



Altrusa International Brand Guide II

Rev. 03/19

Leading to Better Communications

Your guide to our new brand

Book Two – Utilizing our Brand

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OUR VOICE

The language we use should demonstrate who we are and where we're headed. When you write about Altrusa or develop talking points for presentations, ask yourself in the "voice" you're using is:

CONFIDENT

- Shows a clear sense of purpose, direction and desired future growth.
- Uses a language that is honest, realistic and credible, with no "hype".
- Declares that "we are..." rather than "we want to be..."

INSPIRING

- Creates enthusiasm about what we can achieve together for our communities.
- Conveys excitement about ideas and possibilities.
- Invites the reader or listener to share in our success, to get involved.

IMAGINATIVE

- Focuses on finding solutions and uncovering possibilities.
- Talks about familiar topics in new, creative ways and invites participation.
- Keeps business jargon and acronyms to a minimum.

CARING

- Respects people and the diverse perspectives they bring.
- Fosters an inclusive culture.
- Demonstrates our commitment to social responsibility.

Newsletters

Newsletters can be one of the most important communication tools to inform and share information within your organization.

If you want a newsletter that people will look forward to receiving and reading, remember to answer the questions that every reader is asking: *What's in it for me? Is it worth my time to read it? Does the picture capture my interest?*

Topic

- Choose a topic that will interest the reader, not one that you personally find fascinating.
- Feature coming events, not those in the past, unless you are reporting on the results from a meeting or event.
- Try to use real-life examples.
- Discuss benefits, not services. Identify your readers' problems and have the articles offer solutions.
- Educate and inform rather than sell.

Length

- Keep it short and clean. Imagine that you are being paid \$1 for every word you take out without changing the meaning of the piece. Make yourself rich!
- No more than one page for a feature, four to five paragraphs for an inside story.
- Use bullets, lists, Q&A format instead of paragraphs.
- Use subheads and a sidebar to break up a long story.

Author

- Avoid incomplete research. If you don't know enough about the topic, find out in advance. If you can't find out, give the assignment to someone else.
- If your background/education/training is important to the story, say it in one or two sentences. If it can be left out, leave it out!

Content/Style

- No emoticons. 😊 Keep your publication professional.
- Avoid using clipart, especially on the front page of your publication. Enhance your newsletter by utilizing photographs. Refer to page 14 for suggestions and tips.
- Have a strong lead. Your first sentence or two should immediately draw in the reader and answer the question they're mentally asking, "Why should I bother to read this?"
- Avoid clichés. If it "goes without saying" then don't say it.
- Use adjectives, metaphors and similes. The more descriptive words you have, the more enjoyable, lively and participatory your writing will be. Use an active voice, not a passive one.
- When you are quoting facts, names, titles or statistics or listing phone numbers and websites, make sure when citing facts and statistics to note sources.
- Avoid technical language unless you are positive that the readers will understand it.
- If you are going to use quotes, keep them short and accurate. Choose quotes that show emotion instead of repeating facts.
- Lead people to other sources, i.e. websites or magazines, in case they want more information, but don't make those links a major part of each article. Instead, list them as a footnote whenever possible.
- Humor is never inappropriate. But be careful... there is inappropriate humor.

AND OUR NEW BRAND IS LAUNCHED!

Balloons of vibrant colors greeted the many members at our August business meeting. A luscious marble cake of many colors waited for our attention (which it received!). And a mysterious black box was handed out to every member and guest. Opening the box, puzzle pieces tumbled out and the competition was on to see who would be first to reveal our new Altrusa logo! We were honored to have International Parliamentarian, Colleen Duris, serve as the event judge.

The tension was thick in the room as every member focused on the goal of solving the puzzle! And with the added motivation of singing from Colleen and Val, is it any surprise that CPA Brenda Ford came in first – winning the first prize of an Altrusa shirt featuring our new logo? And also no surprise that another CPA, Carol Trow, came in second place. Other Altrusans searched behind their completed puzzles to find letters spelling ALTRUSA written behind the upper right puzzle piece! Winners could select from new Altrusa note pads, a USB drive, a literacy jewelry pen or a silicone bracelet...all purchased at International conference.

Then it was revealed that the puzzles and boxes could serve a second purpose. Labeled with our meeting location and times, it makes for a unique and memorable invitation to future potential Altrusans! Just think, 50 puzzles = 50 new guests sometime this year!

Colleen spoke about changes made to our International by-laws, and Sharon Mai presented information on how we are to use the new brand, the drivers that were used to create it, and lots of fun information on Rapid City, South Dakota. A good time was had by all, and thanks to the branding committee for putting together a fun and interesting introduction to the future of Altrusa!



Use photography instead of clipart for a more professional image and to tell a better story.

If you would like to download a newsletter template, one is available for download at: <http://members.altrusa.org/Publications/Toolkit.aspx>.

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We had great attendance, including several new guests to welcome.



Nancy, Colleen and Samantha - balloon wizards!



The puzzle results now an invite for potential Altrusans!




Val provided a yummy cake providing a hint of our new logo.

How to create a Word Document with Logo and Logo Placement

An eLetterhead document can be downloaded from: <https://login.altrusa.org/communications/>. The logo header and address footer are set in their proper place. Use your mouse to click on the document after it is open in Word and start composing.

Use one of the two approved universal fonts, Verdana on Windows-based PC's or Geneva on MACs, when Franklin Gothic is not available.



Type Club Board Members
Information here. Remember
to use Franklin Gothic font
type.

Start typing here. Remember to use Franklin Gothic font type.

Example:

Club President

Club Treasurer

President Elect

First Vice President

Second Vice President

Secretary

Immediate Past President

Director 1

Director 2

Director 3

Type Club mailing address,
telephone number, fax
number and e-mail address
here.

Type website address here.

How to Insert the Logo into your Email Signature

Many people like to insert electronic signatures at the end of their emails. Many email software programs, such as Outlook and Windows, allow you to add a picture or logo.

Gmail and AOL allow you to attach a “picture” or log that you’ve downloaded and saved to your computer. To download the email logo, go to <https://login.altrusa.org/communications/>. Locate the logo, right click, then save it to your computer hard drive. Yahoo and Hot Mail will only allow you to insert images that are already online, not those stored on your computer. Here are instructions for Gmail and AOL.

For **Gmail** account holders:

Log onto your Gmail account and click “Settings” in the top right of the page. A settings page will open with a row of tabs across the top of the settings box. Click the “Labs” tab.

Enable Inserting Images.

- ¹ Scroll down the page (or use your browsers search function) to find the “Inserting images” setting. Toggle it to “Enable”. While you are on the Labs page, enable any other switches you might want to try. When you have enabled all you want to, scroll to the bottom of the page and click “Save Changes”.

Insert Image

- ¹ Next, when you are writing an email you will be able to insert images within the body of the message. Click at the point in the message where you want the image to appear to set the insert point. Then click the “Insert Image” icon in the toolbar.
- ¹ Now browse to the picture that you downloaded to your hard drive. Select the image in the Add an Image Dialog box to place it at that point in your email. Continue to add any other text and images then send your email as usual.

For **AOL or AIM** account holders:

Insert Images Inline in Emails with AIM Mail or AOL Mail –

- When you are writing an email you will be able to insert images within the body of the message. Click at the point in the message where you want the image to appear to set the insert point. Then click the “Insert Image” icon in the toolbar.
- While composing the email in AIM Mail or AOL Mail, position the text cursor where you want the image to appear.
- Click the “Insert pictures into your mail” button in the composition toolbar.
- Find the image you downloaded and double-click the desired image.

AIM Mail and AOL Mail automatically resizes the inserted image to a smaller size. To change the picture size –

- Position the mouse cursor over the image whose size you want to change.
- Click the menu button in the image’s top left corner.
- Pick the desired size under Size.
 - Note that changing the display size of the image in your email will not change the size of the image itself. If you insert a large picture and have AIM Mail or AOL Mail resize it, the download may still be large and slow

Resize the picture to more handy proportions before inserting it to reduce download sizes.



There are many other email programs, stand-alone programs like Outlook and Lotus, and web-based programs like Yahoo mail and Hotmail. Email signatures can be inserted in these programs, but they need to be “linked” to an image file that is located online rather than on your computer’s hard drive. The instructions for insertion of the logo will vary from program to program, but basically, when asked to provide the URL for the online logo, locate the logo at <https://login.altrusa.org/communications/>.

Email Fonts

Franklin Gothic can be used in many stand-alone email programs and can be downloaded for free at <http://www.fontyukle.com/en/1,Franklin+Gothic>. Most web-based programs like Gmail and Yahoo have a more limited font base. In these cases, use Verdana for windows PC’s or Geneva on MAC’s.

How to Update your Altrusa Facebook Page with New Logo

- Open the web page:
<https://login.altrusa.org/communications/>.
- Locate the logo, right click and select the “save as” option, pick download location somewhere where you can easily find it, like your desktop.
- Open your Altrusa Facebook page and click on your Altrusa image in the upper left corner.
- On the next page that opens, click on “Add Profile Picture” in the upper right corner.
- Click on the “Browse” button, locate, select, then open the logo file you downloaded in step #2.



FACEBOOK LOGO

How to Insert the Logo into your PowerPoint Presentation

Download our logo by right-clicking on the logo, and select the “save as” option. Pick a download location somewhere where you can easily find it, like your desktop.

Site: <https://login.altrusa.org/communications/>

Open a new PowerPoint presentation file, click on Insert then Picture and locate the downloaded logo file. Click Open. To position the logo, click on Arrange, Align, then Align Right and Align Bottom.

The Big Picture

If you are using general photography in a publication, select photographs that convey our three brand drivers; Clarity, Flexibility and Inclusion. Ask yourself these questions; it is **clear** what's going on in the photo? Is it **inclusive** of our membership? Can it be used in a variety of pieces (this is the **flexibility** component)? When selecting photographs from events held in your club, district or at the international level, keep the three brand drivers in mind when choosing which photos to include. Try to select pictures that have followed these guidelines.

Common group photo mistakes and problems include:

- one or more subjects always seem to be looking away or in different directions
- subjects blinking
- someone missing from the photo
- different moods in the group; some smiling, some serious, some playing up to camera etc.
- the group being too close or far away or not all fitting into the shot.

While there will always be challenges with group photos, there are a number of things you can do to help improve your chances of getting the shot you're after.

Prepare

There is nothing that will make people posing for a photograph turn on you faster than you not being prepared. People don't like to be kept waiting so think ahead about some of the following aspects of your photo:

- scope out the location of your shot beforehand
- think ahead about how you will pose people and frame your shot
- all heads clear and in view
- make sure everyone you want in the shot knows you want them a few minutes ahead of time
- make sure your camera is on and has charged batteries and is on the setting for group or landscape with red-eye eliminated.

Location

The setting that you have for your group shot is important for a number of reasons. For starters it can give the photo context. For example a shot of club members in front of a completed community project means more than a shot of them in front of a brick wall. Another reason that choosing locations carefully is important is that it does not have distractions that will take away from the photo.

Choose a position where your group is comfortable, where there is enough light for the shot, and where there are no distractions in the background. Avoid setting up a group shot directly in front of a window where the light from your flash might reflect back in a way that destroys your shot.

One of the best ways to achieve successful photos is to take multiple photos quickly. Switch your camera into continuous shooting mode when taking group shots and shoot in short bursts. I find that the first shot is often no good but that the one or two directly after it often give a group that looks a little less posed and more relaxed.

Also shoot some frames before everyone is ready. Sometimes the organization of a group shot can be quite comical with people telling each other where to go and jostling for position.

Also mix up the framing of your shots a little if you have a zoom lens by taking some shots that are at a wide focal length and some that are more tightly framed.

Get in Close

Try to get as close as you can to the group you're photographing. The closer you can get, the more detail you'll have in their faces – something that really lifts a shot a lot.

If your group is smaller, get right in close to them and take some head and shoulder shots. One effective technique for this is to get your small group to all lean their heads in toward each other to enable you to get in even closer. Another way to get in closer is to move people out of a line formation and stagger them by putting shorter people in front and taller people behind.

Pose the group

In most cases your group will pose itself pretty naturally. But there are other things you can do to add to the photo's composition:

- If the event is centered on one or two people, like a membership induction or anniversary, make them the central focal point by putting them right in the middle of the group. You can add variation to your shots by taking some shots of everyone looking at the camera and then everyone looking at the person/couple).
- For formal group photos put taller members in the group not only towards the back of the group but centered with shorter people on the edges of the group.
- Try not to make the group too 'deep' (for instance keep the distance between the front line of people and the back line as small as you can). This will help to keep everyone in focus. If the group is 'deep' use a narrower aperture.
- Tell everyone to raise their chins a little. They will thank you later when they see the shot without any double chins!

Timing Your Shoot Well

Pick the moment for your shot carefully. Try to choose a time that works with what is important at the event. It is best to do a group shot when the group is already close together if possible and when there is a lull in proceedings.

Towards the start of events is a good time for photos as everyone is all together, relaxed and feels that they are looking their best.

Think about Light

In order to get good detail in your subjects, you will need to have sufficient light. Light varies from situation to situation. Consider using a flash if the light is marginal and you are close enough for it to take effect, especially if the main source of light is coming from behind the group.

If it's a bright sunny day and the sun is low in the sky try not to position it directly behind you or you'll end up with a collection of squinting faces in your shot.

Take Control

Do not be afraid to take control of the subjects. It is important that you keep talking to the group, let them know what you want them to do, motivate them to smile, tell them that they look great and communicate how much longer you'll need them for.

Also important is to give your subjects a reason to pose for the

photograph. For example, at a district conference you might motivate people to pose by saying ‘The district governor has asked me to get some group shots’ or at a community event ‘Let’s take a group photo to celebrate our accomplishments’. When you give people a reason to pose for you, you’ll find they are much more willing to take a few minutes for your photos.

Another very useful line to use with your group is – **‘If you can see the camera it can see you’**. This one is key if you want to be able to see each person’s face in the shot.

If there are more photographers than just you then wait until others have finished their shots and then get the attention of the full group. Otherwise you’ll have everyone looking in different directions.

Of course you don’t want to be a dictator when posing your group or you could end up with lots of group shots of very angry people. The best photographers know how to get people’s attention, communicate what they want but also keep people feeling relaxed and like they are having fun.

For large groups

Large groups of people can be very difficult to photograph. Even with staggering people and elevating people to make the ones in back higher, you may end up being a long way back to fit everyone into the shot.

One solution to this is to find a way to elevate your position as the photographer. When photographing an event with a large number

of attendees and the organizer wants one big group shot arrange for a ladder to be present to take a shot looking down on the group. In doing this you can fit a lot more people in and still remain quite close to the group (you end up with a shot of lots of faces in focus and less bodies). It also gives an interesting perspective to your shots – especially if you have a nice wide focal length.

Smile

Yes, YOU should smile! There's nothing worse than a grumpy stressed out photographer. Have fun and enjoy the process of getting your shots and you'll find the group will too. One of the best ways to get an individual or group to relax is to smile at them. It really does work.

Recommended sizes for posting on web pages

If you have a web person posting photos to your website, recommended sizes are:

- Thumbnails: 176 x 131 pixels at 72 dpi
- Full size photos, 2.5 x 3.5 inches at 72 dpi.

These are guidelines, you may have to adjust up or down to make the photos appear consistent and so that important features are not cropped out.

Here are some examples of group photos using unique perspectives or groupings. If you can't find a suitable photo, visit [iStockPhoto](#), [Getty Images](#) or another reputable site where you can download files intended for public use.



Current Logos, Templates and Marketing Materials

Current eLetterhead documents, logo files, color information and other marketing materials can be downloaded from the Marketing Toolkit located at:

<https://login.altrusa.org/communications/>