

Guidelines and Copyright Information for Reproduction of the WMOF2018 Icon

Permission to Reproduce the WMOF2018 Icon

We are delighted that you are interested in promoting the World Meeting of Families 2018 and we wish to support and encourage you in this path. As the icon should only be reproduced to promote World Meeting of Families or activities associated with the event, the following guidelines are aimed to ensure that the icon is reproduced correctly. Thank you for your understanding.

The World Meeting of Families 2018 (WMOF2018) is the sole copyright owner of the WMOF2018 Icon of the Holy Family. The WMOF2018 icon cannot be reproduced without permission or a relevant license, and should be reproduced in a proper way, as detailed below. Permissions granted to reproduce the icon cannot be passed on to a third party, but every individual or entity that wants to reproduce it will need to obtain separate permission or a relevant license.

a) Use by official entities of the Catholic Church for promotional purposes (i.e. Parishes, Diocesan institutions, religious orders, religious movements, etc.)

b) Use by companies or organisations outside the Catholic Church for promotional purposes

c) Use by anybody for commercial use

d) Press/Media Reproduction of the icon

a) Use by legal entities of the Catholic Church for non commercial purposes

WMOF2018 authorises official entities of the Catholic Church to use a copy of the icon free of charge to **promote** content, activities and events on materials related to World Meeting of Families 2018, **except** for commercial use. Examples of such materials are folders, leaflets, cards, brochures, posters, graphics, banners, prayer cards, calendars, websites and other media, pastoral materials to be used for the spiritual preparation to WMOF2018.

This permission **does not** include the right to sublicense or pass on the icon to third parties. Church entities are not authorised to sell any products with the icon or reproduce the icon for purposes other than mentioned above unless they obtain additional license permission.

This authorisation is only valid when the branding guidelines and WMOF2018 criteria for using the icon are followed. To obtain a copy of the icon please contact us by email:

marketing@worldmeeting2018.ie and state that you are a Church organisation seeking to reproduce the icon for non-commercial purposes. We appreciate if you could send us a copy of the designs for our archives. Thank you.

b) Use by companies or organisations outside the Catholic Church for promotional purposes

Permission for the reproduction of the WMOF2018 icon is required for both individuals and organisations for non-commercial purposes. Permission to reproduce the icon can only be sought through a written application to the WMOF2018 office by email to **marketing@worldmeeting2018.ie** Please state on your email that you are interested in applying to reproduce our icon for non-commercial purposes and we will send you the appropriate application form in return.

Please note that permission for the reproduction of the icon should be sought before printing/producing any products and WMOF2018 reserves the right to approve or dismiss any applications to best suit its values, institutional identity, guidelines and style. If permission is granted, this will be given free of charge.

c) Commercial Reproduction of the Icon

Commercial reproduction of the icon is not permitted unless a specific license is issued. **A fee will be applicable for this.**

Permission to reproduce the icon can only be sought through a written application to the WMOF2018 office by email to **marketing@worldmeeting2018.ie**

Please state that you are interest in applying to reproduce our icon for commercial purposes and we will send you the application form for this in return. Terms and conditions will apply.

Permission for the reproduction of the icon should be sought before printing/producing any products and WMOF2018 reserves the right to approve or dismiss any applications to best suit its values, institutional identity, guidelines and style.

d) Press/ Media reproduction of the icon

The WMOF2018 icon may be reproduced under the following guidelines by journalists when publishing articles specifically about the WMOF2018. The icon may only be reproduced in close proximity to, or in obvious connection with, an article or story about WMOF2018. Any editorial content should also include WMOF2018 website address: **www.worldmeeting2018.ie**

To request a copy of the icon in high resolution send us an email to **Brenda.drumm@worldmeeting2018.ie**

Please state on your email that you are interested in applying to reproduce our icon on your publication/media.

Criteria to be met when using images of the WMOF2018 icon

These guidelines will help you to implement our brand identity correctly, so that all our communications have a consistent look and feel.

It will help you bring together the elements that make up our brand identity and guide you in using them to bring our brand to life. Use this book as a source of reference and inspiration.

The World Meeting of Families 2018 (WMOF2018) is the sole copyright owner of the logo and all WMOF2018 branding is protected by law. The WMOF2018 logo cannot be used without permission or a relevant license, and should be used in a proper way, as detailed below. Permissions granted to use the logo cannot be passed on to a third party, but every individual or entity that wants to use it will need to obtain separate permission or a relevant license.

This criteria should be followed by **all** organisations that reproduce our icon, after being granted appropriate permission:

- a) The icons can be reproduced in any size smaller than A4; and in A4 size, but no larger, provided in that case that the A4 copies are fine art copies (namely, 300 dpi or greater using archivally sound ink and paper). Should the organisation require to reproduce the icon in any size bigger than A4, design and information should be submitted for approval to World Meeting of Families Marketing office in writing to **marketing@worldmeeting2018.ie**
- b) The copies can be reproduced in full or cropped if needed, but without altering the proportions or the superimposition of text, images, symbols or other marks. The icons must be reproduced with no changes in the colour, proportion, design, removal of parts, or artwork.
- c) The icon may not be overlaid or incorporated into any other object, such as other icons, words, graphics, photos, among others. A minimum clearance between the icon and other elements must be maintained.
- d) The icons may not be animated or distorted.
- e) World Meeting of Families 2018 shall be identified as the copyright owner of the icons and on all copies of the Icons as follows: “**Icon of the Holy Family © World Meeting of Families 2018**”. Copies of the Icons may contain a white margin around the copy of the relevant Icon and the relevant identification above printed in this margin or alternatively on the back of the copy but the font size shall be no less than size 9 font except in the case of copies of the Icons.
- f) The logo/name of the organisation reproducing the icon should be visible and it should be clear that the organisation/company products or website are not the official WMOF2018 products or website. A obvious/clear link to the official website for WMOF2018 should be provided where possible: **www.worldmeeting2018.ie**
- g) The reproduction of the icon should be used in a respectful way and may not result in embarrassment to the WMOF2018.