

## APPENDIX H

### ROTARY INTERNATIONAL EMBLEM USE GUIDELINES FOR ROTARY CLUBS, ROTARY DISTRICTS AND OTHER ROTARY-RELATED ENTITIES FOR SPONSORSHIP PURPOSES (Decision 86)

1. These Guidelines govern the use of the Rotary Marks, including the Rotary International emblem (the "Rotary Marks" are defined in paragraph 3, below) by any Rotary club, Rotary district or any other Rotary-related entity when used in combination with the emblem of another organization for sponsorship purposes.
2. The information in these Guidelines should be referenced in any agreement between any Rotary club, Rotary district or any other Rotary-related entity and a sponsor, especially the information contained in paragraphs 3, 5, 6, 7, 8, 9, 10, 11, 12 and 13, below.
3. RI is the owner of numerous trademarks and service marks throughout the world, including, but not limited to, "Rotary," the Rotary emblem, "Rotary International," "Rotary Club," "Rotarian," "Rotaract," the Rotaract emblem, "Interact," the Interact emblem, "Paul Harris," the image of Paul Harris, "Service Above Self," "He Profits Most Who Serves Best" (the "Rotary Marks"). RI extends the right to use these Marks to Rotary clubs, Rotary districts and other Rotary-related entities under certain limited guidelines for specific authorized uses which are further set out in Chapter 18 of the *Manual of Procedure*, which is incorporated herein by reference.
4. For the sponsorship purposes discussed herein, RI permits Rotary clubs, Rotary districts and other Rotary-related entities to use the Rotary Marks in the following manner(s) and subject to the following provisions.
5. Nothing in the limited use granted herein will constitute an assignment or license of any of the Rotary Marks to any sponsor.
6. In sponsorship situations involving Rotary clubs, Rotary districts and other Rotary-related entities, RI will only allow the use of the Rotary Marks in combination with the emblem of another organization for the limited and specific purpose of promotional materials for the event or project of the Rotary club, Rotary district or other Rotary-related entity, as further set out in paragraph 7, below.
7. When such a combined emblem use as discussed in paragraph 6, above, is desired, further identifying language of the name of the Rotary club, Rotary district or other Rotary-related entity must also be used in close proximity to and in equal prominence with the Rotary Marks. (This is in concert with recent RI Board determinations that whenever the name, "Rotary," or any of the Rotary Marks are used by themselves, they normally refer to the entire organization, Rotary International. Therefore, whenever a Rotary club, Rotary district or other Rotary-related entity is using either the word, "Rotary," or any of the Rotary Marks, further identifying language must also be used of the name of the Rotary club, Rotary district or other Rotary-related entity.)
8. Each sponsorship use of any of the Rotary Marks in combination with the emblem of another organization should be subject to a pre-publication review and approval process on the part of the Rotary club, Rotary district or other Rotary-related entity. Such use may also be subject to a pre-publication review and approval process on the part of RI's Intellectual Property counsel. The Rotary club, Rotary district or other Rotary-related entity should retain the sole right to specific denial or authorization or, in the case of alteration (of copy or layout), to be mutually agreed upon by the parties.
9. The Rotary club, Rotary district or other Rotary-related entity should retain control over where materials, including banners or signs are allowed to be displayed, when any of the Rotary Marks are used in combination with the emblem of another organization.
10. The Rotary club, Rotary district or other Rotary-related entity should reserve the right to approve publications in which any sponsor wishes to advertise using the Rotary Marks.

11. Whenever any of the Rotary Marks are used in combination with the emblem of another organization for sponsorship purposes, including any advertisement or promotional materials (including, but not limited to, banners or signs) the emblem of the other organization must be of equal or lesser unit size to that of the Rotary emblem (or other Rotary Marks, at the sole discretion of the Rotary club, Rotary district, other Rotary-related entity or RI).
12. Current RI policy mandates that the Rotary Marks may not be altered, modified or obstructed in any way but must be reproduced in their entirety. The Rotary emblem may be reproduced in any one color, but if it is to be reproduced in more than one color, it must be reproduced in its official colors of royal blue and gold (PMS Blue #286; PMS Metallic Gold #871 or PMS Yellow #129).
13. Current RI policy mandates that the Rotary Marks may only be reproduced by a vendor authorized to do so. Whenever, possible, therefore, reproductions of the Rotary Marks should be done by an officially licensed vendor. If the desired goods are not reasonably available from a RI licensee, a release must be obtained from the RI Licensing Section.