



ORDER
Sons and
Daughters
of Italy
IN AMERICA®

BRAND GUIDE BOOK

First Edition | October 2024

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● INTRODUCTION

MAKING OUR MARK: BUILDING THE SONS AND DAUGHTERS OF ITALY BRAND TOGETHER

As the Order Sons and Daughters of Italy in America, we want to fiercely protect our image – our brand. It's how others recognize and remember us here in the States and in regions across the globe.

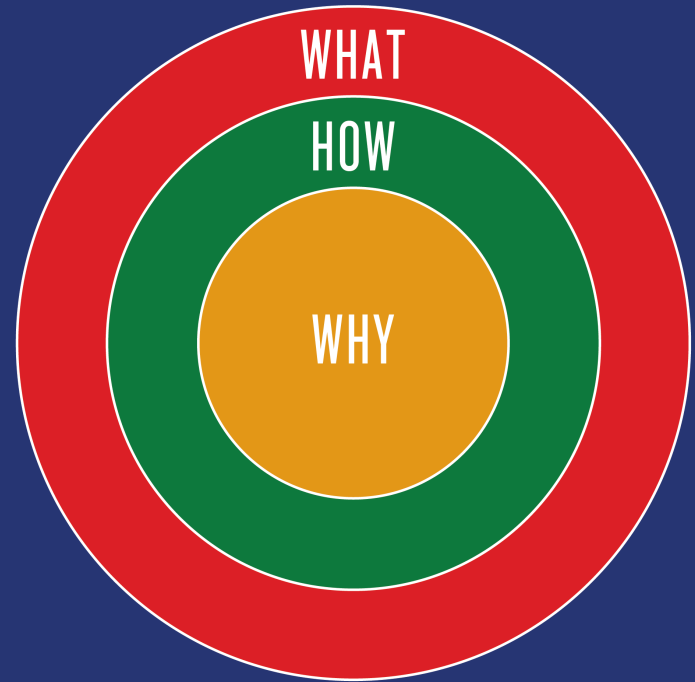
To that end, this guidebook serves as our brand roadmap, ensuring that we present an authentic face and voice to the world, and a solid, unified front to anyone who encounters us.

We want everyone, everywhere, to know exactly what we stand for when they see our name or logo. Let's work together to keep our family tradition strong and our unique brand in the spotlight.

Your input is invaluable as we strive to create the best brand guide. We welcome your ideas and suggestions for enhancing this resource. Please share your feedback with Anthony Massa, Brand and Marketing Consultant, at amassa@osia.org.



● **STARTING WITH WHY**



● STARTING WITH WHY

BEYOND THE MISSION: THE EMOTIONAL IMPACT OF "WHY"

Why do we exist? What's our purpose? Our passion? Our reason for being?

"Why" is perhaps the most crucial message any organization can communicate. It gives meaning to everything we do. It offers a sense of purpose and belonging. And it serves as a catalyst, inspiring us — and others — to act.

Unlike a formal mission statement, "why" evokes emotion. And it falls in line with our Regular Guy/Girl/Caregiver Archetype (pages 8 and 9).

"Why" in context:

WHAT: Every organization on the planet knows **WHAT** they do. These are the products they sell or the services they provide.

HOW: Some organizations know **HOW** they do it. These are the things that make them memorable or set them apart from their competition.

WHY: Very few organizations know **WHY** they do what they do. **WHY** is **NOT** about making money — that's a result. **WHY** is a purpose, cause, or belief. It's the very reason any organization exists.

TWO COMPANIES THAT KNOW THEIR "WHY"



WHAT: We offer great electronic products and offer great service.

HOW: They're brilliantly designed, simple to use and bring creative freedom to your life.

WHY: In everything we do, we believe in challenging the status quo. We believe in thinking differently.

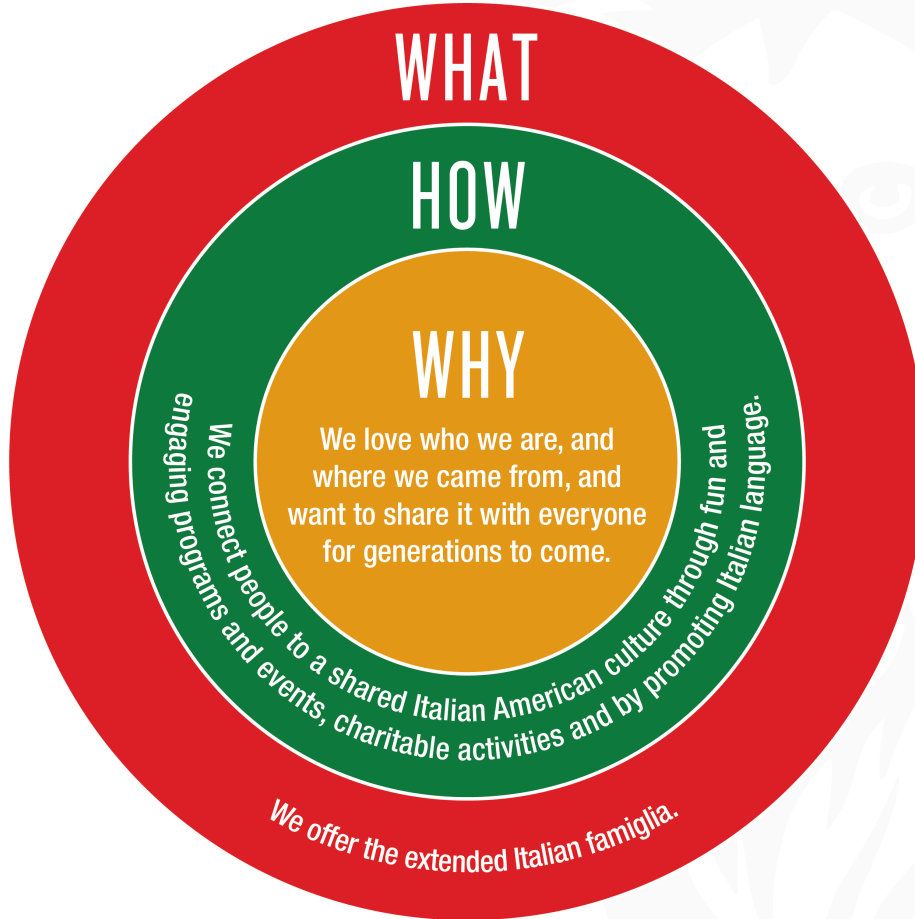


WHAT: We sell electric vehicles.

HOW: We work tirelessly to find new ways to make sustainable energy more affordable, accessible and cost-effective.

WHY: Our purpose is to accelerate the world's transition to sustainable energy.

● OUR WHY



● OUR MISSION

A MISSION OF COMMUNITY AND CULTURE: OUR ITALIAN AMERICAN LEGACY

By definition, a mission statement is a concise explanation of an organization's reason for existence and describes its intention and overall objectives. It is more of a formal business approach to communicating our message. For us, our mission statement is as follows:

Our mission is to foster a strong sense of community among Italian Americans by providing opportunities to build friendships, cultivate our culture and language, and support charitable causes, thereby preserving our rich heritage – and inspiring future generations.



● OUR ARCHETYPE



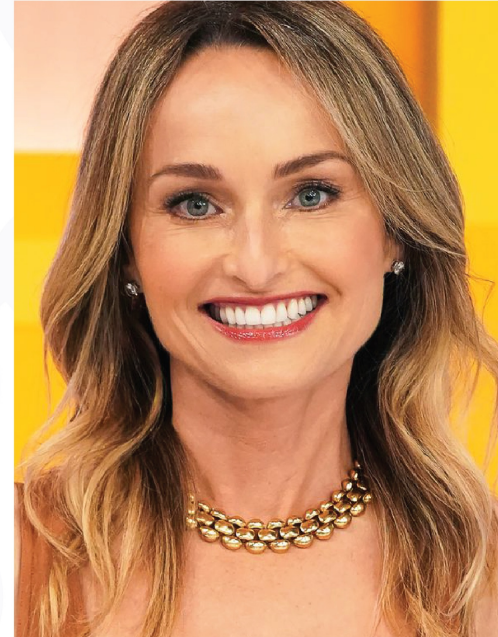
● OUR ARCHETYPE

OUR HEARTBEAT: THE REGULAR GUY/GIRL/CAREGIVER

The combination of the Regular Guy/Girl and Caregiver archetypes creates a powerful and relatable persona. These individuals are down-to-earth, approachable, and empathetic, making them easy to connect with. Their authenticity, steadfastness, and genuine desire to help others fosters trust and rapport.

Gary Sinise and Giada De Laurentiis are excellent, real-life examples of this combined archetype. Sinise's work with veterans demonstrates his deep care and compassion, while De Laurentiis' warm and inviting personality aligns with the Regular Guy/Girl archetype. Both individuals have a unique ability to connect with people on a personal level and provide the necessary support.

By embodying these combined traits, the Sons and Daughters of Italy in America can become more of a trusted and valued presence in our communities. This will help us build strong relationships with our members, offer compassionate support, and provide the guidance we all need to thrive now and across future generations.





● **TYPOGRAPHY AND TONE**



● TYPOGRAPHY

Gotham Bold

For Headers And Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

Gotham Book

For Subheads And Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

Gotham Book Italic

For Emphasis as needed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

Playfair Display SemiBold

For Headers And Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

Helvetica Neue LT Std

77 Bold Condensed For Subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

Helvetica Neue LT Std

47 Light Condensed For Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

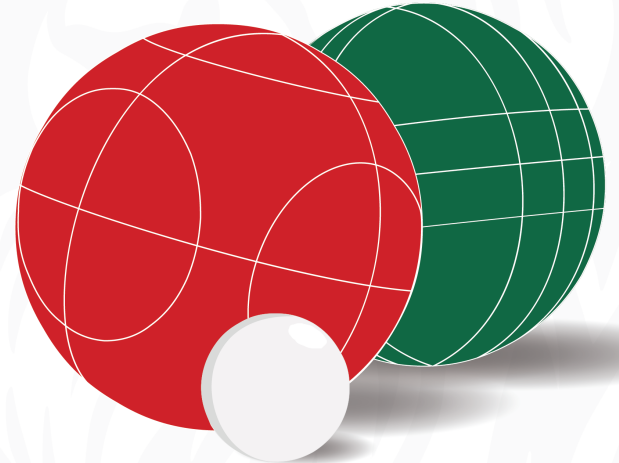
abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

JOIN THE FUN AND EXCITEMENT AT OUR

3rd Annual Bocce Ball Bash

Saturday, September 28, 2024 | 3-11 pm
140 W. Government St. Pensacola, Florida.



**Buona Fortuna
Lodge 2835**

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● TONE

WHAT WE SAY...

Our tone is human, conversational, and focused. We prioritize clarity and empathy over complexity. We are intelligent, flexible, dependable, honest, confident, down-to-earth, open-minded, and always willing to listen. We champion those in need and avoid arrogance, self-absorption, and judgment.

By aligning our communication with these core values, guiding principles, and tone, we will effectively convey the Order Sons and Daughters of Italy in America's commitment to serving our community.

...AND HOW WE SAY IT

To effectively communicate our brand, we will:

- Leverage storytelling to create emotional connections.
- Adopt a conversational, informal style.
- Build trust through expertise and support.
- Focus on audience needs and interests.
- Offer clear, actionable advice.

Embodying these principles creates a space where people feel seen, heard, and valued. We offer practical solutions, share heartwarming stories, and build lasting connections. We are more than an organization; we are a family creating a brighter future for the Italian American community.

● TONE_CONTINUED

OUR PERSONALITY AND PROMISE

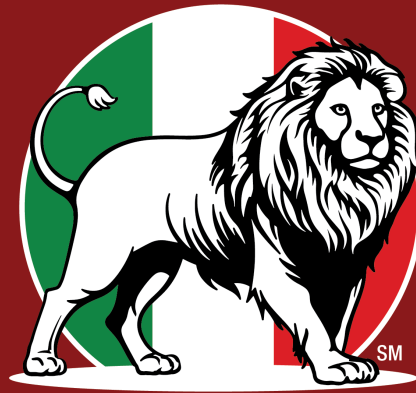
- We are accessible and inclusive. Everyone belongs here.
- We are authentic and honest. Trust is our foundation.
- We are collaborative and supportive. Together, we achieve more.
- We are innovative and forward-thinking. Progress is our compass.
- We are dependable. You can count on us.

OUR CORE VALUES AND GUIDING PRINCIPLES

Rooted in Italian heritage, our values of community, compassion, family, generosity, integrity, resilience, respect, and service guide our mission to serve the contemporary Italian American community.

We prioritize accessibility, inclusivity, authenticity, collaboration, humor, innovation, transparency, sustainability, reliability, and support in all our endeavors.

● OUR LOGOTYPE



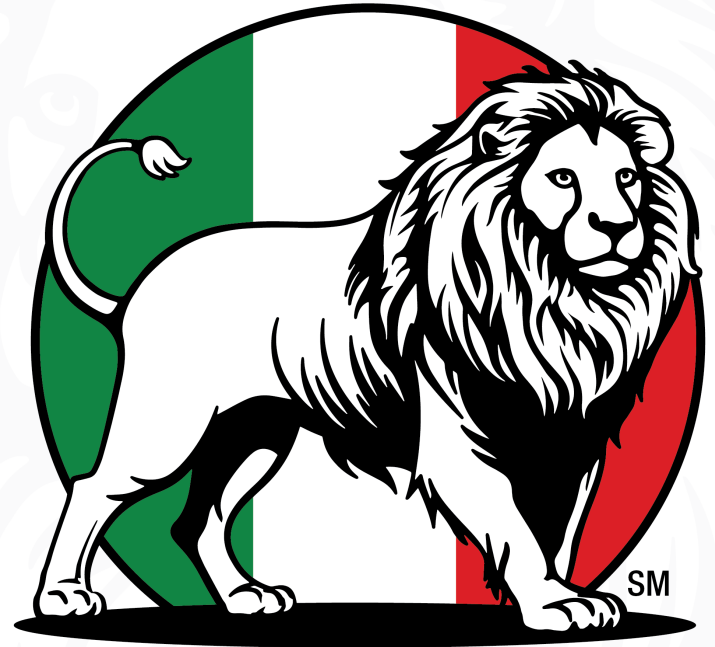
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● OUR LOGOTYPE

ABOUT OUR MARK

The majestic lion, a powerful symbol, is the centerpiece of our logo. Standing proudly, its focused gaze and closed mouth convey calm confidence, ready but not aggressive. The tail, raised high over its back is a powerful visual cue in nature indicating leadership and a call to unity. It is a unique and intentional pose. In the wild, this posture is a clear signal to others: "Follow me." For us, it's an invitation to join our pride – our "Famiglia."

Our lion also stands guard in front of the graphic "O" which represents the word "Order," protecting our heritage and the integrity of our group. Within the "O," the tricolore represents our Italian heritage; whether having Italian blood or being Italian at heart.

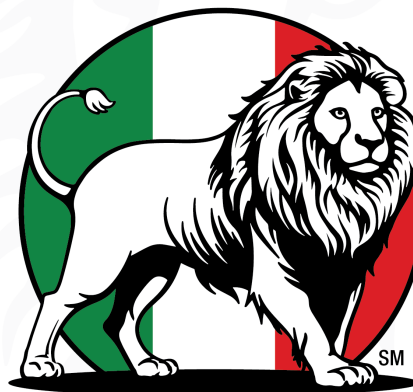


● OUR LOGOTYPE

BUILDING A STRONGER BRAND PRESENCE: A GUIDE TO USING OUR NEW LOGO

The newly updated Order Sons and Daughters of Italy in America logo is a powerful symbol of our heritage and community. To ensure it resonates consistently across today's dynamic media landscape, from print to the ever-evolving digital platforms, this guide provides clear instructions and adaptable variations for our logo's use.

By following these guidelines, you'll contribute to a strong and recognizable brand presence, fostering a sense of unity and pride across all of our communications. Additionally, proper logo usage according to these guidelines helps safeguard the ownership of our brand. Please follow these guidelines to the letter.



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● OUR LOGOTYPE

COLOR SPEAKS VOLUMES: WHY CONSISTENCY MATTERS

The Order Sons and Daughters of Italy in America logo colors are more than design choices. Consistent use across platforms builds instant recognition and sets us apart. Think of it as a visual handshake—familiar, reliable, and uniquely us. Following the logo usage guide's color specifications ensures our brand is represented with unwavering clarity and strength. This consistent visual identity fosters recognition, strengthens brand distinction, and ultimately reinforces the values and image of our brand.



ORDER
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nero
[black]

print
cmyk: 0 | 0 | 0 | 100
digital
rgb: 35 | 31 | 32
hex: #231F20



bianco
[white]

print
cmyk: 0 | 0 | 0 | 0
digital
rgb: 255 | 255 | 255
hex: #FFFFFF



smeraldo
[emerald]

print
cmyk: 89 | 28 | 100 | 16
digital
rgb: 0 | 121 | 44
hex: #00792C



rubino
[ruby]

print
cmyk: 8 | 100 | 100 | 1
digital
rgb: 219 | 0 | 27
hex: #DB001B

● OUR LOGOTYPE

BE SEEN, BE REMEMBERED: A GUIDE TO USING OUR LOGO

PRIMARY LOGO: The Order Sons and Daughters of Italy in America logo must be used consistently across all marketing materials. To protect our brand, strictly adhere to the following guidelines.

SECONDARY LOGO: The "Circle" logo is an alternative for merchandising purposes (e.g., hats, t-shirts, aprons). When used, avoid repeating the words "Order Sons and Daughters of Italy in America" adjacent to the mark.

SOCIAL MEDIA LOGO: For social media platforms (Facebook, Instagram, X), use the designated mark. The words "Order Sons and Daughters of Italy in America" will always appear to the right due to platform limitations. Never use the Secondary logo in these contexts.

ADDITIONAL CONSIDERATIONS

MAINTAINING CLARITY – GIVE THE LOGO ROOM TO BREATHE: Maintain a clear zone around the logo, at least the height of the "A" in "AMERICA," to avoid clutter and ensure the logo stands out.

SCALING WITHOUT DISTORTION: Hold the "shift" key while resizing the logo to maintain its original proportions and prevent a stretched or squished appearance.



PRIMARY LOGO



SECONDARY LOGO



SOCIAL MEDIA LOGO

● OUR LOGOTYPE

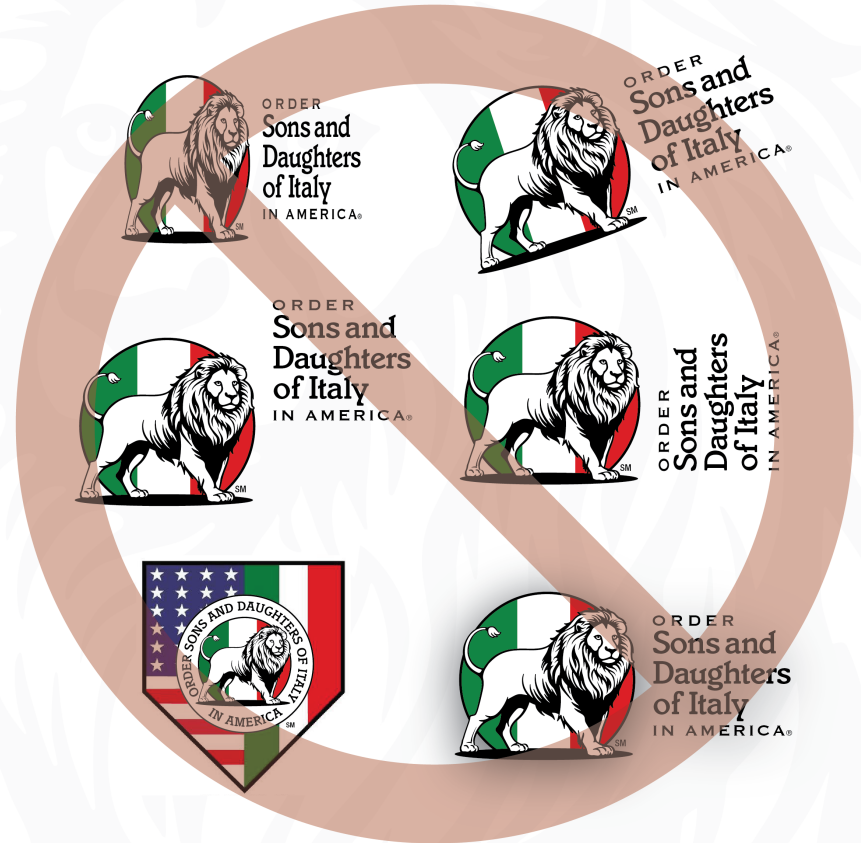
ENSURING BRAND CONSISTENCY: WHAT NOT TO DO WITH OUR LOGO

COLOR IS KEY: The specific colors used in our logo are a fundamental aspect of our brand identity. To ensure consistency across all materials, **THESE COLORS MUST BE ADHERED TO STRICTLY.** Any deviations from the official color palette could compromise brand recognition and dilute our messaging.

MAINTAIN THE LOGO'S INTEGRITY: The logo's design is a valuable asset that represents our organization. To safeguard our legal rights and prevent unauthorized use, **THE LOGO MUST BE USED IN ITS ENTIRETY AND WITHOUT ANY ALTERATIONS. ANY ADDITIONS, MODIFICATIONS, OR PARTIAL REPRODUCTIONS COULD DIMMISH THE SIGNIFICANT VALUE ACHIEVED THROUGH PUBLIC RECOGNITION OF OUR INTELLECTUAL PROPERTY RIGHTS AND PLACE THEM IN JEOPARDY.** Also, do not alter the logo by stretching, tilting, shifting the typographical treatment up, down or sideways, or adding additional elements or effects like drop shadows.

KEEP IT TOGETHER: Do not separate the icons from the Order Sons and Daughters of Italy in America typography. They form a unified visual identity for the organization. While exceptions may be considered in rare cases, **PRIOR APPROVAL IS MANDATORY.** To request an exception, or for questions and/or clarity about the "do's and don'ts," contact Anthony Massa at amassa@osia.org. Or by phone, 469.426.5754.

USE OFFICIAL SOURCES: Do not copy the logo from a website. Please go to our website for all official files: osdia.org/logo.



● OUR LOGOTYPE | CSJ, SIF, GRAND AND LOCAL LODGES

OUR BRANDED HOUSE: ONE BRAND. ONE UNIFIED VOICE.

Our branded house approach ensures a cohesive and recognizable brand identity across all Order Sons and Daughters of Italy in America communication platforms and groups. This strengthens our organization's overall mission, fosters a sense of unity, and establishes a distinctive voice within the community.

By incorporating "division-specific" subtitles into our master mark, we maintain a consistent brand look, tone, feel, and voice while highlighting the unique aspects of each division. This enhances our fundraising, membership drives, and marketing efforts, allowing us to leverage the recognition and trust associated with our long-standing, impeccable reputation and status within the Italian American community.

Templates and fonts for these marks can be requested by contacting Anthony Massa at amassa@osia.org. Or by phone, 469.426.5754. **ALL USAGE, DO'S AND DON'TS APPLY TO THESE MARKS AS WELL. PLEASE REFER TO PAGES 17-19 OF THIS GUIDE FOR DIRECTION AND/OR QUESTIONS.**



OSDIA PRIMARY LOGO



Sons of Italy Foundation®

ORDER
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Grand Lodge of the Northwest

ORDER
Sons and Daughters of Italy
IN AMERICA®



Commission for Social Justice

ORDER
Sons and Daughters of Italy
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Saint Padre Pio Lodge 3013

ORDER
Sons and Daughters of Italy
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OSDIA SECONDARY LOGO



Grand Lodge of the Northwest

PLEASE CONTACT
ANTHONY MASSA
amassa@osia.org. FOR SECONDARY
LOGO MERCHANDISING CUSTOM ART
FILE OPTIONS (AS SHOWN HERE).



OSDIA SOCIAL MEDIA LOGO
USE THIS LOGO FOR FACEBOOK
(AS SHOWN HERE), INSTAGRAM, X, ETC.
USAGES WHERE OUR NAME IS
PROMINENTLY DISPLAYED
NEXT TO THE MARK.



● COLOR PALETTE

REFLECTING OUR ROOTS: COLORS THAT CONNECT US

The color palette is designed to reflect the Order Sons and Daughters of Italy in America's culture, heritage, and ethos. This range of tones connects to our Italian roots and carries a positive psychological connotation and connection to the land we all now call home – America. The entire spectrum creates a cohesive visual identity that supports the brand's story and values, making for a harmonious and authentic representation in all forms of communication.



● COLOR PALETTE

COLORING OUR STORY: A GUIDE TO VISUAL IDENTITY

Color is key in bringing the order Sons and Daughters of Italy in America to life. Across all of our communication materials, color is to be used to create our distinctive visual style and communicate our brand's pioneering and energetic nature. It brings clarity, cohesion, and authenticity to the OSDIA brand when used correctly.

The red and green primary colors should be used solely for logo identity purposes. The black and white primary colors will obviously be used throughout all marketing materials.

The eight secondary colors shown to the right, along with black and white as needed, are meant to broaden the color palette and enhance our brand communications.



smeraldo
[emerald]
CMYK: 89, 28, 100, 16
RGB: 0, 121, 44
HEX: #00792C



bianco
[white]
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



rubino
[ruby]
CMYK: 8, 100, 100, 1
RGB: 219, 0, 27
HEX: #DB001B



nero
[black]
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: #231F20



veneto vino
CMYK: 57, 89, 42, 32
RGB: 99, 45, 80
HEX: #632D50



bari olive
CMYK: 60, 40, 80, 30
RGB: 91, 103, 65
HEX: #5B6741



roman royalty
CMYK: 40, 50, 75, 20
RGB: 137, 110, 74
HEX: #896E4A



capri cool
CMYK: 93, 52, 42, 18
RGB: 0, 95, 114
HEX: #005F72



siena harvest
CMYK: 0, 40, 100, 25
RGB: 196, 131, 18
HEX: #C48312



palermo passion
CMYK: 25, 100, 100, 30
RGB: 144, 24, 27
HEX: #90181B



torino twilight
CMYK: 40, 35, 75, 0
RGB: 165, 154, 96
HEX: #A59A60



milano midnight
CMYK: 100, 90, 15, 20
RGB: 31, 51, 116
HEX: #1F3374

● COLOR PSYCHOLOGY AND SYMBOLISM

PRIMARY COLORS



smeraldo
[emerald]

SYMBOLISM:
The color tricolore green* represents the plains and lush hills of Italy.



bianco
[white]

SYMBOLISM:
The color tricolore white* represents the snowy Alps and other mountain regions of Italy.



rubino
[ruby]

SYMBOLISM:
The color tricolore red* represents blood spilled in the Italian wars of independence.

***SYMBOLISM:**
The most popular – which has become the accepted fact – is that these “tricolore” colors represent Italy itself.



nero
[black]

SYMBOLISM:
The color black signifies the sophistication, authority, and understated luxury often associated with Italian style and culture.

SECONDARY COLORS



veneto
vino

SYMBOLISM:
The color purple signifies royalty, power, and creativity, reflecting our rich history and enduring determination.



bari
olive

SYMBOLISM:
The color olive green signifies the timeless beauty and resilience of the Tuscan countryside. It evokes the tranquility of olive groves, and the enduring spirit of those who have thrived amidst the changing times.



roman
royalty

SYMBOLISM:
The color rich gold signifies the enduring allure of affluence, the prestige of success, and the timeless beauty of Roman treasures.



capri
cool

SYMBOLISM:
The color teal signifies clarity, communication, and a sense of tranquility, evoking the peaceful dramatic beauty reminiscent of the Amalfi Coast.



siena
harvest

SYMBOLISM:
The color harvest gold symbolizes the groundedness, strength, and richness found in the natural beauty of Italy's countryside.



palermo
passion

SYMBOLISM:
The color deep red signifies a bold and powerful emotion, evoking the passion, intensity, and dramatic flair associated with both Italian culture and the breathtaking beauty of its landscapes.



torino
twilight

SYMBOLISM:
The color light gold signifies the generosity and compassion of the Italian culture, combined with the warmth and richness of its natural resources.



milano
midnight

SYMBOLISM:
The color deep blue signifies a powerful and trustworthy presence, evoking the authority, knowledge, reliability, and sophistication associated with both Roman history and the Italian seaside.

● PHOTOGRAPHY

AUTHENTIC MOMENTS: CAPTURING THE ESSENCE OF ITALIAN AMERICAN LIFE

The imagery used in our marketing materials should capture the essence of **BOTH** worlds – being Italian American and being American Italian. This delicate balance of heritage and homeland is the heart and soul of our brand. Use rich, sun-drenched hues to evoke the warmth of family and the vibrancy of culture. Avoid posed scenes; let genuine moments tell the story.

AUTHENTICITY: Use user-generated content from members to stand out. Avoid stock photos whenever possible.

TECHNICAL: File sizes must be at least 1-2 MBs. Obtain signed model releases.

ADDITIONAL CONSIDERATIONS:

- Storytelling: Images should tell a story about Italian American culture. Consider capturing family gatherings, traditional recipes, or cultural events.
- Diversity: Showcase the diversity within the Italian American community, including different regions, generations, and backgrounds.
- Consistency: Ensure that the imagery aligns with the overall brand aesthetic and messaging.

By following these guidelines, you can create compelling imagery that resonates with our audience and effectively represents the Italian American experience.



● LOGOED MERCHANDISE +

BEYOND THE BRAND: HOW OUR LOGO BUILDS COMMUNITY

The Order Sons and Daughters of Italy in America logo isn't just an image; it's a powerful symbol of identity and community. When we emblazon that logo on every item, like hats, hoodies, screen savers, and coffee mugs, we transform them into wearable digital billboards, silently broadcasting our message to the world.

This simple merchandising tactic is a subtle yet potent form of advertising. Every person sporting our logo becomes a walking ambassador, effortlessly spreading our brand awareness and generating curiosity.

But the power goes beyond mere visibility. Branded merchandise fosters a sense of belonging and strengthens our community. When our members, their families, and extended families wear our logo, they're not just sporting an item; they're declaring their affiliation with our values and ideals. It creates a sense of shared identity, building a loyal tribe of supporters who rally behind our brand and become invested in our – and their – future.

The examples shown here and **MORE** are available at our online store at osdia.org/store.





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For Questions And Additional Clarity Please Contact:

Anthony Massa
469.426.5754
amassa@osia.org