The Zonta International Centennial Icon

Color Palette

	Teal (background)	Teal (edge)	Gold	Pink	Purple
PMS (Pantone)	3115C	312C at 63%	142C	7635C	7676C
CMYK	74/0/17/0	57/0/14/0	3/27/83/0	16/94/45/1	62/67/9/0
RGB	0/192/214	112/198/216	245/189/71	204/51/98	117/100/160
HEX (Web)	26B7CE	70C6D8	F5BD47	CC3362	7564A0

When creating design using the centennial icon with other colors from the Zonta International Brand Identity Guidelines, it is recommended that you use the secondary hues and not the full 100 percent colors, with the exception of the Gold and Cool Gray.

These secondary colors can be found on page 16 of the Zonta International Brand Identity Guidelines under PR Tools & Logos under http://membership.zonta.org.

Typography

Hypatia Sans Pro: Hypatia Regular   **Hypatia Semibold**
Hypatia Sans Pro is the font used in the word "ZONTA" within the centennial icon. Hypatia Sans Pro is a licensed Adobe font. Hypatia Sans Pro should be used in headings and subheadings in print and electronic communications when available. There is a cost associated with using this font. To purchase Hypatia Sans Pro, go to adobe.com/type and search for "Hypatia Sans Pro."

Lato: Lato   **Lato Bold**   *Lato Italic*   ***Lato Bold Italic***
Lato is the font used in "YEARS" within the centennial icon. Lato is an open source font that is available for free. Lato should be used for headings and subheadings when Hypatia Sans Pro is unavailable, or as body copy. To download the Lato font, go to http://www.latofonts.com.

Arial: Arial   Arial Narrow   *Arial Italic*   **Arial Bold**   ***Arial Bold Italic***
Arial should be used in body copy.

Icon Design: Ulrike Heuter, Zonta Club of Duesseldorf I, www.artventures.de

Guidelines for Use

The centennial icon may not be altered in any way.
- Do not stretch or skew the icon
- Do not recolor the icon
- Do not add any other elements to the icon
- Do not overlap the icon on any other design elements

The centennial icon can be used in place of the Zonta International, Zonta district and Zonta club logos when used on the following materials during the 2018-2020 Biennium:
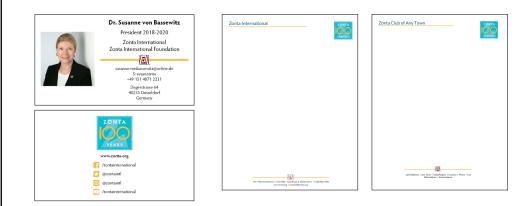- Letterhead
- Envelopes
- Invitations
- Banners
- Name Badges
- Business Cards
- Buttons and pins
- Documents for Centennial Programs

The Zonta International, Zonta district and Zonta club logos will continue to be used on:
- Policies
- Manuals
- Operational documents
- Items to be used beyond the 2018-2020 Biennium

Using the Centennial Icon Together with the Emblem

- When designing materials that include the centennial icon, you must also include the emblem.
- The centennial icon and the emblem shall not be used next to one another, but instead used on opposite sides of work, or opposite ends of documents.
- The centennial icon and the emblem shall either be the same size, or the "Z" of ZONTA within the centennial icon shall be the same size as the "Z" element within the emblem.
- Please see the examples below:

Business Card
front (top) back (bottom)

Letterhead
Zonta International (left) Club/District (right)

More templates can be found at:
https://membership.zonta.org/Tools/Centennial-Anniversary-Tools

The Zonta International Centennial Theme

Honor and Empower

Clubs may translate this theme into their native language and are free to use the BRE spelling of "Honour" within their materials.