

THE D. GARY YOUNG
YOUNG  LIVING™
FOUNDATION

BUSINESS AND INTELLECTUAL PROPERTY GUIDELINES

INTRODUCTION

The D. Gary Young, Young Living Foundation has firm guidelines in place to protect our brand, logo, and intellectual property. We appreciate your full cooperation in following these guidelines.

USING THE YOUNG LIVING FOUNDATION NAME

The D. Gary Young, Young Living Foundation name, including the shortened Young Living Foundation designation, may be used only to describe where donated funds are designated, but may not be used to promote any product or service.

Furthermore, the Young Living Foundation name may not be placed on any promotional materials without the express written consent of the organization. If approval for use is given, the Foundation name cannot have greater prominence than the company or product benefitting the Young Living Foundation on any promotional materials. The Young Living Foundation name and marks cannot appear on any merchandise or in any works of audio, digital, or visual art.

The Young Living Foundation name may be used in promotional materials, signs, and digital content for fundraisers when using The D. Gary Young, Young Living Foundation supporter logo and associated guidelines. The Young Living Foundation name may not be used to imply a partnership, sponsorship, or endorsement of any event, group, or fundraiser.

DONATING SALES

Donating a portion of sales from your products and services cannot give the appearance of endorsement, approval, sponsorship, partnership, affiliation, or recommendation of the products or services by the Young Living Foundation.

Companies and individuals must clearly state the percentage or the exact amount of the purchase (dollars and cents) that will be donated. For example: XX percent of the proceeds from this sale will benefit the Young Living Foundation, a nonprofit organization committed to empowering individuals to achieve their potential and defy limitations by providing wellness and education opportunities to underserved communities. One hundred percent of the proceeds given to the Young Living Foundation will directly fund our carefully select partners and projects.

USE OF YOUNG LIVING FOUNDATION LOGO

As a general rule, use of The D. Gary Young, Young Living Foundation logo is strictly prohibited outside of official corporate partnerships. If you would like to request permission to use our logo, please contact us at info@younglivingfoundation.org.

Fundraisers are granted a nonexclusive right to use The D. Gary Young, Young Living Foundation supporter logo in promotional materials directly related to their fundraising event. When used online, The D. Gary Young, Young Living Foundation supporter logo must directly click

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through to the front page of YoungLivingFoundation.org or directly to the URL of the fundraising campaign. The D. Gary Young, Young Living Foundation supporter 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 YOUNG LIVING FOUNDATION IMAGES

All Young Living Foundation images are owned by Young Living Essential Oils, the Young Living Foundation, or our photographers. Use of Young Living Foundation images, videos, and other photos that appear on our website or public materials is strictly prohibited unless the express written consent is granted by an officer of the organization.

Fundraisers are granted a nonexclusive right to use only the photos and images found at YoungLivingoFundation.org/Fundraise/Resources on promotional materials and websites directly related to their fundraising campaign. No other Young Living Foundation images may be used by fundraisers in any way without express written consent.

SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS

The Young Living Foundation 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.

While the Young Living Foundation is grateful for the efforts of fundraisers, we do not officially endorse or sponsor any individual events or campaigns. Event planning, production costs, and promotion are the sole responsibility of the independent fundraiser and organizer. You may not use the Young Living Foundation name nor our 501(c)(3) tax exemption when soliciting monetary support or gifts in kind from third parties or vendors.

APPROPRIATED USE

The Young Living Foundation name cannot be used on any digital or physical collateral that includes content or advertising for tobacco, political material, or firearms. Similarly, our name will not be used in association with any products or services that are obscene, pornographic, violent, intolerant, tasteless, denigrating, or sexually oriented. The Young Living Foundation reserves the right to refuse the use of the Young Living Foundation name or marks at any time.