



## Brand Identity Policy

Zonta members, leaders and staff at all levels (international, district, regional, area and club) must use the approved organizational brand identity logos as identified in the Brand Identity Guidelines and adhere to the instructions contained in this document.

### Zonta International / 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 (left)
- “Zonta International”
- “Zonta”

In order to maintain the protection of our 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.

### The Zonta Emblem

The emblem of Zonta International shall be a square as shown.



*Printed hard copies of controlled documents are considered uncontrolled. All personnel using hard copies for ease of reference are required to determine the up-to-date status of any hard copy document ensuring it matches the current electronic version.*

## Name and Marks

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.

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

Zonta International, districts, regions, areas and clubs are referred to the Zonta Brand Identity Guidelines for use of logo, fonts and colors.

The Zonta Foundation for Women or the Zonta International Foundation 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.

### Document control:

Original Document	Date: February 2004
First adopted by the ZI Board	Date: February 2004
Most recent review by the ZI Risk Manager	Date: March 2015
Amended policy adopted by the Board, posted on website	Date: February 2021
Next review date	Date: January 2025
Related documentation (bylaws, procedure, process, guidelines)	Zonta Brand Identity Guidelines and Corporate Sponsorship Standards, Policies and Guidelines