

USERS GUIDELINES FOR USE OF GLOBAL HANDWASHING DAY LOGO

- The logo (add the picture of the logo) and any variations thereof is a trade mark and copyright jointly owned by the founder members of the Global Handwashing Day, hence the Public Private Partnership for Handwashing and the steering committee has the sole right to enforce rights attached to the mark.
- Use of the logo must be directly associated with Global Handwashing Day (15 October) and by organizations who are in some way supporting the vision of this day, namely: “to promote a global/local culture of handwashing with soap”.
- The logo must be used in compliance with the official usage guidelines (attached). Incorrect use as identified by the steering committee will be on notification immediately removed from all material at the cost of the offender.
- Use of the logo does not imply that members of the PPPHW (Global Public Private Partnership for Handwashing) are endorsing any specific company or brand. This also does not mean that they endorse any individual brands to the exclusion of other soap brands or in preference to other soap brands.
- The logo may not appear more prominently than your personal website name or logo and if used on a website, must have an active link to the Global Handwashing Day website – www.globalhandwashingday.org
- On print, radio and TV the following messages will be allowed when promoting Global Handwashing Day, “Proud supporter of Global Handwashing Day”, “Global Handwashing Day brought to you by XXX”, “A Message from YYY on Global Handwashing Day”.
- If the conditions above are adhered to, the logo is available for download and royalty-free usage across all media for organizations participating in and supporting Global Handwashing Day. This includes use on TV and radio advertorials and infomercials, public service announcement, and packs and all media as deemed necessary to reinforce the support of the day.
- No use described as above shall divest to the user any rights in the logo. All use shall be for the benefit of the vision of the Global Handwashing Day and shall accrue to the Global Handwashing day steering committee and the trade mark owners in order to protect the trade mark. Users may be required to provide examples of use in order to protect and maintain the copyright and trade mark rights in the logo.
- If the logo is to be used as part of fundraising efforts, these must be linked to handwashing activities which have been cleared in advance of any such use by the Global Handwashing Day steering committee (currently composed of the founding members). If you have any questions, contact the steering committee: info@globalhandwashing.org
- Use of the logo implies your acceptance of these conditions.