

# Policy and Guidelines for Using Logos

This policy and guideline provides individuals and clubs with criteria for using Ruritan trademarks and other proprietary information. It also provides guidelines for disseminating information, especially electronically, through Internet-based information sites (web sites) and through electronic mail (e-mail). It is the intent of this policy and guideline to encourage the wide distribution of the Ruritan name and reputation. However, the use and distribution of Ruritan must be in accordance with this policy and guideline.

## • **Permission to use Ruritan Emblems and Insignia**

All Ruritan emblems and insignia are protected by U.S. Trademark and Copyright laws. The name “Ruritan” is similarly protected and may not be used without the express permission of the Ruritan National Organization. Any misuse of Ruritan intellectual property, emblems, and insignia will be rigorously defended.

- **Club, Zone, or District Use.** All active clubs, zones, and districts, as part of their formal charter, may freely use the name, emblems, and insignia for their normal operation, fund raising, and publicity.
- **Community Use.** The emblems and insignia may be displayed by community promotional organizations, such as by Chambers of Commerce, in municipal directories, etc., and with other non-profit community organizations, but only in cooperation with Ruritan clubs, zones, or districts, and only for the express purposes of providing information about the Ruritan organization, or a Ruritan sponsored event. Examples include Ruritan signs at town entrances, listings or directories of community service organizations, and joint Ruritan sponsorship of major events, etc.
- **Commercial Use.** Except where specifically licensed by the Ruritan National organization, the name, emblems, and insignia may not appear on any products, business promotions, or for any other commercial purposes, nor may they be used by individuals for non-club related activities. For instance, Ruritan National is the only organization or group that can enter into a commercial relationship where the Ruritan name or emblem is used, except as noted below. Examples of commercially licensed uses include items commonly sold by Ruritan Supply, and relationships through the Ruritan “Partners” program.

Individuals, clubs, zones, or districts, cannot enter into commercial relationships that compete with Ruritan Supply, except for unique fund raising activities that have received specific written permission from Ruritan National. Clubs, zones, or districts can enter into specially designed advertising programs in cooperation with Ruritan National. Specific examples include the use billboards and the advertising on trucks that has been prepared by Ruritan National. Questions regarding the use of Ruritan

trademarked and copyrighted items should be directed to the Ruritan National Office.

## • **Using Ruritan Emblems and Insignia**

For effective advertising, it is extremely important to always present a consistent “look.” A well-maintained advertising and image program provides instant recognition at a glance. Each time that an emblem or logo is seen, it reinforces the recognition and reputation of the organization. Ruritan currently uses three separate “graphics” to identify itself. All three may be used interchangeably. A fourth, the “script” emblem is acceptable, but has generally been superseded by the Ruritan Text Logo and the Ruritan Flag Emblem.

### ○ **Ruritan Text Logo**

- The simplest Ruritan logo is the Ruritan Text Logo. It may be used on any Ruritan related materials.
- **Proportions.** It should only be used from a graphic obtained by scanning or copying the clip art in this booklet, or by obtaining electronic art from the Ruritan web site. The text face (font), character spacing, and character size relationships are critical to the “look” of the logo, and they must be maintained. It may not be distorted or stretched in any direction, or otherwise altered, in proportion to height, length, and character spacing, except for the requirements of special printing processes (flexo, pad printing, etc) where it is applied to non-flat surfaces, such as mugs, golf balls, etc. It is also permissible to stretch the proportions to show proper perspective when used as part of an artist's rendering.

The logo is designed for one color use only. It may be used as a “positive” where it is printed dark on a light background. It may be reversed (negative), where it is light on a dark background. It may also be “screened,” i.e., it is turning it into a series of very small dark and light specks to make it appear lighter than normal. It may be embossed, where it has no color of its own, but is simply a raised or depressed image. Outlining, except at very large sizes, is not recommended. Recommended printing or display colors are black, white, reflex blue (medium blue), Pantone 288 (dark blue), or flat gold. Except for embossing, all other uses should appear on a contrasting background.

### ○ **Ruritan Logo Seal**

- The Ruritan Seal is probably the most recognized and most versatile Ruritan emblem. Wherever practical, it should be used to identify Ruritan club correspondence, awards, promotions, etc.
- **Typical Presentations of Ruritan Seal Logo** The seal should always appear as a perfect circle. It may be screened in one color, or in multiple colors, for use as a

background, watermark, etc. It can be used in one color, either as a color on white, or reversed as shown above, as white on black. When used in a single color (normal or reversed), printing or display is recommended in black or blue (Pantone 072/Reflex). The single color logo is recommended in an appropriate matching or complimenting color if used in conjunction with special presentations that may use a combination of other colors. When printed in two colors, it is recommended that it be printed as either black or blue (Pantone 072/Reflex) over process yellow, or over flat gold. It may also be printed in red (Pantone 185) and blue (Pantone 072/Reflex) over white. Other color combinations are discouraged.

- **Ruritan Flag Emblem**

- The Ruritan Flag Emblem can be used in computer presentations, web pages, and for small quantities of printed materials that can be produced on a color printer or color copier. The Ruritan Flag Emblem is designed primarily for use in full-color professionally prepared graphics. Due to the colors involved, reproduction with any method will be expensive in small quantities. Large quantities (over several hundred) must be printed on a very high quality printing press, from specially prepared graphics files that are generally beyond the capability of most people without extensive graphic arts experience.
- **Preferred Full Color Image** If you are planning on a banner or printed piece using the Ruritan Flag Emblem, contact your supplier, or Ruritan National for guidance before proceeding. When used, the Ruritan Flag Emblem should be reproduced in color. It is permissible to reproduce the emblem in a “gray scale” format, which is the equivalent of a black and white photograph that displays colors as different shades of gray. If you are unfamiliar with this technique, seek guidance from Ruritan National, or from the printing and graphics facility where the work will be completed. Do not reproduce at less than what is known as an “85 line screen” for a printing press, or less than 600 dots per inch on a black and white laser printer.

- **Other Ruritan Logos and Emblems**

There are a number of other Ruritan related logos and emblems. Each may be reproduced similarly to the guidance provided for the Ruritan Seal Logo described above. That is, they may be reproduced in a single color, or two colors, and they may be used screened, or reversed. None should be distorted or otherwise modified.