

ROTARY LOGO GUIDELINE USE FOR PARTNER AND AFFILIATES SHELTERBOX

ShelterBox Trust, Affiliate, and Philippines Use of Rotary Logo

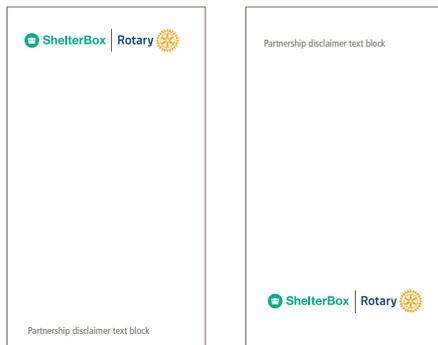
ShelterBox shall endeavor to use the ShelterBox project partner signature on all mass communications, promotional materials, solicitation materials, and publications (electronic and print) intended for a Rotary audience, or on websites that reference the RI-ShelterBox partnership. ShelterBox affiliates shall endeavor to use the Rotary masterbrand signature in proximity to their affiliate logo on all mass communications, promotional materials, solicitation materials, and publications (electronic and print) intended for a Rotary audience, or on websites that reference the RI-ShelterBox partnership. Please follow the Rotary brand guidelines in terms of size, color, and clear space whenever the Rotary masterbrand signature logo is used.

Communications, promotional and solicitation materials and publications (electronic and print), and websites produced

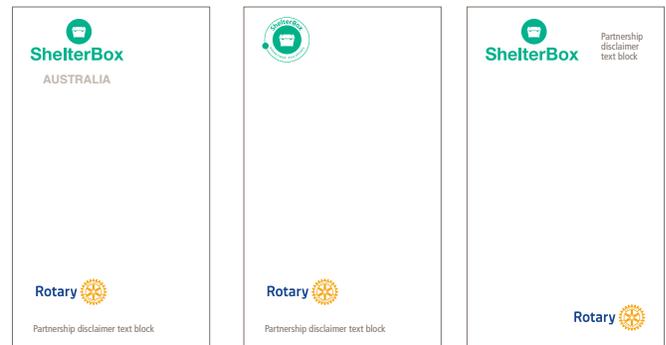
by ShelterBox and its affiliates displaying the ShelterBox project partner signature or the Rotary masterbrand signature shall display the statement "ShelterBox is a not-for-profit, independent of Rotary International and The Rotary Foundation" or similar language jointly agreed upon by Rotary International and ShelterBox. This disclaimer should be set apart from the other contents in the communication and of a clearly readable type-size. Email rotary.service@rotary.org for review of logo usage and variations on disclaimer text.



Logo Placement Examples for ShelterBox



Logo Placement Examples for ShelterBox Offices and Affiliates



*Philippines logo exclusive to Philippines.

Rotary International Use

External partner logos are displayed in partnership lockups, which consist of the masterbrand signature plus the partner logo. These lockups are for use within Rotary International's materials.



Partner lockup

Rotary Club, District, and Zone Use

The partnership lockup may be customized for a club, district, or zone to refer to its collaboration with ShelterBox. This consists of the masterbrand signature + club name or district or zone + ShelterBox logo.



Rotary club partnership lockup



Rotary district partnership lockup



Rotary zone partnership lockup



Rotary club or district and ShelterBox Operations Philippines