



Intellectual Property Guidelines

World Bicycle Relief has set guidelines in place protecting our brand, logo and intellectual property. We appreciate the full cooperation of our fundraisers to help enforce these guidelines. This document is applicable to all individual fundraisers, schools, community organizations and non-corporate partners.

Use of World Bicycle Relief Name

Fundraisers and supporters are permitted to use the World Bicycle Relief name in promotional materials, signs, and websites. The World Bicycle Relief name may not be used to imply a partnership, sponsorship or endorsement of any event, group or fundraiser. If tickets, services or goods of any kind are being sold that will benefit World Bicycle Relief, fundraisers should clearly state the percentage of purchase price or the exact amount that will be donated. You may say that “XX% of the proceeds from this sale will benefit World Bicycle Relief, a non-profit organization providing access to independence and livelihood through The Power of Bicycles.” The World Bicycle Relief name should not be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Use of World Bicycle Relief Logo

The use of the official World Bicycle Relief logo is prohibited outside of official corporate partnerships. Fundraisers and supporters are granted a non-exclusive right to use the “To Benefit World Bicycle Relief” or “proud supporter” logo in promotional materials directly related to their fundraising event. When used online, the “To Benefit World Bicycle Relief” logo should directly link to the front page of worldbicyclerelief.org or directly to the worldbicyclerelief.org URL of the fundraising campaign. The “To Benefit World Bicycle Relief” logo should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Use of World Bicycle Relief Images

World Bicycle Relief images are owned by World Bicycle Relief or our photographers. Fundraisers and supporters are granted a non-exclusive right to use only the photos and images found at worldbicyclerelief.org/media-resources/ on promotional materials and websites directly related to their fundraising campaign. No other World Bicycle Relief images may be used by fundraisers or supporters without written permission.

Sponsorship/Endorsement

World Bicycle Relief is always grateful for the efforts of our fundraisers and supporters. However, we do not generally endorse or sponsor any individual events or campaigns. Event planning, production costs and promotion are the sole responsibility of the independent fundraiser and organizer.

Appropriate use

World Bicycle Relief does not allow our name to be associated with any website, event, or promotion that is obscene, pornographic, violent, intolerant or tasteless. World Bicycle Relief reserves the right to refuse the use of the World Bicycle Relief name or marks at any time.