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A 501(c)(3) nonprofit organization

## **Business & Intellectual Property Guidelines**

### **INTRODUCTION**

Pencils of Promise has firm guidelines in place protecting our brand, logo, intellectual property and business relationships. Violating these guidelines can and will result in serious fines and legal action.

### **THE PENCILS OF PROMISE NAME**

“Pencils of Promise” is a registered trademark of the United States Patent & Trademark Office. Without the express written consent of an officer of the organization, the Pencils of Promise name may be used only to describe where donated funds are designated, but may not be used to promote any product or service. Furthermore, the Pencils of Promise name may not be placed on any products or product packaging without the express written consent of the organization. If given approval, please do not place the Pencils of Promise name in greater prominence than the company or product benefiting Pencils of Promise on any promotional materials or websites.

### **USE OF THE PENCILS OF PROMISE LOGO**

Use of the “Pencils of Promise logo” is strictly prohibited outside of official corporate partnerships. If you would like to request permission to use our logo, please contact us at [info@pencilsofpromise.org](mailto:info@pencilsofpromise.org).

### **USE OF PENCILS OF PROMISE IMAGES**

Use of Pencils of Promise images, videos and other photos that appear on our website or public materials are strictly prohibited unless the express written consent is granted by an officer of the organization.

### **GIFTS IN KIND**

Pencils of Promise is grateful to all of the organizations who donate gifts and services to our organization. Our organization thrives as a result of this support. If you would like to make a gift, please contact us at [info@pencilsofpromise.org](mailto:info@pencilsofpromise.org).

### **BUSINESS PARTNERS**

Pencils of Promise enters into official partnerships with companies who have an established brand and a strong commitment to our mission. A corporate partnership with Pencils of Promise requires a significant financial contribution and long-term commitment. To honor our official partners, we ask that all other companies and individuals please refrain from using any language containing the words “partner” or “partnership” when referring to their support of Pencils of Promise.

### **DONATING SALES**

Donating a portion of sales from your products and services cannot give the appearance of an endorsement, approval, sponsorship, partnership, affiliation or recommendation of such product or service by Pencils of Promise or its partners. If your company wishes to donate a portion of your proceeds to Pencils of Promise, companies and individuals must clearly state the percentage or the exact amount of the purchase (dollars and cents) that will be donated. For example, you may say, “XX% of the proceeds from this sale will benefit Pencils of Promise, a non-profit organization dedicated to increasing access to education.”