

ROTARY NAME AND EMBLEM USE GUIDELINES for PROJECTS AND PROGRAMS

The following guidelines on the use of the “Rotary” name and Rotary Emblem are RI and TRF policy. Please follow these guidelines when naming your project or program and in any promotional materials you may develop. (See generally *RI Code of Policies* (“RCP”) Article 33; *2007 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 33.020.6)
- New project names or programs not under the exclusive control of RI or TRF must include the name of the participating Rotary club(s), district(s) or other Rotary Entity immediately following or preceding the name “Rotary” and should not use the word “International.” (RCP 33.020.6)
- 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 33.020.6)
- 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 to check with their CDS representative to ensure their proposed domain name complies with Board policy for use of the Rotary Marks, before registering domain names. Domain names not in compliance with Board policy should be changed to comply. RI reserves the right to ask for the transfer of ownership to RI of any non-compliant domain name. (RCP 52.020.1, 33.020.6)
- The name of any project or program that does not conform to RI Board 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, and also includes the name “Rotary International.” (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 Rotary Emblem and should appear in close proximity to and equal prominence with the Rotary Emblem. (RCP 33.010.4)
- Any reproduction of the Rotary Emblem must meet RI's specifications for the Rotary Emblem. (See *Manual of Procedure*, Chapter 17; RCP 33.010.1.) Camera ready art can be obtained through your CDS representative or via shop.rotary.org. No alterations, modifications or obstructions of the Rotary Emblem are permitted. The Rotary Emblem must be reproduced 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)