



# Intellectual Property Guidelines For Individuals

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Operation Broken Silence has firm guidelines in place to protect our brand, logo and intellectual property. We appreciate the full cooperation of our supporters to help enforce these guidelines. This section of this document is applicable to all individual fundraisers, schools, and community organizations.

## **USE OF THE OPERATION BROKEN SILENCE NAME AND LOGO**

Grassroots Fundraisers are permitted to use the Operation Broken Silence name/logo in promotional materials, signs, and websites. The Operation Broken Silence name/logo 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 Operation Broken Silence, the Fundraiser must clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated. You may say that *"XX% of the proceeds from this sale will benefit Operation Broken Silence, a non-profit organization building a global movement to empower the Sudanese people through innovative programs."* The Operation Broken Silence name/logo cannot appear on any merchandise nor in any work of audio or visual art. The Operation Broken Silence name/logo should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Please note: The Operation Broken Silence name is always capitalized in a sentence.

## **APPROPRIATED USE**

The Operation Broken Silence name and brand 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.



# Intellectual Property Guidelines For Individuals

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## USE OF OUR MEDIA AND IMAGES

Individuals are encouraged to include Operation Broken Silence media and images on their websites and platforms when promoting your efforts; however, claiming ownership of our media and images is prohibited. Fundraisers are granted a non-exclusive right to use only the images and media found at [www.operationbrokensilence.org/resources/downloads/](http://www.operationbrokensilence.org/resources/downloads/) on promotional materials and websites directly related to their fundraising campaign. No other Operation Broken Silence images and media may be used by Grassroots Fundraisers in any way unless expressed permission has been given by our staff. Additionally, individuals are not permitted to use our name and logo with media and images from Sudan or media and images that appear to have been taken in Sudan that do not belong to our organization.

Operation Broken Silence considers unapproved use of our media and images as theft, especially when credit is not given to our organization or when our media and images are used to promote the work and campaigns of another organization or individual. Operation Broken Silence reserves the right to take appropriate action when our media, images, and/or brand are used in unapproved ways.

## SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS

While Operation Broken Silence is grateful for the efforts of our Grassroots 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 Operation Broken Silence name nor our 501(c)(3) tax-exemption when soliciting monetary support or gifts in kind from a third party or vender.

If you have questions about these guidelines, please reach out to us at: [info@operationbrokensilence.org](mailto:info@operationbrokensilence.org)



# Intellectual Property Guidelines For Companies & Organizations

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Operation Broken Silence has firm guidelines in place to protect our brand, logo and intellectual property. We appreciate the full cooperation of our supporters to help enforce these guidelines. This section of this document is applicable to all companies, organizations, and faith-based institutions.

## **WHAT CONSTITUTES A PARTNERSHIP?**

Operation Broken Silence enters into official partnerships with companies who have an established brand and a strong commitment to our mission for peace and justice in Sudan. An official corporate partnership with Operation Broken Silence represents an initial significant financial contribution or a long term, multi-faceted philanthropic campaign (generally \$5,000 and above). To honor our official corporate partnerships, we ask that all other companies refrain from using any language containing the words “partner” or “partnership” when referring to their support of Operation Broken Silence. The term “supporter” can be used.

Operation Broken Silence enters into official partnerships with organizations and faith-based institutions who have a strong commitment to our mission. We recognize that these partnerships extend well-beyond the financial realm, so there is no set process for becoming an official partner of Operation Broken Silence as an organization or faith-based institution. Official partnerships in this capacity are decided upon by our leadership team, normally after extensive discussion and pre-work between us and the potential partner over a minimum of a one-year period. To honor our official organizational and faith-based partnerships, we ask that all other groups refrain from using any language containing the words “partner” or “partnership” when referring to their support of Operation Broken Silence.



# Intellectual Property Guidelines For Companies & Organizations

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## **SPONSORSHIP AND ENDORSEMENT OF CAMPAIGNS**

Operation Broken Silence exercises complete discretion when choosing to promote individuals, campaigns, companies, organizations, and faith-based institutions through any of our platforms.

## **APPROPRIATED USE**

The Operation Broken Silence name and brand 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.

## **USE OF OUR MEDIA AND IMAGES**

Companies, organizations, and faith-based institutions are encouraged to include Operation Broken Silence media and images on their websites and platforms when promoting the partnership that exists between us; however, claiming ownership of our media and images is prohibited. If your company, organization, or institution is an official partner of Operation Broken Silence, please email us at [info@operationbrokensilence.org](mailto:info@operationbrokensilence.org) for pre-selected media and images from our staff.

Operation Broken Silence considers unapproved use of our media and images as theft, especially when credit is not given to our organization or when our media and images are used to promote the work and campaigns of another organization. Additionally, individuals are not permitted to use our name and logo with media and images from Sudan or media and images that appear to have been taken in Sudan that do not belong to our organization. Operation Broken Silence reserves the right to take appropriate action when our media and images are used in unapproved ways.



# Intellectual Property Guidelines For Companies & Organizations

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Companies, organizations, and faith-based institutions are permitted to use the Operation Broken Silence name/logo in promotional materials, signs, and websites. The Operation Broken Silence name/logo may not be used to imply a partnership, sponsorship or endorsement that does not exist of any company, organization, and faith-based institution. If tickets, services or goods of any kind are being sold that will benefit Operation Broken Silence, the partner must clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated. You may say that *“XX% of the proceeds from this sale will benefit Operation Broken Silence, a non-profit organization building a global movement to empower the Sudanese people through innovative programs.”* The Operation Broken Silence name/logo cannot appear on any merchandise nor in any work of audio or visual art without our approval. The Operation Broken Silence name/logo should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Please note: The Operation Broken Silence name is always capitalized in a sentence.

## **DONATING SALES, PRODUCTS, OR SERVICES**

To maintain the integrity of our messaging and commitment to our mission, there are certain limitations to using the Operation Broken Silence name, logo, and IP when donating a portion of the sales of a product or service. Donating a portion 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 Operation Broken Silence.



## Intellectual Property Guidelines For Companies & Organizations

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In general, if you are unsure your company, organization, or faith-based institution is an official partner of Operation Broken Silence, it is likely that you are not a partner and will need to use the term “supporter” when referring to our work, mission, and organization.

If you have questions about these guidelines, wish to become an official partner, or have questions about your partnership, please reach out to us at: [info@operationbrokensilence.org](mailto:info@operationbrokensilence.org)