BRAND GUIDELINES

June 2023

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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.

MISSION

Zonta International is a leading global organization of individuals working together to build a better world for women and girls.

THEME

Build a better world for women and girls

ZONTA INTERNATIONAL

USE OF LOGO

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

Use of international logos must be approved prior to use. Please submit your request via the Logo Request Form.

Districts, areas and clubs should use their own logos on social media, stationary and when promoting their own events.

All new country logos must be approved by the International President.

Clubs may request their own foundation logos by emailing pr@zonta.org.

All clubs should use their own versions of the Z club or Golden Z club logo with the club name listed underneath.

LOGO REQUEST FORM

Submit all requests for your non-specialty logos via the Logo Request Form under PR Tools in My Zonta.

TIPS TO REMEMBER

Do not stretch or skew the logos.

Use the recommended logo file type to avoid timed-out images on the web and pixelated images on printed materials.

Avoid placing graphics or overlays over or too close to the logo.

The logo should be easily identifiable and readable on all printed materials.

Zonta International Headquarters does not work with outside designers and all requests must be sent via a current Zonta member.

Colors should follow the corporate or casual color palettes.

LOGO VERSIONS

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

Versions of the logo, with or without the tagline, are available in the following formats:

Vertical
- Vertical color logo (eps, jpeg, png)
- Vertical black logo (eps, jpeg, png)
- Vertical white logo (eps, jpeg)

Horizontal
- Horizontal color logo (eps, jpeg, png)
- Horizontal black logo (eps, jpeg, png)
- Horizontal white logo (eps, jpeg)

File types
- .eps: no background, large-scale use.
- .jpg: white background, web-based use.
- .png: no background, print materials

TYPES OF LOGOS

The logos below are available in the same vertical and horizontal configurations, colors and file types as the Zonta International logos.

- ■ Country logo
- ■ District logo
- ■ Area logo
- ■ Club logo

Use of logo with tagline
To extend the life of printed materials beyond each biennium, all logos listed have been designed without the tagline.

The tagline will be provided to use alongside or underneath these logos.

TAGLINE AVAILABLE FOR DOWNLOAD

www.zonta.org/Web/My_Zonta/Tools/PR_Tools_and_Logos

LOGO SPACING

Spacing around logos

The above illustrates the minimum amount of space that should be used around the perimeter of the logo. The clear space should be equal to the height of the letter "Z" in "Zonta".

Logo with use of tagline

The above illustrates the three best ways to use the tagline with the tagless country, district, area and club logos. The tagline should not overlap the logo and should be the same width or height as the logo.

ZONTA FOUNDATION FOR WOMEN

The Zonta Foundation for Women logo is used for all activities designated for the Foundation. The logo does not have a tagline but can be used alongside the tagline similar to the other tagless logos.

Versions of the logo are available in the following configurations:

Vertical
- ■ Vertical color logo (eps, jpeg, png)
- ■ Vertical black logo (eps, jpeg, png)
- ■ Vertical white logo (eps, jpeg)

Horizontal
- ■ Horizontal color logo (eps, jpeg, png)
- ■ Horizontal black logo (eps, jpeg, png)
- ■ Horizontal white logo (eps, jpeg)

Clubs may request their own foundation logos by emailing pr@zonta.org.

Z CLUB AND GOLDEN Z CLUB

Headquarters will use the Z club and Golden Z club logos as shown at right. All clubs should use their own logos on social media, stationary and when promoting their own events.

Versions of the logo are available in the following configurations:

Z Club
- ■ Color logo
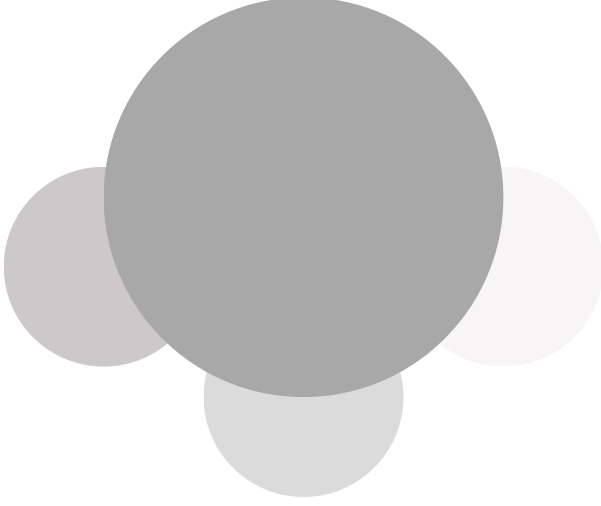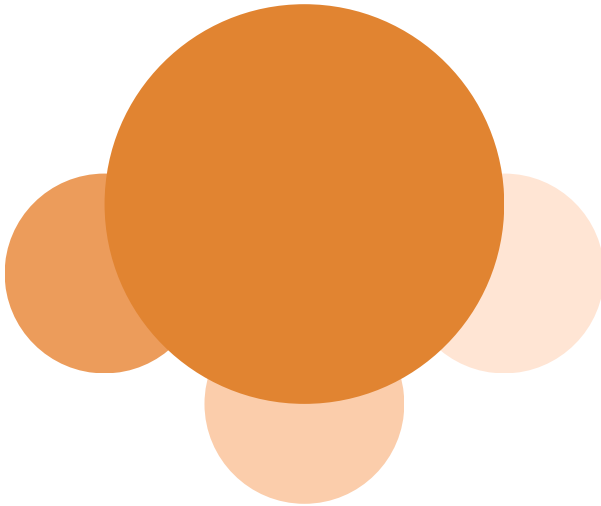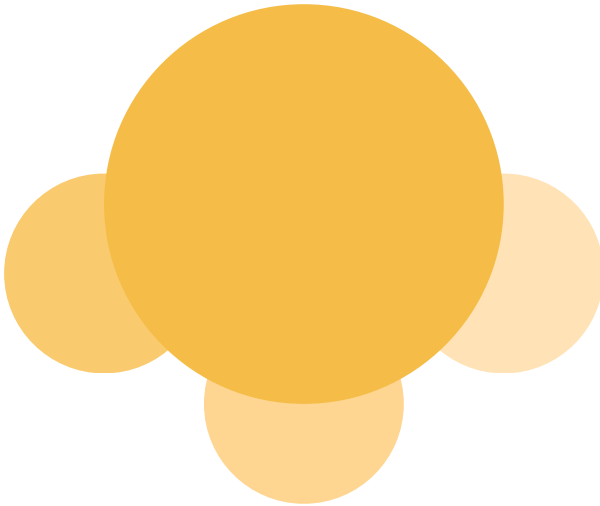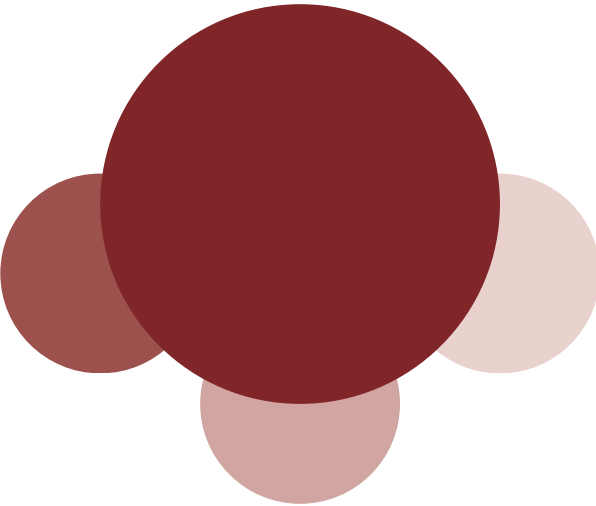- ■ Black & white logo

Golden Z Club
- ■ Color logo
- ■ Black & white logo

To request a logo, please contact pr@zonta.org.

CORPORATE BRAND COLORS

	Mahogany	Gold	Orange	Cyan	Gray
Pantone	1815C	142C	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%: 2/08/32/0	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%: 2/2/2/2
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%: 249/229/182	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 80%: 203/201/202 40%: 220/219/219 20%: 247/245/245
HEX	802528 80%: 9D514D 40%: D1A5A1 20%: E9D1CE	F5BD47 80%: FACA6E 60%: FED692 40%: FFE3B6	E18431 80%: EC9C5B 40%: FBCDAB 20%: FFE5D4	005F71 80%: 007E8C 60%: 509DA7 40%: 8EBDC3	A9A8A9 60%: CDC9CA 40%:DCDBDB 20%: F7F5F5

SECONDARY COLOR PALETTE / CASUAL BRAND COLORS

The Centennial Color Palette has been adopted into the secondary color palette below. The Corporate Color Palette should be used for official communications, while the Secondary Color Palette may be used for casual communications such as social media, event invitations and club collateral.
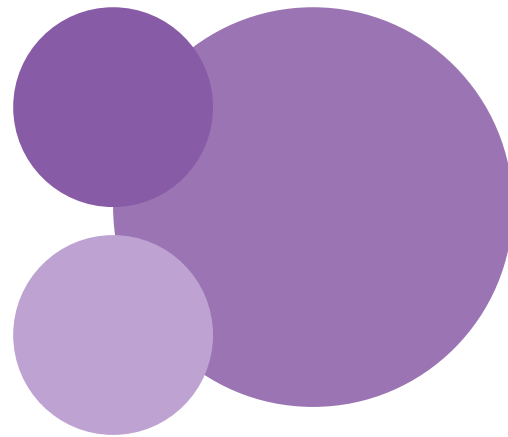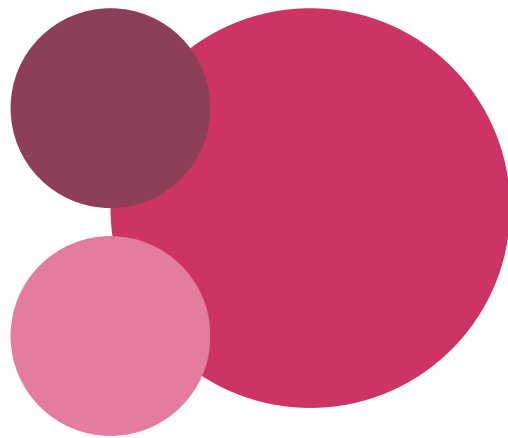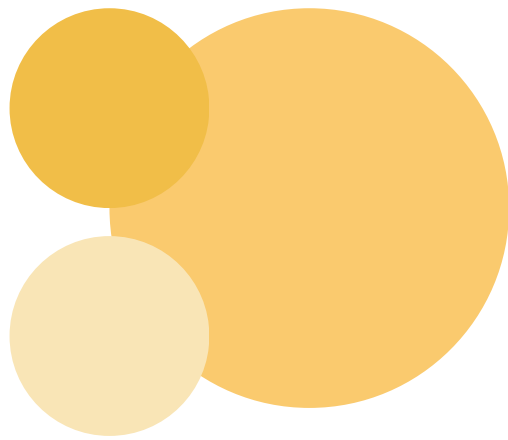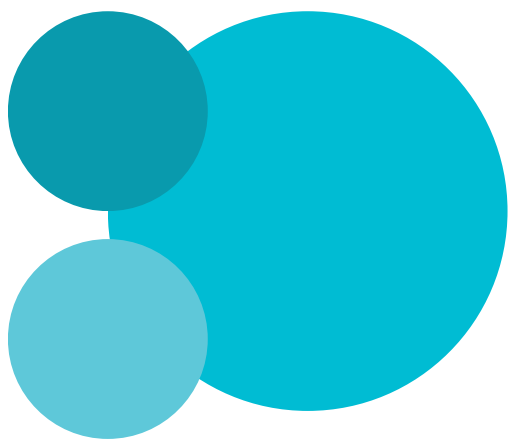
	Blue	Gold	Pink	Violet
CMYK	Main: 74/0/17/0 Dark: 80/22/29/0 Light: 57/0/14/0	Main: 1/21/66/0 Dark: 3/27/83/0 Light: 0/11/31/0	Main: 16/94/45/1 Dark: 38/84/49/20 Light: 13/62/14/0	Main: 42/61/0/0 Dark: 53/75/0/0 Light: 24/37/0/0
RGB	Main: 0/188/211 Dark: 9/154/173 Light: 94/200/217	Main: 250/202/110 Dark: 245/189/71 Light: 255/227/182	Main: 205/52/99 Dark: 140/63/87 Light: 215/124/160	Main: 155/116/179 Dark: 136/91/166 Light: 190/163/210
HEX	MAIN: #00BCD3 DARK: #099AAD LIGHT: #5EC8D9	MAIN: #FACA6E DARK: #F5BD47 LIGHT: #FFE3B6	MAIN: #CD3463 DARK: #8C3F57 LIGHT: #D77CA0	MAIN: #9B74B3 DARK: #885BA6 LIGHT: #BEA3D2

TYPOGRAPHY AND FONT

■ Hypatia Sans Pro is a licensed-Adobe font that is available for purchase at adobe.com/type.

■ Lato is an open-source font that is available for free download at http://www.latofonts.com.

Hypatia Sans Pro
Hypatia Sans Pro Italic

Headlines, Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Lato
Lato Italic

Headlines, Titles, Sub-heads, Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Arial
Arial Italic

Headlines, Titles, Sub-heads, Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Hypatia Sans Pro Bold
Hypatia Sans Pro Semibold

Headlines, Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Lato Bold
Lato Semibold

Headlines, Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Arial Bold

Headlines, Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

HYPATIA SANS PRO LIGHT

STYLIZED HEADLINES / SUB-HEADS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*()

COMBINING FONTS

Hypatia should be used only for headlines; can be used in combination with Lato or Arial.

Lato can be used for all types of copy or for headlines with Arial copy.

Arial can be used for all types of copy. But should not be used as a headline with Lato copy.

Further tools for your public relations and brand needs can be found at:

www.zonta.org/Web/My_Zonta/Tools/PR_Tools_and_Logos