



GFWC Trademark Use Policies

Guidelines for Use and Restrictions

The General Federation of Women's Clubs owns the following trademarks:



**GENERAL FEDERATION
of WOMEN'S CLUBS**

www.GFWC.org



**GENERAL FEDERATION
of WOMEN'S CLUBS**



GFWC®

GFWC~IT'S A VOLUNTEER THING!®

G.F.W.C. UNITY IN DIVERSITY®

G F W C UNITY IN DIVERSITY®

HATS, GLOVES, AND BAGS ARE STILL PART OF OUR TRADITION®

JUNIORETTES®

Subject to the conditions herein, GFWC allows active member clubs to use the above marks in marketing, fundraising, and other publicity-related materials. For purposes of this document, “member” is defined as a GFWC club, district, state federation, Region, and/or international affiliates.

Emblem Use: Active members are granted a non-exclusive, royalty-free limited license to use GFWC trademarks subject to the conditions listed in the GFWC Trademark Use Policies.

Limitations on Use: The GFWC trademarks may be used to promote GFWC at the club, district, state, region, and/or international levels, such as stationery, advertising, marketing materials, signs, publications, forms, and/or for similar business purposes only.

The GFWC trademarks may be posted on members’ websites and used as links to the GFWC website.

GFWC does not otherwise authorize use of its marks to promote or identify any product, including use on any product packaging, product labeling, product advertising, or product promotional materials, except as specifically authorized by GFWC.

If membership expires or is revoked, any reference to GFWC and GFWC trademarks must be removed from any and all promotional materials including, but not limited to, advertising, letterhead, business cards, fliers, and websites within 10 days of expiration or revocation, unless a longer period is authorized in writing by GFWC.

Changes or Alterations to the Trademarks: The GFWC trademarks must be used exactly as they appear on sample sheets or electronic copies and cannot be changed or altered, other than to be enlarged or reduced in overall size. The GFWC trademarks must always be used in their complete form without the addition of other words or punctuation.

Size or Color Restrictions: The GFWC trademarks may not be the dominant element in a member’s promotional materials. When the GFWC trademarks are used, they must be accompanied by the registered trademark symbol ®. In specific cases where color is used, GFWC requests that members abide by the color restrictions outlined below when using GFWC marks. All are solid to process Pantone colors:

- Blue – 2747
- Red – 1815
- Gold – 1245 (outline of 4-color emblem)

RESIZING THE LOGO

When resizing the image, be sure to hold down the <Shift> button, and drag the image from the corner. The logo is a perfect circle and cannot appear as an ellipse.



Correct



Incorrect



Incorrect

OTHER CONDITIONS

Members agree to abide by the GFWC Constitution and Bylaws and GFWC Standing Rules when using the trademarks. GFWC reserves the right to inspect and to approve or disapprove the manner in which the trademarks are reproduced or displayed. Upon request, members agree to provide GFWC with representative copies of all materials bearing the GFWC trademarks and to abide by the decision of GFWC with respect to approval of the use of the trademarks. Any requests made by non-GFWC members must be reviewed and approved by the GFWC International President and/or GFWC Executive Director.

GFWC CONTACT FOR ADDITIONAL QUESTIONS

If a member has questions about the correct use of the GFWC trademarks or would like sample sheets or electronic versions of the trademarks, contact the General Federation of Women's Clubs Public Affairs Department, 1734 N Street NW, Washington, DC, 20036-2990, 202-347-3168, Fax: 202-835-0246, e-mail: PR@GFWC.org.

The trademarks listed herein are owned by GFWC and are reserved for use solely by GFWC. Members are granted a royalty-free, non-exclusive limited license to use the marks only as specified in these GFWC Trademark Use Policies or as otherwise specifically approved by GFWC. GFWC reserves the right to revoke the use of its marks by members at any time.

>>Trademark Use Policy Reviewed and approved by the GFWC Executive Committee March 2010