

ROTARY NAME AND EMBLEM USE GUIDELINES
for
PROJECTS AND PROGRAMS

The following guidelines on the use of the “Rotary” name and Emblem are RI and TRF policy. Please follow them when naming your project or program and in any literature you may develop. (See generally *RI Code of Policies* (“RCP”) Article 33; *2004 Manual of Procedure*, Chapter 17.)

A. ROTARY NAME:

- The RI Board has determined that any use of the “Rotary” name without a further qualifier, such as the name of a Rotary club, a Rotary district or other Rotary Entity, refers to the international association, RI. (RCP 33.020.2)
- New project names or programs not under the exclusive control of RI or TRF, when using the name "Rotary" must include the name of the participating Rotary club(s), district(s) or other Rotary Entity and should not use the name "International." (RCP 33.020.2)
- If using the words "Rotary" and "Foundation," these words must not appear together, but must be separated by additional identifying information, such as the name of the participating Rotary club(s), district(s) or other Rotary Entity. (RCP 33.020.5)
- Ongoing projects and programs not under the exclusive control of RI and not conforming to these guidelines should be renamed to provide this additional identifying information (i.e. the name of the participating Rotary club(s), district(s) or other Rotary Entity must be included when using the name “Rotary”). (RCP 33.020.2)
- No alterations, obstructions or modifications of “Rotary” are permitted. No abbreviations, prefixes or suffixes of “Rotary,” such as “Rota,” are permitted. (RCP 33.020.6)
- Rotary clubs, districts, other Rotary Entities and individual Rotarians should purchase domain names that comply with the naming guidelines outlined in the RCP and the *Manual of Procedure*. Rotary Entities are encouraged, before registering domain names, to check with their CDA representative to ensure their proposed domain name complies with Board policy for use of the Rotary Marks. Domain names not in compliance with Board policy should be changed to comply and RI reserves the right to ask for the transfer of ownership to RI of any non-complying domain name. (RCP 52.020.1, 33.020.4)
- The naming of any project or program that does not conform to the guidelines must receive specific RI Board approval. (RCP 33.020.6)

B. THE ROTARY EMBLEM  :

- The Rotary Emblem, like the Rotary name, represents the international association, RI. (RCP 33.010.4)
- Whenever the Rotary Emblem is used for a project, program or activity not under the exclusive control of RI or TRF, the name of the participating club(s), district(s) or other Rotary Entity should also be used in addition to the Emblem, should appear directly adjacent to the Emblem, and be of a size of equal prominence to the Emblem. (RCP 33.010.4)
- Any reproduction of the Rotary Emblem must meet RI's proper Emblem specifications. (See *2004 Manual of Procedure* at Chapter 17; RCP 33.010.1.) Camera ready art can be obtained through your CDA representative. No alterations, modifications or obstructions of the Rotary Emblem are permitted. The Emblem must be faithfully reproduced and always appear in its entirety. (RCP 33.010.7)
- The RI Bylaws discourage any joint use of the RI Emblem with the emblem or logo of another organization for any commercial purpose. (*RI Bylaws, Article XVIII, 18.020*; RCP 33.010.2.)