



Circle of Sisterhood Foundation **Brand Standards Guide**



One World. One Sisterhood.



Dear Sisters & Supporters,

I was inspired to create the Circle of Sisterhood Foundation after watching a November 2009 Oprah interview with Nicholas Kristof and Sheryl WuDunn, authors of the book, *Half the Sky*. They shared their first-hand accounts from visits to poor countries across the globe where women are subjected to violence and oppression solely because of their gender.

I realized that as a college educated woman, I had a responsibility to do something to help girls and women around the world get an education, but I also knew that I could not do it alone. As one person, my impact would be insignificant. But with the help of many of my friends who belong to many different sororities, the Circle of Sisterhood Foundation was established as a mechanism by which all sorority women can stand together across affiliation, age, color, and creed to make a difference in the lives of millions of girls and women.

Without education, girls and women in the United States and all over the world are unable to reach their full potential. Sorority women are fortunate to have the one thing that will help most women out of poverty – an education. As such, we have a responsibility to those less fortunate. We can give others an equal chance for rewarding lives and livelihoods through schooling, the learning of a trade, or even a college degree. Collectively, we can do much more than we could as individuals or individual groups.

As we grow and more sisters join our efforts to expand our circle to new audiences, it becomes ever more important that we have one strong and distinctive brand identity that clearly communicates who the Circle of Sisterhood Foundation is and what we do. Our Brand Standards have been developed to provide this consistency and continuity, helping to reinforce the public's awareness of our mission and improving our potential for impact.

Whether an individual advocate, campus community or volunteer, please remember that we are all stewards of our brand. As our circle continues to grow so too will our brand, and we will rely on everyone to adhere to our Brand Standards. Thank you for your continued support!

GINNY CARROLL
FOUNDER OF CIRCLE OF SISTERHOOD

Why We Need Brand Guidelines

OUR BRAND COMMUNICATES WHO WE ARE TO THE PUBLIC. In today's world there is steep competition for philanthropic support. Many individuals limit their philanthropic support to just a few organizations. As a result, organizations that rely on donor support, must clearly define their identity and messaging so that it stands out.

The purpose of the Circle of Sisterhood Brand Standards is to enhance the identity of Circle of Sisterhood, improve consistency, simplify our look and feel and provide easy-to-use standardized templates for our volunteers, individual and campus advocates and for our vendor partners to use.

The Circle of Sisterhood Foundation Brand Standards provides specific tactics to enhance the brand identity, while shaping current and potential supporters perceptions. In each case, being sensitive to establishing and maintaining the organization's credibility.

Please note: the Circle of Sisterhood name and logos are owned or licensed by the Circle of Sisterhood. These items may be used by our campus partners and individual donors for fundraising and awareness creating purposes. Permission may not be granted for their use to service providers (ex. fundraising platforms) without express written consent by the Circle of Sisterhood.

As well, CofS highly suggests that merchandise vendors are licensed to also protect our brand. All official vendors are screened for high quality, appropriate products and good customer service. A list of all approved and licensed vendors can be found here:

greeklicensing.com/clients/circle-of-sisterhood-foundation/10885/search

If you would like to work with a local vendor who is not licensed, please ask them to get licensed. For information on becoming a licensed vendor of the Circle of Sisterhood, your service provider should contact: Melissa Jean-Baptiste, Affinity Consultants, melissa@affinity-consultants.com.

Who Should Use It and How?

WHO SHOULD USE THE GUIDE

Circle of Sisterhood volunteers, individual and campus advocates and vendor partners will use these guidelines when designing or producing materials that represent or are associated with the organization.

HOW TO USE THE GUIDE

This guide provides the basics that must be followed in all instances. It is not our intent to prevent creativity, rather to provide direction and continuity. This will improve our ability to tell the Circle of Sisterhood story in a uniform manner and distinguish our message from other organizations. The Circle of Sisterhood brand should be represented the same, whether it is being discussed by an individual advocate, promoted during an on campus event or represented by the organization via the website, direct mail, video, etc.

The ultimate goal is that these visual and verbal guidelines are simple to follow and will make your communication efforts easy, attractive and consistent.

Questions?

Contact us for any questions regarding the Circle of Sisterhood brand.

CIRCLE OF SISTERHOOD FOUNDATION

P.O. Box 90257
Indianapolis, IN 46290

(317) 775-9488
info@circleofsisterhood.org

Our Promise. Our Voice. Our Message.

BRAND PROMISE

Our brand's promise is made to all our stakeholders. It is the commitment we make and for which we can be held accountable.

To all sorority women Circle of Sisterhood is the only philanthropy that provides an opportunity to stand together across affiliation, age, color and creed to give less fortunate women worldwide an equal chance for rewarding lives and livelihoods.

BRAND VOICE

Consumers use the information we share to form an opinion about Circle of Sisterhood. Through conversation, events or our website, we want our personality to be clearly understood

BRAND PERSONALITY/STYLING

- **Smart** – Informed, intelligent, clever, chic, stylish
- **Driven** – Determined, devoted, ambitious
- **Female** – Feminine, womanly
- **Worldly** – Wise, sophisticated, knowing
- **Powerful** – Strength, influence

While we don't need to write or speak these words, they should be what come to mind when thinking about our brand. These words should be used as a litmus test to ensure that all messaging reinforces these personality traits, without explicitly saying this is how we want to be perceived.

We need to make it easy for our audiences to understand us by avoiding acronyms and confusing terms that are specific to international fraternal organizations rather than the individual sorority woman. In line with our brand personality this means using clear and direct language, supported by facts or evidence and that's relevant to the individual. Circle of Sisterhood messaging should utilize concise sentences and tight paragraphs that make points efficiently and effectively.

OUR COMMUNICATORS SHOULD QUICKLY ESTABLISH THE FOLLOWING DIMENSIONS OF OUR BRAND

- **Functional Dimension** (perception of benefit of product/service)
"Circle of Sisterhood Foundation provides an opportunity for our organization to partner with others to provide funding to entities that support education for women, an important cause that we care deeply about."
- **Mental Dimension** (ability to support the individual mentally)
"Circle of Sisterhood Foundation's team of intelligent sorority members helps me to understand how our organizations can work together and provides me the tools and resources I need, requiring a limited amount of my time."
- **Spiritual Dimension** (perception of local and global responsibility)
"Circle of Sisterhood Foundation is dedicated to a global cause that I care deeply about, removing educational barriers for women, and thus eliminating poverty and oppression. They are truly changing lives."
- **Social Dimension** (ability to create a social identification with a group)
"Circle of Sisterhood Foundation is the only philanthropy that has united the women of all sororities for a single cause. The organization makes me feel like I am a part of something bigger than just my local sorority chapter."

BRAND MESSAGE

In terms of messaging, our communication should:

CREATE CONNECTION Frequently using language like "our expanding circle of influence" and "our less fortunate sisters worldwide" creates a connection both between the women volunteering and serving as advocates as well as the girls and women we support through our philanthropic work. It is inclusive language, meant to welcome anyone interested in supporting the cause, reinforcing the thought of "One World. One Sisterhood."

INFORM AND EDUCATE There are many facts and statistics available that explain the violent and oppressive treatment of women across the globe. Whether fundraising or sharing information via the website, social media or a newsletter, it is imperative that your message informs and educates about issues. It is never our intent to shock audiences, but rather to make them aware, encourage and inspire them to take action.

INSPIRE TO TAKE ACTION Taking action may mean hosting a fundraising event, making an individual contribution, reading the book *Half the Sky* so that you are more informed, becoming an advocate for the organization or suggesting an organization the Circle of Sisterhood Foundation should support. There is no action too small. We speak directly to our audiences to compel them to "join the circle and take action."

OUR UNIQUE CAUSE – OUR MISSION

A mission statement explains what an organization does. It should answer the questions "Why do we exist?" and "What, at the most basic level, do we do?"

The Circle of Sisterhood will leverage the collective influence of sorority women to raise financial resources for entities around the world that are removing educational barriers for girls and women facing poverty and oppression.

Our Story

TO ENCOURAGE AND INSPIRE



Removing Educational Barriers and Providing Opportunities For Our Less Fortunate Sisters Worldwide.

Founder, Ginny Carroll was inspired to create the Circle of Sisterhood Foundation because she is a strong proponent of the sorority experience and is well aware that the sorority movement came forth out of oppression. She was also motivated by a November 2009 Oprah interview with Nicholas Kristof and Sheryl WuDunn, authors of the book *Half the Sky*, who shared their first-hand accounts from visits to poor countries across the globe where women are subjected to violence and oppression solely because of their gender.

Ginny realized, as a college educated woman, that she had a responsibility to do something to help girls and women around the world get an education and she knew that she could not do it alone – that as just one person, her impact would be insignificant. But she was well-acquainted with a very large community of college educated women she knew would help – sorority women.

“One study after another has shown that educating girls is one of the most effective ways to fight poverty. Schooling is often a precondition for girls and women to stand up against injustice, and for women to be integrated into the economy. Until women are numerate and literate, it is difficult for them to start businesses or contribute meaningfully to their economies.” HALF THE SKY ,pg. 168

Without education, girls and women in the United States and all over the world are unable to reach their full potential. Sorority women are fortunate to have the one thing that will help most women out of poverty – an education. As such, we have a responsibility to those less fortunate.

The Circle of Sisterhood Foundation is a mechanism by which all sorority women can stand together across affiliation, age, color and creed to make a difference in the lives of millions of girls and women. Collectively, we can do much more than we could as individuals or individual groups. We can give others an equal chance for rewarding lives and livelihoods through schooling, the learning of a trade, or even a college degree.



One World. One Sisterhood.

www.circleofsisterhood.org

info@circleofsisterhood.org

 facebook.com/CircleofSisterhoodFoundation

 [@CofS_Foundation](https://twitter.com/CofS_Foundation)

 pinterest.com/CofSFoundation/

 [CircleofSisterhood](https://www.instagram.com/CircleofSisterhood)

Our Logo

CIRCLE OF SISTERHOOD LOGO GUIDELINES

Always display the entire Circle of Sisterhood logo with the circle elements as well as "Circle of Sisterhood" messaging. Three (3) logo formats are displayed below in full color as well as black and white (BW). No matter which logo is chosen, all should be displayed in full form and not altered without appropriate approval.

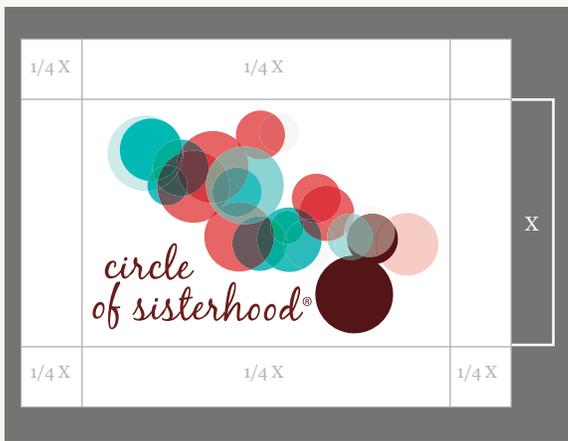
LOGO FORMAT

The preferred usage of the Circle of Sisterhood logo is the simplified version shown below in the middle. The full horizontal version is shown below on the left and is acceptable for some limited applications.

BLACK & WHITE REPRODUCTION

If full-color reproduction is not available, use the black and white logo format.

FULL COLOR LOGOS			
BW LOGOS			
	FULL LOGO	SIMPLIFIED LOGO	SQUARE LOGO



AREA OF ISOLATION

Minimum clear space protection is presented here as a guide to positioning the Circle of Sisterhood logo at a visually safe distance away from distracting elements. The logo must always be the most legible and viewable element in any given graphic space.

The unit of measure "X" equals the width of the Circle of Sisterhood logo. The minimum required clear space is a distance of "1/4 X" surrounding each side of the logo.



LOGO PROPORTIONS

The Circle of Sisterhood logo was constructed with an aspect ratio (height to width) of 1.5x by 1x, respectively. This proportion should not be altered. Particular attention should be made when placing the logo in an application (such as Microsoft Word or PowerPoint) where the image proportions can be changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the logo.

MINIMUM SIZE: Due to readability, it is recommended that the logo never be used at a size that is less than .75" tall.

PROPER FILE FORMATS: In order to maintain the Circle of Sisterhood brand integrity, it is important to use the original art file whenever possible. Contact us for an original file.



OFFICIAL PARTNER LOGO

The Circle of Sisterhood official partner logo is to be used by authorized campus panhellenic partners for social media promotions.

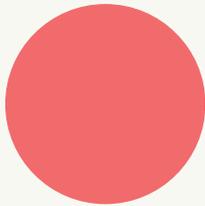
Color Palette

COLOR PALETTE

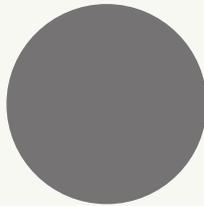
The color palette for Circle of Sisterhood is displayed below. All the colors play together to help establish a complete look and feel for the organization. These colors are approved to be used on all communication pieces.



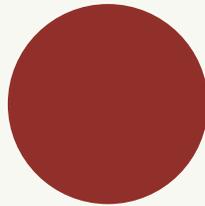
PMS 325C
CMYK 58 2 23 0
RGB 98 194 200



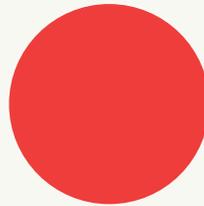
PMS 177C
CMYK 0 73 49 0
RGB 242 107 108



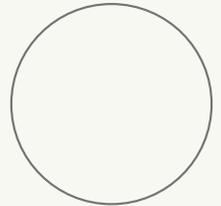
PMS Cool Gray 9
CMYK 55 48 47 13
RGB 117 115 115



PMS 181C
CMYK 28 90 87 27
RGB 145 48 42



PMS 1788C
CMYK 0 91 81 0
RGB 239 61 60



PMS Cool Gray 1C
CMYK 2 1 4 0
RGB 248 248 242

Recommended Fonts

BlackJack

Qa

GEORGIA

QA

Georgia

Qa

Headline

SUBHEAD AND
 CALLOUT COPY

Body copy. Donec gravida posuere arcu. Nulla facilisi. Phasellus imperdiet. Vestibulum at metus. Integer euismod. Nullam placerat rhoncus sapien. Ut euismod. Praesent libero. Morbi pellentesque libero sit amet ante. Maecenas tellus. Maecenas erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

FONT USAGE

There are two (2) primary fonts to be used to unify the Circle of Sisterhood brand on printed materials.

GEORGIA: recommended for use in subheads in all caps and body copy. Typography should be reproduced using 100% of the gray referenced above to create a contemporary, polished look. All subheads can take on the color treatment of having the first word or first few important words in blue rather than the pink shown to the right. Various styles/weights of this font may be used with restraint.

BLACKJACK: recommended for use in headlines as well as an accent font used in testimonials or quotes, or to emphasize a particular text element.

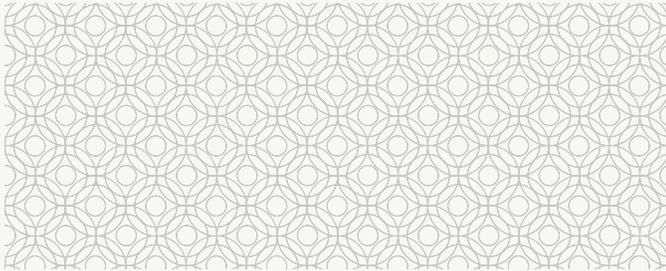
All of the text used for Circle of Sisterhood should be left aligned with no justification. Font size for body copy can range from 7.5-9pts according to purpose and the piece is going on. Subheads can range from 10-15pts.

Any questions regarding proper usage of fonts or colors can be sent to the Marketing Team at info@circleofsisterhood.org

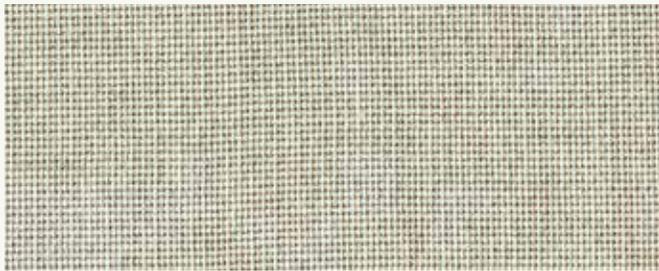
Design Elements

DESIGN ELEMENTS FOR USE

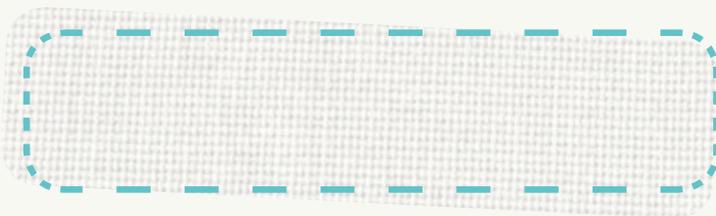
These design elements have been created to use as supporting elements in Circle of Sisterhood's communications to establish a consistent brand image. The elements below as well as color and font guidelines should be followed to continue the consistency of the brand including, but not limited to stationery, publications, advertising and promotional products, signage and electronic media including web branding, slides and video.



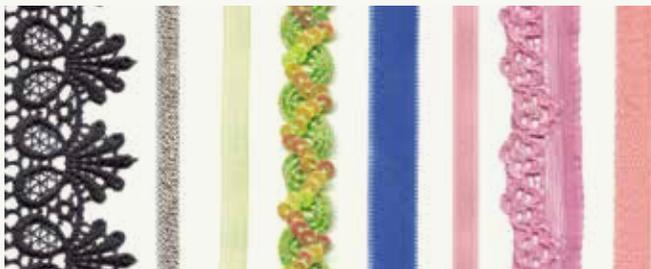
CIRCLE TEXTURE: An intricate circle texture is subtly used on the website as well as various print pieces. The design is usually tinted back to 40% transparency. It is used behind additional graphics to add depth and interest.



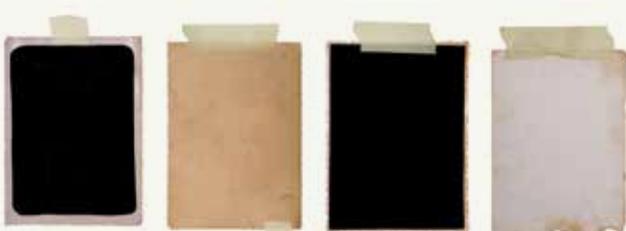
BURLAP TEXTURE: The burlap texture is an additional graphic consistently used on Circle of Sisterhood pieces. It can be used for page header backgrounds as well as within rounded corners and stroke elements listed below. This texture should be used in small measure as it is a busy element, but can be beneficial if appropriately treated. Tinting the texture back to 50% may help with efforts to use the burlap texture in an approved way.



ROUNDED CORNERS AND STROKES: The rounded corners and stroke element is created by tinting back the burlap texture to 25% and giving it a rounded corner, dotted line stroke. This stroke is typically 1-2pts thick and can be any of the brand colors listed on page 7.



RIBBON ELEMENTS: Ribbon elements of various color, width and design are utilized throughout Circle of Sisterhood designs. The most common usage is two ribbons, pink and blue, crossing paths to house the tagline "One World. One Sisterhood."



PAPER & TAPE ELEMENTS: Any "grass roots" feeling graphics like paper texture with tape can be used which tie to elements from the Circle of Sisterhood website. This treatment is frequently used as a photo frame around approved photos on various print or web pieces.

Photo Usage Guidelines

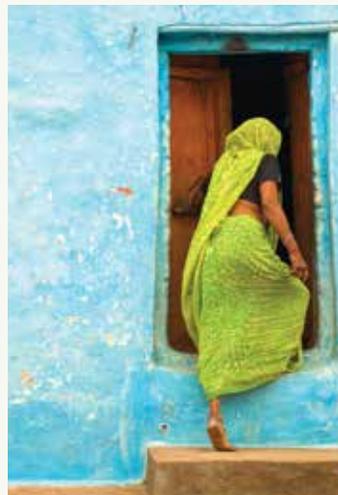
PHOTO USAGE

It is important to keep in mind that the preference in imagery is to show the people we are impacting. Secondly would be the ones helping make this difference. By following these guidelines and being thoughtful, the imagery for Circle of Sisterhood can be displayed appropriately and represent correctly the impact of the organization.

Photos are a very important part of a brand and help to communicate its message and look. For Circle of Sisterhood, any real-life photos are preferred to use within print or web pieces to show actual cases of girls who have been helped through the organization. In the case that stock photos are necessary, meaningful, impactful and well thought out photos can be used. Some examples of the types of photos that are recommended are shown.

A secondary type of photo to be used are sorority women. Many examples of these uplifting photos can be found on the Circle of Sisterhood Facebook page or Flickr account. These images should show/illustrate the universal aspect of those taking a stand for the cause by group and action shots.

PRIMARY PHOTOS



SECONDARY PHOTOS



Logo Usage on Merchandise

LOGO USAGE ON MERCHANDISE

The Circle of Sisterhood (CofS) is the exclusive owner of its trademarks – logos, name, etc. We protect those trademarks because we are proud of the CofS brand and want to ensure that all merchandise bearing our name is in good taste and of good, fair trade quality. We protect our brand through a licensing program whereby vendors receive permission to use our trademarks on merchandise.

In order to safeguard the appropriate use of our federally registered trademarks and to guarantee quality products, the Circle of Sisterhood has a trademark licensing agreement with Affinity Consultants. All commercial use (clothing, jewelry, etc.) of the Circle of Sisterhood's trademarks must be administered through a license agreement with the Circle of Sisterhood.

You can help ensure proper use of Circle of Sisterhood symbols by purchasing merchandise from officially licensed vendors. Or if you want to work with a local vendor who is not licensed, please ask them to get licensed.

For information on becoming a licensed vendor of the Circle of Sisterhood, please be sure your service providers contact:

Melissa Jean-Baptiste
Affinity Consultants
melissa@affinity-consultants.com

All official vendors are screened for high quality, appropriate products and good customer service. Before purchasing from a vendor, investigate whether the vendor is licensed to use CofS trademarks by visiting this link:

<https://greeklicensing.com/clients/circle-of-sisterhood-foundation/10885/search>

You can be in touch with any of these vendors to get multiple quotes for your custom needs.

Thanks for helping us protect our brand!

