature.
- b. Please continue to wear your Foundation pins as they will not change at this time.
- c. The Foundation will update all of its communication materials, including letters, receipts, tribute gifts, etc.

16. What about use of the yellow rose?

- a. Many Zontians and clubs love to use the yellow rose, but do please note that the new logo should not have a yellow rose placed over it.
- b. We will try to offer options of yellow rose images that clubs can select to use as well as offer guidelines for usage. We know many clubs often 'borrow' the images of the yellow rose from the Internet and technically this is not allowed unless the club has paid a licensing fee. Do not underestimate that you will receive invoices and penalty notices for using unlicensed artwork.
- c. We will work to develop an official yellow rose for use with the Zonta International Foundation Rose Fund and the Rose 5K events.

17. Are there new logos for Z and Golden Z clubs?

Yes, new logos have been created for Z and Golden Z clubs as part of the overall brand refresh. Clubs sponsoring Z and/or Golden Z clubs can request their club logos via pr@zonta.org.

All changes must be fully implemented throughout Zonta at the international, district and club levels by **30 June 2015**.