GUIDELINES FOR ROTARY FOUNDATION-FUNDED PROJECT SIGNAGE

Recipients of Rotary Foundation grant funds are required to provide appropriate project signage. Please see page three of this document for a sample project sign. Grant recipients must also comply with the policy regarding the proper use of Rotary Marks as outlined below (and in section 4.090 of The Rotary Foundation Code of Policies).

4.090. RI and TRF Guidelines for Use of the Rotary Marks by Sponsors and Cooperating Organizations

1. For the limited use granted herein, Rotary International (hereinafter "RI") (or The Rotary Foundation (hereinafter "TRF")) [strike out whichever does not apply] recognizes that [name of sponsor or cooperating organization] (hereinafter "Sponsor") may use the Rotary Marks, as defined below, in the following manner(s) and subject to the following provisions.
2. Sponsor recognizes that RI is the owner of numerous trademarks and service marks throughout the world, including, but not limited to, "Rotary," the Rotary emblem, "Rotary International," "RI,""Rotary Club," "The Rotarian," "The Rotary Foundation," the Rotary Foundation logo, "Rotarian," "Rotaract," "Rotaract Club," the Rotaract emblem, "Interact," "Interact Club," the Interact emblem, "Interactive," "Paul Harris Fellow," the image of Paul Harris, "PolioPlus," the PolioPlus logo, the convention logo, the Presidential Theme logos, "Service Above Self," "One Profits Most Who Serves Best," the Rotary Centers for Peace and Conflict Resolution logo (the "Rotary Marks").
3. Nothing in the limited use granted herein will constitute an assignment or license of any of the Rotary Marks by RI to Sponsor.
4. Sponsor recognizes that RI (or TRF) retains control over where recognition materials are allowed to be displayed in the various venues of RI authorized meetings, RI or TRF events or publicly displayed otherwise in connection with the sponsorship, partnership or alliance.
5. Sponsor recognizes that RI (or TRF) reserves the right to pre-approve publications and other media in which Sponsor wishes to advertise using the Rotary Marks, and to approve all uses of the Rotary Marks in any materials connected with the sponsorship or partnership in any and all media, including, but not limited to, for publicity and promotional purposes. Sponsor further recognizes that each use contemplated herein will be subject to a pre-publication review and approval process by Rotary or Rotary's legal counsel. RI retains the sole right to specific denial or authorization of such use or, in the case of alteration (of copy or layout), to be mutually agreed

upon by the parties.

6. Sponsor agrees that any use of its logo in any advertisement or promotional materials directly related to a sponsored Rotary event or project (including, but not limited to, recognition materials such as banners or signs) must be of equal or lesser unit size to the Rotary emblem (or other Rotary Marks, at the sole discretion of RI (or TRF), unless the Rotary emblem or other Rotary Mark is part of a repetitive background screen. RI allows for overwriting of the Rotary emblem or other Rotary Mark (watermarked, printed, screened or embossed), provided the Rotary emblem or other Rotary Mark is not otherwise partially covered and/or obstructed. RI agrees that in cases where the sponsor might wish to highlight its role in sponsoring a Rotary event or project in conjunction with its regular advertising, the Rotary emblem may be smaller than the sponsor's logo.
7. Sponsor recognizes that, without altering the provisions set out in paragraph 6, above, the Rotary Marks may not be altered, modified or obstructed but must be reproduced in their entirety. To accommodate digital media and enhance an accurate reproduction of the Rotary emblem, a specially modified emblem may be used for replications smaller than 0.5 inches (1.27 cm), such modified emblem to be used only together with "Rotary" as part of the "digital and small space signature lock-up." There should be no overlap between Sponsor's logo and the Rotary emblem or other Rotary Mark; the two images should be clearly spaced so as to be two separate and distinct images.
8. The Rotary Marks may be reproduced in any one color, but if they are to be reproduced in more than one color, they must be reproduced in their official colors royal blue and gold (PMS 286 Blue; PMS 871 Metallic Gold or PMS 129U / 130C Yellow) for the Rotary emblem and the TRF logo; information available on other Marks, as necessary.
9. Sponsor recognizes that the Rotary Marks may only be reproduced by a vendor authorized by RI to do so. Whenever possible, reproductions of the Rotary Marks should be done by an RI officially licensed vendor. If the desired goods are not reasonably available from an RI licensee, a release must be obtained from the RI Licensing Section.
10. If goods are being produced in connection with an alcohol industry sponsor, the Rotary emblem should not be included on the labels of the alcohol products. (January 2014 Trustees Mtg., Dec. 57)

Source: October 1998 Board Mtg., Bd. Dec. 86 Amended by August 2000 Board Mtg., Bd. Dec. 64; November 2000 Board Mtg., Bd. Dec. 133; November 2001 Board Mtg., Bd. Dec. 71; January 2012 Trustees Mtg., Dec. 73; January 2014 Trustees Mtg., Dec. 57

Rotary

Project Type

(e.g. water wells, school desks, book supplies, x-ray equipment, etc.)

Name(s) of Rotary Club and/or District
Project Country

Name(s) of Rotary Club and/or District
Outside Project Country

List of Additional Clubs and/or Districts Involved

This project was made possible in part by a grant from
THE ROTARY FOUNDATION OF ROTARY INTERNATIONAL