

June 2017 Board Meeting

B-18. Weapons and Rotary Clubs, Districts, and Other Rotary Entities

DECISION: The Board clarifies its decision 96, January 2017, pertaining to clubs, districts and other Rotary Entities' activities involving guns and other weapons by amending the Rotary Code of Policies, as shown in Exhibit B-18.

Note: President-elect Riseley abstained from voting on this item.

Exhibit B-18

2.100. Clubs and Districts Events Involving Weapons

Rotary clubs, Rotary districts and other Rotary Entities may participate in activities involving the sale, give-away or transfer, including raffles, of guns, weapons or other armaments, provided they never take ownership of the item(s) and any transfer of ownership of a firearm is handled by a licensed third party in compliance with all applicable laws. Any use of the Rotary Marks in connection with such activities shall be in compliance with RI policy, including policy for use of the Rotary Marks. *(January 2017 Mtg., Bd. Dec. 96)*

Source: January 2017 Mtg., Bd. Dec. 96

2.110. Legal and Insurance Implications of Events Involving Weapons

Rotary clubs, districts and other Rotary Entities that organize events or activities that involve guns or weapons, including sport shooting activities, shall review potential liabilities arising out of such activities and consult with legal and/or insurance professionals to ensure that they are adequately protected. *(January 2017 Mtg., Bd. Dec. 96)*

Source: January 2017 Mtg., Bd. Dec. 96

33.030.6. Use of the Rotary Emblem or other Rotary Marks by Rotary Entities

When used by itself, the word "Rotary" or the Rotary Emblem normally refers to the entire organization, Rotary International. It also means the ideals and principles of the organization. All club, district, multidistrict and other Rotary Entity activities, projects and organizations must include identifiers of the club, district, multidistrict group or other Rotary Entity when using the Rotary Emblem or other Rotary Marks. In limited instances and in RI's sole discretion, a geographic identifier may be used, provided it accurately represents the interests of each club in that area and appropriate approvals are sought from the district governors and/or the club presidents. Such identifier must be in close proximity to and in equal prominence with the Rotary Emblem or other of the Rotary Marks.

The Rotary Marks must always be reproduced in their entirety. No alterations, obstructions or modifications of the Rotary Marks are permitted. 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" or with "Interact" or "Rotaract" as part of the digital and small space simplified signatures for the Programs logos. To accommodate the embroidery medium, the modified Rotary emblem may be used on licensed and other RI authorized articles of clothing in replications greater than 0.5 inches (1.27 cm) but

only in sizes too small to accommodate accurate reproduction of the Rotary emblem, provided the modified Rotary emblem is always used together with “Rotary,” “Interact,” or “Rotaract” in the simplified signature format.

For correct color reproductions of the Rotary emblem or other of the Rotary Marks, current guidelines are found in the Brand Center at <https://brandcenter.rotary.org> and in “*Voice and Visual Identity Guidelines*,” which give further specifications for reproducing the Rotary emblem and guidelines for maintaining a standardized, coordinated identity for all Rotary materials (547A). Rotarians are reminded that Rotary is both a local and a global organization and even local uses may enjoy global recognition through the use of the Internet and other electronic communications. Different cultures have different standards and different sensitivities. Any use of the Rotary Marks under these guidelines should attempt to be culturally sensitive and in concert with the Object of Rotary. RI reserves the right to review and approve any uses of the Rotary Marks. The Rotary Marks may not be depicted in combination with images of guns, weapons, or other armaments. (*January 2017 Mtg., Bd. Dec. 96*)

Source: May 2000 Mtg., Bd. Dec. 399; Amended by June 2013 Mtg., Bd. Dec. 242; January 2015 Mtg., Bd. Dec. 117; May 2015 Mtg., Bd. Dec. 166; May 2015 Mtg., Bd. Dec. 195; July 2015 Mtg., Bd. Dec. 16; October 2015 Mtg., Bd. Dec. 37; January 2017 Mtg., Bd. Dec. 96

33.030.15. RI and TRF Guidelines for Use of the Rotary Marks by Other 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 other third party organization] (hereinafter "Other Organization") may use the Rotary Marks, as defined below, in the following manner(s) and subject to the following provisions.
2. Other Organization 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," among others (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 Other Organization.
4. Other Organization 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 other third party relationship.
5. Other Organization recognizes that RI (or TRF) reserves the right to pre-approve publications and other media in which Other Organization 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 or other third party relationship in any and all media, including, but not limited to, for publicity and promotional purposes. Other Organization 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. Other Organization 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 Other Organization 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 Other Organization's logo.

7. Other Organization 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" or with "Interact" or "Rotaract" as part of the digital and small space simplified signatures for the Programs logos. To accommodate the embroidery medium, the modified Rotary emblem may be used on licensed and other RI authorized articles of clothing in replications greater than 0.5 inches (1.27 cm) but only in sizes too small to accommodate accurate reproduction of the Rotary emblem, provided the modified Rotary emblem is always used together with "Rotary," "Interact," or "Rotaract" in the simplified signature format.

There should be no overlap between Other Organization'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. For correct color reproductions of the Rotary emblem and other of the Rotary Marks, current guidelines are found in the Brand Center at <https://brandcenter.rotary.org> and in "*Voice and Visual Identity Guidelines*," which give further specifications for reproducing the Rotary emblem and guidelines for maintaining a standardized, coordinated identity for all Rotary materials (547A).

9. Other Organization 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 a 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 2017 Mtg., Bd. Dec. 96*)

11. Rotary is both a local and a global organization and even local uses may enjoy global recognition through the use of the Internet. Different cultures have different standards and different sensitivities. Any use of the Rotary Marks under these guidelines should attempt to be culturally sensitive and in concert with the Object of Rotary. RI reserves the right to review and

approve any uses of the Rotary Marks. The Rotary Marks may not be depicted in combination with images of guns, weapons, or other armaments.

Source: October 1998 Mtg., Bd. Dec. 86; Amended by August 2000 Mtg., Bd. Dec. 64; November 2000 Mtg., Bd. Dec. 133; November 2001 Mtg., Bd. Dec. 71; June 2002 Mtg., Bd. Dec. 245; November 2006 Mtg., Bd. Dec. 35; November 2007 Mtg., Bd. Dec. 32; January 2008 Mtg., Bd. Dec. 142; June 2010 Mtg., Bd. Dec. 182; January 2012 Mtg., Bd. Dec. 201; June 2013 Mtg., Bd. Dec. 242; May 2015 Mtg., Bd. Dec. 166; May 2015 Mtg., Bd. Dec. 195; September 2016 Mtg., Bd. Dec. 28; January 2017 Mtg., Bd. Dec. 96

33.040.6. Use of Name “Rotary,” or other Rotary Marks by Rotary Entities

When used by itself, the word “Rotary” or the Rotary Emblem normally refers to the entire organization, Rotary International. It also means the ideals and principles of the organization. All club, district, multidistrict and other Rotary Entity activities, projects or organizations must include identifiers of the club, district, multidistrict group or other Rotary Entity when using the name “Rotary,” or other Rotary Marks. In limited instances and in RI’s sole discretion, a geographic identifier may be used, provided it accurately represents the interests of each club in that area and appropriate approvals are sought from the district governors and/or the club presidents. Such identifier must immediately follow or precede “Rotary.” Such identifier must be in close proximity to and in equal prominence with the Rotary Emblem or other of the Rotary Marks.

The Rotary Marks must always be reproduced in their entirety. No abbreviations, prefixes or suffixes such as “Rota” are permitted, except for use in “Interota” for the periodic Interota meetings. No alterations, obstructions or modifications of the Rotary Marks are permitted. 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” or with “Interact” or “Rotaract” as part of the digital and small space simplified signatures for the Programs logos. To accommodate the embroidery medium, the modified Rotary emblem may be used on licensed and other RI authorized articles of clothing in replications greater than 0.5 inches (1.27 cm) but only in sizes too small to accommodate accurate reproduction of the Rotary emblem, provided the modified Rotary emblem is always used together with “Rotary,” “Interact,” or “Rotaract” in the simplified signature format.

For correct color reproductions of the Rotary emblem and other of the Rotary Marks, current guidelines are found in the Brand Center at <https://brandcenter.rotary.org> and in “*Voice and Visual Identity Guidelines*,” which give further specifications for reproducing the Rotary emblem and guidelines for maintaining a standardized, coordinated identity for all Rotary materials (547A). Rotarians are reminded that Rotary is both a local and a global organization and even local uses may enjoy global recognition through the use of the Internet. Different cultures have different standards and different sensitivities. Any use of the Rotary Marks under these guidelines should attempt to be culturally sensitive and in concert with the Object of Rotary. RI reserves the right to review and approve any uses of the Rotary Marks. The Rotary Marks may not be depicted in combination with images of guns, weapons, or other armaments.

Rotary Entity activities, projects or organizations that are to include the name “Rotary,” or other Rotary Marks without a further qualifier, must first seek an exception to policy from the Board. Rotarians coordinating existing activities, projects and organizations should review and make necessary changes consistent with this policy. (*January 2017 Mtg., Bd. Dec. 96*)

36.010. Guidelines for Sponsorship of RI Meetings, Events, Projects and Programs

The Board, acknowledging that RI meetings, events, projects and programs are supported in part through sponsorships by business entities and governmental agencies, has adopted the following terms for acceptance of sponsorship of RI meetings, events, projects and programs:

1. Sponsorships are relationships with other organizations which benefit RI, TRF, and Rotary projects(s) and Rotary program(s), in image-enhancing, promotional, monetary or other ways. Club and district events, such as conferences, PETS, etc., should be permitted to accept sponsorships; however the Council on Legislation is not an acceptable sponsorship venue. Each sponsorship relationship should terminate either within a defined period of time or with the completion of the sponsored event. It is important to maintain the appropriate level of decorum at any Rotary event.
2. RI will not accept a sponsorship that:
 - a. Conflicts with Rotary's ethical and humanitarian values
 - b. Undermines internationally recognized standards for human rights
 - c. Supports the use of addictive or harmful products and activities, including but not limited to alcohol (when inappropriate in a specific cultural context), tobacco, gambling, and guns, weapons or other armaments
 - d. Promotes a particular political or religious viewpoint through the partnership's activities and results
 - e. Discriminates based on race, ethnicity, color age, gender, language, religion, political opinion, sexual orientation, national or social origin, property, or birth or other status (See Rotary Code section 4.010.1. for Rotary's Statement on Diversity.)
 - f. Weakens the autonomy, independence, reputation, or financial integrity of Rotary International, The Rotary Foundation, or the specific Rotary club, district or other Rotary Entity
 - g. Involves any subject matter which is not in accord with the Object of Rotary
3. Cultural and legal variances in business practices among nations should be identified and honored whenever possible in matters of RI meeting, event, project and program sponsorship. In realization that business practices are not universal, ethical guidelines appropriate to a given culture should be developed, published, and applied by those responsible for the solicitation and/or acceptance of RI meetings, events, projects or programs-related sponsorship.
4. Any sponsorship must comply with relevant laws.
5. Any sponsorship revenue or donations-in-kind (the value thereof, see paragraph 7, below) received will be subject to the terms of any agreement between RI and any local organizing entity.

6. Sponsorships that would appear in revenue projections for RI meetings, events, projects or programs of necessity shall be guaranteed in writing by the intended sponsor. Moreover, such written intent shall clearly state what, if anything, the sponsor expects in return for its assistance.

7. Donations-in-kind shall be considered as sponsorship to the extent of their lowest reasonable fair market financial value.

8. Recognition for sponsorships shall occur--primarily during the actual meeting, event, project or program--in the form of published attribution and acknowledgment of thanks, verbal expression of gratitude, signage anywhere within meeting facilities, and to the extent that the planning committee for that meeting, event, project or program finds acceptable. In no instance, shall a sponsor name be included in the name, title or logo of any meeting, event, project or program. Sponsors of specific events or projects of Rotary may be identified in the following manner “[Rotary event or project name] presented by [sponsor’s name].”

9. All sponsorship proposals, whether obtained by RI or by a local organizing entity, shall require the approval of the general secretary in consultation with the president. Such approval shall include but not be limited to the following aspects of each sponsorship proposal:

- a) Appropriateness of the sponsor
- b) Nature of the sponsorship plan
- c) Extent of the sponsorship relationship
- d) Share of the sponsorship revenue between RI and any local organizing entity
- e) Nature of the sponsorship recognition

10. “Official Sponsorship Designations”: The general secretary will review applications and bids for companies that will be designated “official.” For example, an “official” air carrier, and where appropriate, an “official” rental car company and other services, may receive a similar designation. Competitive firms are sought for the designations, and proposals are obtained and analyzed by the general secretary. For the air carrier, the general secretary considers not only the fare proposed but also the capacity of the carrier, the complimentary tickets and freight offered to RI.

The selection of “official” service firms should be recommended by the general secretary’s staff assigned to convention activities and approved by the general secretary and the president who will preside over the convention. Transparency in the bid process is important.

11. “Exclusive Sponsorship Categories”: Unless permission from RI is sought and obtained in advance of any solicitation on the part of a local organizing entity, RI reserves exclusive rights to solicit and accept sponsorships with airline companies and banking/financial institutions, due to RI’s long term agreements and relationships with such entities.

12. First aid/medical sponsorships: The specifics and details involved with a medical/first aid sponsor must be approved by the general secretary, in consultation with the president, at least three months before the meeting, event, project, or program to ensure that the sponsoring organization can comply with RI’s contractual requirements, including but not limited to insurance and indemnification requirements. First aid/medical sponsors sent to the general secretary later than three months before the meeting, event, project, or program will not be considered.

13. Internet sponsorships: The specifics and details involved with an internet sponsor must be approved by the general secretary, in consultation with the president, at least three months before the meeting, event, project, or program to ensure that the sponsoring organization can provide the internet services RI requires at its events and also comply with RI's contractual requirements, including but not limited to insurance and indemnification requirements. Internet sponsors sent to the general secretary later than three months before the meeting, event, project or program will not be considered.

14. Each RI sponsorship relationship should terminate either within a defined period of time or with the completion of the sponsored meeting, event, project or program.

15. Except by Board authorization, individual member data must not be used for sponsorship purposes and must stay within the control of RI. However, any determination to allow access to individual member data must respect the individual rights of Rotarians, including relevant legal restrictions. All sponsorships must follow the Rotary Privacy Statement (Rotary Code section 26.100.)

16. All uses of the Rotary Marks for the sponsorship purposes contemplated herein must be governed by the "RI and TRF Guidelines for Use of the Rotary Marks by Sponsors and Cooperating Organizations" (Rotary Code Section 33.030.15.). A copy of these Guidelines must be attached to and incorporated in any contract entered into between RI or any local organizing entity and any Sponsor. (*January 2017 Mtg., Bd. Dec. 96*)

Source: October 1998 Mtg., Bd. Dec. 86; November 2007 Mtg., Bd. Dec. 70; November 2008 Mtg., Bd. Dec. 81. Amended by February 1999 Mtg., Bd. Dec. 237; August 2000 Mtg., Bd. Dec. 64; November 2001 Mtg., Bd. Dec. 71; February 2002 Mtg., Bd. Dec. 213; January 2012 Mtg., Bd. Dec. 201; October 2013 Mtg., Bd. Dec. 52; May 2014 Mtg., Bd. Dec. 136; September 2016 Mtg., Bd. Dec. 28; January 2017 Mtg., Bd. Dec. 96

Cross References

33.030.15. RI and TRF Guidelines for Use of the Rotary Marks by Other Organizations

35.010.1. Criteria for Evaluation of Partnership Proposals

69.060.1. Contributions to and Support For Other Organizations

44.020. Guidelines for Rotary Clubs, Rotary Districts and Other Rotary Entities for Interacting with Other Organizations

1. These guidelines govern the actions of Rotary clubs, Rotary districts and other Rotary Entities when interacting with other organizations.

2. Clubs, districts and other Rotary Entities may support and cooperate with other organizations in projects and activities provided that:

a) such initiatives are consistent with Rotary ideals and purposes

b) the cooperative activity is approved by the club, district or other Rotary Entity membership concerned

- c) the cooperation involves direct participation and responsibility by a committee appointed by a club president, district governor or chair of a Rotary Entity designated for the duration of the activity, with provision for annual review
- d) club, district or other Rotary Entity autonomy as an independent organization is preserved
- e) the club, district or other Rotary Entity does not become a member of the cooperating organization
- f) appropriate recognition for club, district or other Rotary Entity is obtained, to the extent that it is warranted by the nature of the cooperation, in the interest of keeping the public informed about Rotary and its service activities
- g) the club, district or other Rotary Entity and the cooperating organization share in the responsibility of communicating to the public the nature of the joint project or activity
- h) the club, district or other Rotary Entity does not accept an ongoing
 - 1. obligation to participate in the joint project, or
 - 2.) financial obligation to the organization, but provides opportunities for Rotary clubs, Rotary districts or other Rotary Entities to review and decide upon continuing participation or financial support of such projects or activities at board meetings, district conferences, annual meetings or by other appropriate means
- i) such activity or cooperative agreement entered into by a club, district or other Rotary Entity does not in any way bind or commit Rotary International or The Rotary Foundation to said activity or agreement.

3. Except as may otherwise be set forth in Article 35, Partnerships, these Guidelines govern the use of the Rotary Marks, including the Rotary International emblem (the "Rotary Marks" are defined in paragraph 6, below) by any Rotary club(s), Rotary district(s) or any other Rotary Entity when used in combination with the name or logo of another organization.

4. "Rotary Entities" includes Rotary International, The Rotary Foundation, a Rotary club or group of clubs, a Rotary district or group of districts (including a multidistrict activity), a Rotary Fellowship, Rotarian Action Group, and administrative territorial units of Rotary International. Entities not included in this definition are not permitted to enter into sponsorship or cooperative relationships which use the Rotary Marks without seeking prior Board approval. Individual RI Programs are not considered Rotary Entities.

5. The information in these Guidelines should be referenced in any agreement between any Rotary club(s), Rotary district(s) or any other Rotary Entity and another organization, including, but not limited to, a sponsor or other cooperating organization, especially the information contained in paragraphs 6, 8, 10, 11, 12, 13, 14, 15, 16, 17 and 18, below.

6. 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 Rotary Foundation," the Rotary Foundation logo, "Rotarian," "The 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, "Service Above Self," "One Profits Most Who Serves Best," and the Rotary Centers for Peace and Conflict Resolution logo (the "Rotary Marks"). RI extends the right to use these Marks to Rotary clubs, Rotary districts and other Rotary Entities under certain limited guidelines for specific authorized uses as further set forth throughout this *Code of Policies* (see Article 33, Rotary Marks, generally).

7. When interacting with other organizations, such as for sponsorship and other cooperative relationship purposes, RI permits Rotary clubs, Rotary districts and other Rotary Entities to use the Rotary Marks in the following manner(s) and subject to the following provisions.

8. Nothing in the limited use granted herein will constitute an assignment or license of any of the Rotary Marks to any other organization.

9. In situations where Rotary clubs, Rotary districts and other Rotary Entities are interacting with other organizations, RI will only allow the use of the Rotary Marks in combination with the name or logo of another organization for the limited and specific purpose of promotional materials for the event or project of, or cooperative relationship with, the Rotary club(s), Rotary district(s) or other Rotary Entity, as further set out in paragraph 10, below.

10. When one of the Rotary Marks is used in combination with the name or logo of another organization, further identifying language of the name of the Rotary club(s), Rotary district(s) or other Rotary Entity must also be used in close proximity to and in equal prominence with the Rotary Marks. (See Sections 33.030.6.; 33.040.12.; 33.040.6.)

11. Whenever any of the Rotary Marks are used in combination with the logo of another organization for sponsorship or cooperative relationship purposes, including any advertisement or promotional materials directly related to a sponsored Rotary event or project (including, but not limited to, banners or signs) the logo 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(s), Rotary district(s), other Rotary Entity or RI), 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 Marks) (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 a 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.

12. The Rotary Marks may not be altered, modified or obstructed in any way 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" or with "Interact" or "Rotaract" as part of the digital and small space simplified signatures for the Programs logos. To accommodate the embroidery medium, the modified Rotary emblem may be used on licensed and other RI authorized articles of clothing in replications greater than 0.5 inches (1.27 cm) but only in sizes too small to accommodate accurate reproduction of the Rotary emblem, provided the modified Rotary emblem is always used together with "Rotary," "Interact," or "Rotaract" in the simplified signature format.

There should be no overlap between another organization'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.

For correct color reproductions of the Rotary emblem, current guidelines are found in the Brand Center at <https://brandcenter.rotary.org> and in “*Voice and Visual Identity Guidelines*,” which give further specifications for reproducing the Rotary emblem and guidelines for maintaining a standardized, coordinated identity for all Rotary materials (547A). Rotarians are reminded that Rotary is both a local and a global organization and even local uses may enjoy global recognition through the use of the Internet. Different cultures have different standards and different sensitivities. Any use of the Rotary Marks under these guidelines should attempt to be culturally sensitive and in concert with the Object of Rotary. RI reserves the right to review and approve any uses of the Rotary Marks. The Rotary Marks may not be depicted in combination with images of guns, weapons, or other armaments.

13. 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.

14. Each use of any of the Rotary Marks in combination with the name or logo of another organization should be subject to a pre-publication review and approval process on the part of the Rotary club(s), Rotary district(s) or other Rotary Entity or by RI. RI, the Rotary club(s), Rotary district(s) or other Rotary 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.

15. The Rotary club(s), Rotary district(s) or other Rotary Entity should retain control over where promotional materials are published in any medium, including where banners or signs are allowed to be displayed when any of the Rotary Marks are used in combination with the name or logo of another organization.

16. The Rotary club(s), Rotary district(s) or other Rotary Entity should reserve the right to approve publications or other media in which any other organization wishes to advertise or otherwise promote a relationship using the Rotary Marks.

17. Membership lists, except by Board authorization, must stay within the control of RI, the district(s), the club(s), and/or other Rotary Entity(ies) involved. However, any determination to allow access to membership lists must respect the individual rights of Rotarians, including relevant legal restrictions.

18. Any use of the Rotary Marks in combination with the name or logo of another organization should

A. Be consistent with Rotary’s values and local cultural norms

B. Be in accord with the Object of Rotary, and

C. Enhance Rotary’s public image and reputation. (*January 2017 Mtg., Bd. Dec. 96*)

Source: October 1988 Mtg., Bd. Dec. 114; October 1998 Mtg., Bd. Dec. 86; *Amended by* August 2000 Mtg., Bd. Dec. 64; November 2000 Mtg., Bd. Dec. 133; February 2001 Mtg., Bd. Dec. 224; June 2001 Mtg., Bd. Dec. 385; November 2001 Mtg., Bd. Dec. 71; February 2002 Mtg., Bd. Dec. 213; February 2003 Mtg., Bd. Dec. 194; February 2004 Mtg., Bd. Dec. 159; November 2006 Mtg., Bd. Dec. 35; November 2007 Mtg., Bd. Dec. 32; November 2007 Mtg., Bd. Dec. 70; January 2008 Mtg., Bd. Dec. 142; June 2010 Mtg., Bd. Dec. 182; January 2012 Mtg., Bd. Dec. 201; June 2013 Mtg., Bd. Dec. 242; May 2015 Mtg., Bd. Dec. 166; May 2015 Mtg., Bd. Dec. 195; January 2017 Mtg., Bd. Dec. 86; January 2017 Mtg., Bd. Dec. 96

Cross References

33.030. Use of Emblem

33.030.15. RI and TRF Guidelines for Use of the Rotary Marks by Other Organizations

Article 35. Partnerships

36.010. Guidelines for Sponsorship of RI Meetings, Events, Projects and Programs