



## Brand Identity Policy

Zonta members, leaders, and staff at all levels, international, district, area and club<sup>1</sup> must use the approved organizational brand identity logos as identified in the *Brand Identity Guidelines* found under PR tools on the website and adhere to the instructions contained in this document.

### Zonta International and Zonta Foundation for Women Logos

The Zonta International logo and Zonta Foundation for Women logo consist of the Zonta Emblem and the words Zonta International or Zonta Foundation for Women placed together in a specific format.

### Zonta Trademark Registration

Zonta International Headquarters must maintain the trademark registration for the Zonta emblem and the words *Zonta* and *Zonta International*. The following trademarks are to be registered in the U.S. Patent and Trademark Office, European Union and the United Kingdom:

- The Zonta emblem
- Zonta International
- Zonta

To maintain the protection of its name and emblem, Zonta International is now required to use the symbol ®, or the language, *Registered in the U.S. Patent and Trademark Office*. In the European Union and United Kingdom, Zonta districts and clubs must use the symbol ®. Failure to do so may affect Zonta's right to protect our trademarks.

Clubs that are not in the United States, European Union or United Kingdom do not use the symbol ®.

Districts with countries where the name and emblem are registered and/or countries where the name and emblem are not registered are all required to use the symbol ® for district-wide communications and the district website.

## **Use of Zonta's Name and Symbol**

The name and symbol of Zonta International may be used by any district, area, club or member of Zonta International only in accordance with regulations issued from time to time by the Zonta International Board. Use of the name and symbol of Zonta by non-members, other than in news reporting or commentary, is permitted only with prior approval of the Zonta International president.

Organizations, other than Zonta clubs, areas or districts, whose names currently include the word Zonta or the Zonta symbol, are mainly established for one of the following purposes.

- a. Qualifying as a charitable organization to which contributions are tax-deductible under pertinent law, e.g., Zonta Club of XYZ Foundation, a charitable organization under 501(c)(3) of the United States Internal Revenue Code.
- b. Facilitating advocacy activities at a national, provincial or state level, particularly where a country has clubs in more than one district, e.g., Union of [country] Zonta Clubs.
- c. Identifying a club's service project, e.g., Zonta Resource Center.

The use of the Zonta name and/or symbol other than by a Zonta club, area or district, should be avoided for legal reasons but if used, must adhere to the following requirements:

- Have objects consistent with the objects of Zonta International.
- Have bylaws in all essentials acceptable to Zonta International.

Service projects using Zonta in the name must be under the control of a Zonta club, area or district. When a Zonta entity is no longer involved in the project, the name must change or continued permission to use the name must be sought from Zonta International.

Country logos may be created and used for national-level advocacy initiatives with the approval of the international president.

If more than one club is being represented within a branded piece of material, it is recommended that all club logos are used. If possible, switch to the area logo.

The Zonta Foundation for Women logo may not be used by districts or clubs for the direct purpose of fundraising, other than on materials provided by Zonta International Headquarters. Use of the logo implies a legal responsibility that the activity is being organized and or supervised by the Headquarters office and that the Foundation will issue tax receipts. Clubs may use their own logo in fundraising and indicate in words if a portion of the proceeds will be granted to the Zonta Foundation for Women.

## **Campaign logos or temporary icons**

From time to time, logos or icons will be created by Zonta International to promote long-standing or temporary campaigns. Clubs, areas, districts and supporting members are allowed to use these logos with the understanding that they must not be used to represent any other theme or campaign in or outside of Zonta International.

These logos should not be treated as stand-alone branding for Zonta. Should a club, area or district partner with another organization, club, area or district logos should be used alongside the campaign logo.

More information about partnerships can be found in the *Affiliation with Other Organizations Policy*.

► *Affiliation with Other Organizations Policy*.

#### **Document control:**

Original Document	February 2000
First adopted by the international board	February 2000
Most recent review by the risk manager	July 2017
Amended policy adopted by the board	April 2024
Convention update	June 2022
Next review date	September 2027
Committee Responsible:	Zonta International Board

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