



AFRICA NEW LIFE

INTELLECTUAL PROPERTY STATEMENT

Africa New Life Ministries has firm guidelines in place protecting our brand, trademark, logo, and intellectual property. We appreciate the full cooperation of our supporters to help enforce these guidelines.

Donating Sales of Products or Services

To maintain the integrity of our messaging and transparency, there are limitations to using the Africa New Life Ministries name, logo, trademark, and IP when donating a portion of the sales of a product or service.

Donating a portion of sales from your products and services cannot give the appearance of creating an endorsement, approval, sponsorship, partnership, affiliation or recommendation of any product or service by Africa New Life Ministries.

What Constitutes a Partnership?

Africa New Life enters official partnerships with companies who have an established brand and a strong commitment to our mission and holistic sponsorship model. A corporate partnership with Africa New Life represents an initial significant financial contribution and a long term, multi-faceted philanthropic campaign. To honor our official corporate partnerships, we ask that all other companies and individuals please refrain from using any language containing the words “partner” or “partnership” when referring to their support of Africa New Life Ministries.

Using the Africa New Life Ministries Name

The Africa New Life Ministries name may be used only to describe where donated funds are designated, but may not be used to promote any product or service. Furthermore, the Africa New Life Ministries name may not be placed on any products or product packaging. Please do not place the Africa New Life Ministries name in greater prominence than the company or product benefiting Africa New Life Ministries on any promotional materials or websites.

Companies and individuals must clearly state the percentage or the exact amount of the purchase (dollars and cents) that will be donated. For example, you may say, “XX% of the proceeds from this sale will benefit Africa New Life Ministries, a non-profit ministry transforming lives and communities in Rwanda through preaching the gospel of Jesus Christ and acts of compassion. 100% of the proceeds given to Africa New Life Ministries will directly fund one or more of their ministry areas.”

Using the Africa New Life Ministries Logo

Our logo is our most important brand element and must be carefully

protected. Only use the Africa New Life logo in the ways demonstrated in the [Visual Style Guide](#). Do not stretch it, change the color, crop it, etc. For help adding or a resizing a logo for your document or design, consult the Communications Manager.

The logo can be used by team trip members or others outside the organization on their own fundraising collateral, t-shirts, etc., but only (1) with express permission from the Marketing & Communications Department and (2) when used in combination with clearly team-specific design or content (e.g., “Hatteras Baptist Rwanda Team 2017” or “South Salem ❤️ Rwanda”). The shirts or other pieces should make it clear that they represent the team, NOT Africa New Life. Please direct inquiries about use of our logo and materials to the Communications Manager.

Using the Africa New Life Ministries Trademark

The “LET EVERY CHILD DREAM” phrase is Africa New Life’s registered trademark. **It may not be used by outside individuals or churches, even for fundraising purposes (see hashtag exception below).** It should only be used on Africa New Life materials with the ™ or ® mark and with attention to branding guidelines. A graphic version exists in Dropbox with the ™ included.

While hashtags are part of our branding, they are a part intended to be shared. Teams, staff, and individual campaigners should be encouraged to make use of Africa New Life’s hashtags #leteverychilddream and #sponsorshipmatters in social media posts.

Using Africa New Life Ministries Images

Any documents, materials, or social media posts using Africa New Life images must include a photographer byline for photographers. For photos by Esther Havens or Wurzbach Fisher, please state “Photo © Esther Havens Photography” or “Photo © Wurzbach Fisher Photography” respectively. For photos by Rwandan Media Officer Serrah Galos (Seraphin Nayituriki), please state “Photo by Serrah Galos for Africa New Life.” Photos by other staff members may be marked “Photo by Africa New Life staff” or left without a credit byline.

Our photography is a part of our brand and is intellectual property that should be used and distributed with care.

- High-resolution Esther Havens photos may not be shared online or anywhere where they can be easily downloaded and used by others. Low-resolution versions exist for use where appropriate, including Facebook.
- Team trip members, churches, strategic partners, and peer-to-peer fundraisers may not use Africa New Life photographs except in limited contexts, with express permission from the Marketing & Communications Department, and with appropriate credit bylines. Send requests for photos or other media to the Communications Manager.

- A selection of curated, watermarked images is available for fundraisers and other brand ambassadors to use within prescribed limits. Businesses and individuals can include selected Africa New Life Ministries designed banners, watermarked photos, and content on their website and social media channels from our “Media Resources” website without explicit permission from the Marketing & Communications Department. These resources can be found at <https://www.africanewlife.org/resources/>.

Sponsorship or Endorsement of Campaigns

Africa New Life Ministries exercises complete discretion when choosing to promote individuals, campaigns or companies through any of our social media platforms and is not able to accommodate individual requests for promotion.

Appropriated Use

The Africa New Life Ministries name cannot appear on any websites including content or advertising for tobacco, political material, or firearms. We will not allow our name to be associated with any product or service that is obscene, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented.

Africa New Life Ministries reserves the right to refuse the use of the Africa New Life Ministries name or marks at any time.