

SISTER CITIES INTERNATIONAL LOGO, MEMBER BADGE, AND TAGLINE USAGE POLICY



INTRODUCTION:

The purpose of this document is to provide a set of guidelines for using the Sister Cities International Member Badge and tagline.

THE NEW LOGO:

The Sister Cities International logo plays a very important role for the organization. It serves as an immediately recognizable visual identifier for people who know Sister Cities International —members and non-members within the citizen diplomacy community, journalists who cover international relations, even Congress.



Much like a person's face, Sister Cities International logo is the organization's most recognizable feature.

The new Sister Cities International logo was officially unveiled and adopted in May 2012 as part of a comprehensive brand re-launch that also included a new tagline and website. The new logo symbolizes connectivity with the crisscrossing lines on the globe representing the wide spectrum of its member connections. The tagline, "Connect globally. Thrive locally." encapsulates the essence of the work of Sister Cities International's members in connecting communities globally for mutually beneficial relationships.

The new brand was launched with the aim of better promoting the work of its members. A fresh, modern, and strong brand will enhance Sister Cities International's communications outreach and increase its ability to share the power of the sister cities network with the entire world.

LOGO USAGE:

SISTER CITIES INTERNATIONAL'S LOGO, BRAND, AND TAGLINE ARE THE PROPERTY OF SISTER CITIES INTERNATIONAL AND MAY NOT BE DUPLICATED OR REPLICATED.

Consistent presentation and use of a logo suggests the stability and reliability of the organization it represents. Unfortunately in the past, Sister Cities International's logo has been attached to erroneous information and used without permission by both affiliated and unaffiliated members. Therefore, to avoid confusing the public and prevent any dilution of the Sister Cities International brand, **the new logo will not be available for general use.**

In lieu of the Sister Cities International main logo, dues paying members in good standing will be provided a current and official "Member Badge" that can be used in all their collateral materials and communications.

THE SISTER CITIES INTERNATIONAL MEMBER BADGE:

An electronic copy of the Member Badge will be provided to dues paying members in good standing on a yearly basis. The badge is a visual representation of the member's affiliation with Sister Cities International.

Please note that here forth; only due paying members in good standing are authorized to publish the official "Member badge". To obtain your electronic 2020 Member Badge please email: communications@sistercities.org or download it from the Member Area of Sister Cities International's website: www.sistercities.org under "Toolkits & Templates."



MEMBER BADGE USE:

Dues-paying members are strongly encouraged to display and prominently use the Sister Cities International Member Badge. If a local sister city organization has its own logo, it may be “co-branded” alongside the Member Badge. Below is an example of how the members can use the Sister Cities International Member Badge in printed and e-communications.



TAGLINE USE:

The Sister Cities International tagline “Connect globally. Thrive locally.” can be used by dues paying members in good standing in all and any case accompanied by the Member Badge.

Typeface:

The Sister Cities International logotype in the Member Badge is written in “Helvetica Neue Lt Std” font. The font is available for purchase at www.fontfactory.com.

Member Badge Colors:

The color codes for the blue of the Member Badge are:

- PANTONE® 661C
- CMYK Print Processing:
 - Cyan:100
 - Magenta: 90
 - Yellow: 0
 - Key (Black): 1
- Web Colors:
 - Red: 33
 - Green: 63
 - Blue: 152
- Hex color: #213f98

The color codes for the green of the Member Badge are:

- PANTONE® 360C
- CMYK Print Processing:
 - Cyan:64
 - Magenta: 0
 - Yellow:100
 - Key (Black):0
- Web Colors:
 - Red: 102
 - Green: 188
 - Blue: 70
- Hex color: #66bc4

Configurations:

The Member Badge should only be used in its primary configuration.

Member Badge Size:

The Member Badge has no standard size—the size can change depending on use. But the logo must always appear large enough to be readable, and should remain proportionate when resizing.

Member Badge Clearance:

For the Member Badge to communicate effectively, it should not be placed next to another image, object, or group of words, next to the edge of a page, or in an otherwise cluttered setting.

MEMBER BADGE FILE TYPES:

The Member Badge is available in JPEG, PNG, and PDF formats. Dues paying members in good standing can email communications@sistercities.org to obtain their Member Badge or download it from the Member Area of Sister Cities International’s website: www.sistercities.org under “Toolkits & Templates.”