**WOCAN W+**

**Trademark Guidelines**

Women Organizing for Change in Agriculture and Natural Resource Management (“WOCAN”) counts among its most valuable assets its marks and logos, whether registered or unregistered, and the goodwill represented by the (the “W+ Mark”). Protection of the W+ Marks is a priority for WOCAN. These WOCAN W+ Trademark Guidelines (the “Trademark Guidelines”) apply to the authorized use of the W+ Marks. Before you may use W+ Marks, you must obtain WOCAN’s prior written approval. These Trademark Guidelines are designed to ensure proper legal use of the W+ Marks and to prevent customer confusion that can result from improper or illegal usage.

1. **The W+** **Marks and Required Notices**

WOCAN owns the following trademarks:

* **W+**
*  (the “**W+ Logo**”)

Required Notices:

In jurisdictions where the **W+ Logo** is registered, use of the ® symbol must accompany this mark or, alternatively, WOCAN should be properly identified as the owner of this registered mark in a footnote that substantially reads, for example, “The W+ Logo is a registered trademark owned by WOCAN.”

**The W+ Logo is registered in:**

* **European Union**
* **United Kingdom**
* **Indonesia**
* **USA (pending)**

In jurisdictions where WOCAN is relying on common law trademark rights to **W+** and the **W+ Logo**, use of the TM symbol must accompany this mark or, alternatively, WOCAN should be properly identified as the owner of this mark in a footnote that substantially reads, for example, “W+ is a mark owned by WOCAN.”

If you have questions about the proper trademark notice for your permitted use, or other questions about these Trademark Guidelines, please contact coordinator@wplus.org or info@wplus.org.

1. **WOCAN W+ Standard**

Reasons for Using the W+ Standard. WOCAN’s W+ program is grounded in these ideas: (i) WOCAN enables women as agents for change and participants in the market and encourages this role by empowering women to be effective entrepreneurs, resource managers and leaders; (ii) the W+ Standard provides a transparent, rigorous, and realistic mechanism to promote women’s empowerment, creating verifiable results when the W+ Standard is applied to new or existing projects in ways that create new, additional, measurable benefits to women in project communities; (iii) the W+ Standard enables projects to monetize the social and economic values created for and by women, to sell W+ Units or W+ Credits, or W+ labeled carbon credits (e.g. VCUs or similar), resulting in a compensation mechanism for participants in this program and a direct benefit to women in project communities; and (iv) Project Implementers and their investors can realize multiple beneficial impacts from the investment of their time and financial resources.

1. **Referencing the W+ Marks in Text**
* Typeface may be bolded where appropriate.
* You must spell W+ Marks correctly and not abbreviate them or combine or hyphenate the respective words in the W+ Marks. Do not split the marks onto separate lines of copy.
* Use capitalization consistently.
* Use a standard appearance for the W+ Marks.
* Use a proper trademark notice at least once, the first time each W+ Mark appears (i.e., TM or ® as appropriate). If the trademark notice appears with the first or most prominent use of the Mark in an advertisement or publication, it is not necessary that the notice be repeated each time the Mark is used thereafter.
* Use W+ Marks only as brand names with reference to the WOCAN W+ Standard and for WOCAN services.
* Use the W+ Marks only as adjectives modifying the generic term for the product or service and never use the W+ Marks as nouns or as verbs.
	+ Correct example: “The W+ credits provide a framework to measure results of women’s empowerment activities.
	+ Incorrect examples: “W+ measures the results of women’s empowerment activities.”
* Never use a W+ Mark as a possessive.
	+ Correct example: “The W+ credits signify a measure of women’s empowerment activities”

Incorrect example: “W+’s credits are measured results of women’s empowerment activities”

1. **Using the Logos**
* You may not use the W+ logos, artwork, designs or any combination of these or any W+ Mark including these (together, the “Logos”) for any purpose without express written consent of WOCAN.
* You agree not to modify, adapt, reverse out, rotate, disassemble or otherwise attempt to redefine the proportion or appearance of the Logos, font, or WOCAN’s corporate identity.
* WOCAN may provide the appropriate graphics to authorized users by email or by making them available for download. In all cases, the artwork file shall be used exactly as received from WOCAN and never modified. In no case shall the recipient attempt to recreate any logo or stylized versions of the W+ Marks from type and art.
* You agree to maintain the original file name of the downloaded graphic(s) at all times and in all uses.
* You may not alter the colors of any W+ Marks. The W+ Marks may be presented in green, yellow and red or in the color combination provided by WOCAN.
* When you use any W+ Mark other than in informational text, it must be surrounded by clear space. This space should be free of any type or graphic of any kind. The amount of clear space should be the height of the lower-case letters in the logo on the top and bottom, and twice the height of the lower-case letters in the logo on the sides.
* The logo must always appear in a clear and legible manner. Do not reproduce the logo sized smaller than required for the logo to be clear and legible.
* You may not combine the W+ Marks and Logos in configurations other than those specifically provided for herein, if any, or otherwise approved in writing.
* Do not use the W+ Marks or Logos on a patterned background which impairs readability.
1. **General Use Guidelines**
* **Domain Names, Meta tags, Hidden Text.** You may not incorporate the W+ Marks in any domain name, user name, social media account name, meta tag, or other hidden text in a web page without prior written authorization from WOCAN.
* **Internet Advertising Keywords**. You may not use or incorporate the W+ Marks in any internet advertising keyword, Ad Word, hashtag, or other term used to trigger advertising or search engine results without prior written permission from WOCAN.
* **Merchandise Items.** You may not manufacture, sell, or give away merchandise items including, but not limited to, t-shirts, sweatshirts, mugs, or tote bags bearing any of the W+ Marks without a written license from WOCAN.
* **Consumable and Edible Items.** You may not manufacture, sell, or give away consumable or edible items, bearing any of the W+ Marks without a written license from WOCAN.
* **Appearance.** The W+ Marks may not be displayed as a primary or prominent feature on any materials without a written license from WOCAN.
* **Disparagement.** The W+ Marks may not be used in a manner that would disparage WOCAN or its projects or services.
* **Compliance with Laws.** All products made, shipped, promoted, sold or otherwise provided by you in association with the W+ Marks, and all packaging, advertising, and promotional materials created, distributed, or otherwise used by you bearing the W+ Marks shall be in conformity with all applicable laws and regulations.
* **Non-modification.** The W+ Marks must be used exactly as provided by WOCAN without distortion or alteration to their color, content, proportion, design or otherwise, and without removal of any elements, including wording and artwork.
* **Current Guidelines.** Always follow all applicable marketing and legal guidelines, provided by WOCAN. From time to time, WOCAN may provide additional guidelines, and may modify its written guidelines for the size, typeface, colors and other graphic characteristics of any W+ Mark, making it imperative for you to review all updates. You are subject to all guidelines currently in effect.
* **Policing.** In the U.S. and other jurisdictions, trademark owners have a duty to police the use of their marks. If you become aware of any improper use of the W+ Marks, including infringement or counterfeiting by third parties, report them to WOCAN immediately. Please provide as much detail as possible, including the name of the possibly infringing party, contact information, and examples of the potentially infringing use.
* **Goodwill.** All uses and goodwill associated with the W+ Marks will inure to the benefit of WOCAN.
* **Quality.** The nature and quality of any products or services authorized to be supplied by third parties in connection with the W+ Marks shall conform to the standards set by WOCAN. All third parties authorized to use the W+ Marks (“Users”) will cooperate with WOCAN in facilitating monitoring and control of the nature and quality of such products and services by WOCAN.
* **Use Samples.** Users will promptly supply WOCAN with samples of use of the W+ Marks and any other information upon request by WOCAN. Should WOCAN notify such Users in writing that the use of the W+ Marks does not conform to the standards set by WOCAN, the User shall promptly bring such use into conformance and provide WOCAN with samples of conforming use.
* **Infringement Proceedings.** WOCAN shall have the sole right and discretion to bring legal or administrative proceedings to enforce its trademark rights including actions for trademark infringement or unfair competition proceedings involving its trademarks.
* **Reservation of Rights.** Unless otherwise agreed to in writing, WOCAN reserves the right to terminate permission to copy, reproduce, or display the W+ Marks and to demand that the W+ Marks cease to be used at any time, in its sole discretion. WOCAN reserves the right to object to unfair uses or misuses of its W+ Marks and other violations of law, as well as uses that WOCAN in its sole discretion deems unlawful or improper, even if such use is not expressly prohibited by these guidelines. WOCAN reserves the right to revise these guidelines at any time, without notice.