



## **Zonta International announces new tagline “Build a Better World for Women and Girls”**

The Zonta International Board voted to change the tagline for Zonta International from “Empowering Women and Girls Through Service and Advocacy” to “Build a Better World for Women and Girls.”

The tagline was last updated in 2014. Prior to that it had been “Advancing the Status of Women” for many years.

The membership survey from August 2021 revealed that Zontians wish for more visibility for Zonta, a more modern appearance and a greater emphasis on advocacy.

“Build a Better World for Women and Girls” offers the following benefits:

- It remains aligned with Zonta’s Objects.
- It is simple and easy to remember.
- It defines that Zonta works for women and girls.
- It reflects the global nature of our work as we ‘Build a Better World.’
- It offers a good opportunity to explain what Zonta is doing to people outside our organization.
- It is easy to understand for nonnative English speakers.
- It is easy to translate.

### **Rollout of the new tagline**

The new tagline will roll out over the first six months of the 2022-2024 Biennium. Headquarters will provide new district, area, club and country logos with and without the tagline; however, updating all the logos will make time and we ask for your patience as we work through the changes. The new logos will be included in updated Brand Identity Guidelines to be released in the first six months of the biennium.

Clubs, areas and districts will get sufficient time and flexibility to implement the new tagline. No one will be forced to make immediate changes. Districts, areas and clubs will still be allowed to use printed materials and signage with the old logo until they are at a place in which they would naturally be ordering new items; however, we ask that digital materials (website, social media, etc.) be updated sooner, if possible.

More information will be shared following convention in Hamburg.

**Thank you for your support of this change, which we believe better represents Zonta  
and will help us increase visibility and recognition  
of our work to build a better world for women and girls.**

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