

Fri, 7 Dec 2018

Dear National Representative,

### **Commercial exploitation of Inner Wheel logo**

Over recent months, International Inner Wheel (IIW) Executive Committee has become increasingly aware and growingly concerned about the unauthorised use and commercial exploitation of the IW logo for potential personal gain.

This is contrary to many of the fundamental principles of IIW:

- That of the IIW Constitution, which states that only designs approved by IIW are to be used and that the emblem must not be changed or defaced;
- That of the founding ethos of IW of “.....friendship, service and international understanding...”

IIW is permitted to use the logo, under a strict licence and any infringements of that licence could see it being revoked. The result of this for IIW could be catastrophic. It would require a huge investment in the rebranding of the organisation, the redevelopment of our social media presence, and the reprinting of all publicity materials / stationary, at IIW and throughout IW clubs worldwide.

The Exec is also aware that the IIW database has been used for making commercial contacts and thus personal gain. This too is totally against the principles of IIW and to the great annoyance of fellow IW members who have been approached.

There are Branding Guidelines available on the IIW website (see below), which show how to best utilise the logo, and just as importantly, how it must not be used, e.g. recolouring of the logo; resizing of the logo, miss-positioning, etc.

The logo can be used under licence and has been so, very successfully by IW clubs and National Governing Bodies (NGB) for fundraising. This is where there is clear visibility of how the raised funds are being used and how the supported projects are benefiting. This has not been the case in the examples of misuse of the logo that have been brought to IIW Exec's attention, as these cases appeared to be for personal commercial gain.

Any commercial use of the logo, along with visibility into the merchandising plan and financial return / distribution should be approved by the member's club / district and submitted to IIW. The approval process will be gone through in a timely manner.

Please make sure that your clubs and members are aware of the above and that should they wish to use the logo that they adhere to the branding guidelines:

(<https://www.internationalinnerwheel.org/for-members/logos-and-branding.html>)

Kind Regards

Alan Phillips

Administrator