

Brand Use Policy & General Guidelines

At the Bill & Melinda Gates Foundation our core belief is: All lives have equal value. This belief drives our vision of a world where every person has the opportunity to live a healthy, productive life, and it is the reason the Bill & Melinda Gates Foundation exists.

Our partners each have a role in making sure we reflect that belief and vision appropriately, in communications created to support foundation work.

Our brand use policy and guidelines provide principles to inform your communications and ensure you adhere to the unique legal requirements the foundation is accountable to as a private family foundation. Please review this document carefully.

At a Glance

- If you are a vendor and would like to use foundation brand assets, please contact CommunicationsServiceDesk@gatesfoundation.org
- If you are a grantee and would like to use the foundation's name, logo, photographs or video, attribute a report or other document to the foundation please send the request to Grantee.Comms@gatesfoundation.org.

BRAND USE POLICY

Grantee, Partner, and Vendor Responsibility

Grantees, partners, and vendors have a contractual obligation to request permission from the foundation before using our logo, images, and/or video footage in their materials. Responsibilities are as follows:

- Use of the foundation logo or copyrighted materials requires express written permission by the appropriate grant agreement or contract owner (or his or her delegate). Image and video footage use require additional permission in the form of a Photography and Video License.
- Any third party use of the foundation logo in materials or services not directly distributed by the foundation requires **both** express written permission from the appropriate grant agreement or contract owner (or his or her delegate) in the form of a countersigned written trademark logo permission letter from the appropriate communications team.
 - Note: vendors creating materials featuring logos that are owned and distributed by or on behalf of the foundation itself DO NOT require a written trademark logo permission from the foundation.
- Any use of foundation-owned images or video footage in materials or services not directly distributed by or on behalf of the foundation require express written permission in the form of our Photography and Video License.
 - Note: vendors creating materials owned and distributed by the foundation DO NOT require a written photography and video license from the foundation.
- Grantees, partners, and vendors may not state or imply the the foundation endorses you, your products, or your services.
- Your subgrantees, subcontractors, contingent workers, agents, or affiliates may not state or imply that the foundation directly funds or endorses their activities, products, or services.

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- The foundation logo may not be used for commercial or retail purposes, due to the legal requirements required of a private family foundation.

Communications Teams Responsibility

Foundation communications teams - Campaigns, Creative & Media (CCM) and GPA Program Advocacy & Communications (PAC) - are responsible for third party brand asset use request intake, evaluation, decision-making, response, required permissions, and tracking. Communication teams will consult grant agreement owners and contract owners on each request, and Legal as required.

Questions?

If you have questions about requests that don't fall clearly into the guidelines provided in this policy, please contact the Communications Service Desk at CommunicationsServiceDesk@gatesfoundation.org

BRAND USE GUIDELINES

Foundation Name

As outlined in the Publicity Clause in your contract with the foundation, a grantee, partner, or vendor may use the foundation's name in a non-stylized, plain text form to:

1. Refer to or describe its relationship to the foundation

Examples of acceptable name use would be a grantee listing our name alongside those of other funders in a printed event program, a partner announcing a partnership with us in a grant announcement or press release, and a vendor listing us as a client on its website.

An example of unacceptable name use would be using the Gates Foundation name as part of an award title, program or initiative name, or for any commercial or retail purpose. Authorship, ownership, and control of the Gates Foundation name may be falsely implied through such use.

- Notable exception: use by subgrantees. Subgrantees are not permitted to use our name in a manner that creates the impression that they are direct recipients of foundation funds. Such use could put the foundation at risk under IRS regulations if it appears that a subgrantee was actually the foundation's intended grantee.

2. Credit the foundation in publications, presentations, or reports commissioned or funded by the foundation, but not written by the foundation.

If you wish to credit the foundation in a foundation-funded publication, please tailor the following disclaimer (provide the details indicated in red below) and include it in the published materials. The foundation logo should not appear in these instances.

This [material/publication/presentation/report] is based on research funded by (or in part by) the Bill & Melinda Gates Foundation. The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of the Bill & Melinda Gates Foundation.

3. State that the foundation has entered into a contract to produce material. However, a grantee, partner, or vendor cannot claim that the material's contents represent the foundation's views, or that the foundation endorses it.

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If you wish to a contractual agreement in this type of material, please tailor the following disclaimer (provide the details indicated in red below) and include it in the published materials. The foundation logo should not appear in these instances.

This [material/publication/book/report] was prepared for the Bill & Melinda Gates Foundation. The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of the Bill & Melinda Gates Foundation.

Our formal legal name is the Bill & Melinda Gates Foundation. Always use the foundation name with this exact spelling and capitalization, even in documents translated into languages other than English.

Foundation Logo

If the foundation enters into a contract for the development of a publication, website, presentation, or campaign with vendors, consultants, or other business partners under contract with the foundation, the foundation will own the work product of that contract and can accordingly brand the publication as directed by the foundation (e.g., with a logo) without reference to the vendor.

Specific use guidelines:

- You may not use the foundation logo in association with any third-party trademarks (names or logos) in a manner that suggests co-branding or otherwise creates potential confusion about the source or sponsorship of the materials or ownership of the foundation logo. All co-branded initiatives must be approved by CCM and/or PAC.
- Our logo must remain intact, be placed properly in layout, be printed or published in an appropriate color from our palette or reversed to white, and be given adequate clear space around it. Refer to the Logo Specification Guidelines for more detailed information.
 - As a general rule, the foundation logo should be equal in size and profile to those of other funders, partners, and clients, regardless of related grantmaking or contract differentials.
 - Any use of the foundation logo should be subtle, legible, and tasteful in appearance.
 - Final logo presentation should always be approved by CCM/PAC in consultation with the grant agreement or contract owner or owner delegate(s).

In limited circumstances, a grantee, partner, or vendor may receive written permission to use the foundation logo in connection with materials or services not distributed directly by the foundation, to indicate a funding relationship or sponsorship. Because use of the logo implies the foundation's sponsorship, affiliation, endorsement, and/or approval of a specific grantee's or vendor's activities or products, requests for such use will be considered carefully. Such use may also include use in the Funders section of a grantee's website, in a video credit featuring partner acknowledgements, or on the Funders page of an event program. Examples of unacceptable logo use include using it in a product advertisement or on a retail item (e.g., a book or t-shirt).

Foundation Video and Images

With written permission from the grant agreement or contract owner or contract delegate(s) and an issued Photography and Video License, a grantee, partner, or vendor may use foundation-owned images or video footage in its materials. Only foundation-owned images may be provided to grantees, vendors, and partners for their use, because only then can we ensure that appropriate usage rights and media releases have been secured.

Specific use guidelines:

- Foundation-owned images that do not feature the co-chairs, CEO, or program presidents can be used in any non-commercial capacity in grantee, partner, or vendor materials as long as the images are used in

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a reasonable, respectful, and topically appropriate way in the context provided. To the extent that we allow use of foundation video footage and images by grantees, vendors and partners, these parties should agree to a Photography and Video License terms.

- Foundation-owned images are accessible via the foundation's digital asset management system, Atria. To access Atria, visit <http://atria.gatesarchive.com>.
- Grantees, partners, and vendors may not use foundation-owned video or images of the co-chairs, CEO, or program presidents.
- Non-foundation-owned imagery should only be used by the foundation and its vendors if permission or licenses have been purchased from the person who owns the copyright to the footage or image. Only CCM may purchase or license imagery on the foundation's behalf. Permission must be granted **ONLY** by the person or organization that owns the rights to the footage or image. If the owner is not the creator of the footage or image, you may need to obtain a copy of the license agreement to guarantee that the owner has the right to redistribute it. Stock photography can be used in accordance with the licenses under which it was purchased.
- The foundation's shooting approach and style are photojournalistic. The people we're capturing are real, not models. Consequently, it's critical that we retain editorial integrity in our images.
 - Grantees, partners, and vendors may only use foundation photography in its most natural authentic state: full-color or grayscale, with little to no retouching. They may not apply artistic filters, colors, patterns, or textures to images.
 - Acceptable third-party retouching includes slight adjustment for overall technical quality or color/tonal consistency in or across a series of images.
 - Never retouch a person or his or her clothes, accessories, or personal items in the frame (e.g., mugs, water bottles, and food).
 - Never move, add, delete, combine, alter, flip, or stretch people or objects in an image. Cropping is acceptable as long as the photographer's intent and subjects' experiences are not substantially altered.