



Slow Food®

Code of Use for the Slow Food® Trademark and Derived Trademarks

FONDAZIONE SLOW FOOD – E.T.S.

Piazza XX Settembre 5 - 12042 Bra (CN)

Iscritta nella sezione "Altri Enti del Terzo Settore" del RUNTS

Fondo di dotazione euro 104.541

Telefono 0172/419.611 Telefax 0172/421.293

Codice Fiscale 91019770048, Partita Iva 02743970044

e-mail: international@slowfood.com – internet site: www.slowfood.com



1) DEFINITION

The Slow Food graphic trademark (text + stylized snail logo) and the Slow Food text-only trademark are trademarks (jointly referred to hereinafter as the “**SF Trademark**”) registered at an EU and an international level and therefore protected by intellectual property laws.

The SF Trademark cannot be used or reproduced without permission.

The graphic SF Trademark is composed of a stylized red snail and the text Slow Food, with the first letters capitalized, in black Bauer Bodoni font.

The text-only SF Trademark (wordmark) is composed of the text Slow Food, with the first letters capitalized, in black Bauer Bodoni font.

With the exception of trademarks derived from the SF Trademark that have been expressly authorized by the Board, the name and the logo that make up the SF Trademark cannot be combined with other graphic elements, nor can they be altered in any way, including alterations to the font, design, order, colors or any other elements.

The various versions of the trademark can be reduced in size to a maximum of 1 cm of base width. There is no limit on the maximum size of use. The snail, the proportional distance between the words and the kerning between the letters cannot be modified in any way, nor can the official colors of RED, BLACK and WHITE.

The proportions between the snail and the text and the shape of the snail cannot be changed. Resizing on two axes, distortions and/or stretching are not allowed.

2) OWNERSHIP

The Slow Food Foundation ETS (referred to hereinafter as the “**Foundation**”) is the owner of the rights of use of the SF Trademark and all Derived Trademarks, including the right to authorize third parties to use them, whether for free or for payment.

3) RESPONSIBILITY

The Board of the Slow Food Foundation ETS (referred to hereinafter as the “**Board**”) has the responsibility for every decision linked to the use of the SF Trademark, including the capacity to grant or revoke its use by third parties.

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The Board has the task of defining the criteria, rules and limitations for the use of the SF Trademark and authorizing third parties to use it, as well as the ultimate responsibility for applying such rules worldwide.

The Board has the authority to grant the use of the SF Trademark and its derived trademarks to all categories of participants in the Foundation, in particular the various geographic and thematic divisions of the Foundation, as well as to any third-party subjects associated with the Foundation.

4) TRADEMARKS DERIVING FROM THE SLOW FOOD TRADEMARK

The Foundation can create trademarks derived from the SF Trademark (referred to hereinafter as “**Derived Trademarks.**” The Derived Trademarks can identify:

- a) geographic and thematic networks
- b) programs and/or projects
- c) events

The Derived Trademarks in categories a) and b) are generally formed of the SF Trademark (see Art. 1) with the addition of text that identifies in the case of a) either the geographical network (e.g. Slow Food® Japan) or thematic network (e.g. (Slow Food® Wine Coalition) and in the case of b) the program and/or project (Slow Food® Presidium).

Different logos or images cannot be created except with express authorization from the Board.

The Derived Trademarks in category c) are composed of only the graphic part of the SF Trademark (the stylized snail) with the addition of the name of the event (e.g. Slow Food® Nations).

With the aim of reflecting how every program and local group is part of the global Slow Food network, the Derived Trademarks, like the SF Trademark, must use the same colors, fonts and proportions wherever they are being used in the world. The Derived Trademarks can be structured on two levels.

The first level indicates the territorial office, the thematic group, the community or the program. The text is in red Bauer Bodoni font with the first letters capitalized.

The second level indicates the specific community, geographic location or product. The text is in black all-caps Noto Sans Regular font.

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Appendix A of this Code of Use presents the SF Trademark and all the Derived Trademarks, with examples for each one of the structuring on one or more levels. This Code of Use applies to any new Derived Trademark, even if not included in the appendix.

The Foundation can grant the use of a Derived Trademark to the entity it identifies.

Save for exceptions, use of the trademark will be granted indefinitely to the convivia, the communities and the programs, with the Foundation retaining the authority to revoke this permission at any time. In other cases, save for exceptions, permission will be renewed annually, following the signing of an agreement between the Foundation and the entity that has been granted the use of the Derived Trademark. Such an entity must undertake, among other commitments, to ensure full respect for the rules of use of the Derived Trademark they are authorized to use, as well as carrying out monitoring to ensure there are no unauthorized or in any way illegitimate uses of the Derived Trademark and the SF Trademark in their local/thematic area of reference.

The rules of use and general criteria valid for the SF Trademark also apply to the Derived Trademarks. In particular cases, the Foundation can define additional criteria, depending on the specific nature of the situation, and approve specific protocols.

5) GENERAL CRITERIA OF USE

The SF Trademark and Derived Trademarks, within their respective areas of reference, can be used to distinguish the Slow Food movement and to promote its initiatives, projects, campaigns, events and activities.

In general, the following uses of the SF Trademark and Derived Trademarks are prohibited:

- To obtain personal profit.
- To suggest that Slow Food has approved a product or policy when such approval has not been explicitly given by Slow Food itself.
- To indicate or suggest that Slow Food endorses, approves, sponsors or is affiliated with products, services or goods except in cases where this has been explicitly authorized by Slow Food.
- To promote a political party or the candidacy of one or more politicians for public office.

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- To promote or suggest that Slow Food approves of or is associated with situations that Slow Food, at its sole discretion, considers to be illegal or questionable in nature, including obscene, violent, intolerant, discriminatory, derogatory or sexually explicit content or materials.

The SF Trademark and Derived Trademarks cannot be affixed or reproduced on food products or food product packaging and in any case cannot be used in a way that suggests a direct correlation between a food product and Slow Food, except in the case of exceptions expressly authorized by the Board.

6) CRITERIA FOR GRANTING THE USE OF DERIVED TRADEMARKS TO PARTICIPANTS

The present Code of Use governs the ways in which the SF Trademark and Derived Trademarks can be used by Foundation participants to distinguish or promote initiatives, projects, campaigns, events and activities linked to their respective areas of reference and expertise, following the signing of a specific trademark usage agreement with the Foundation and a simultaneous commitment to comply with this Code of Use, as well as any rules specifically dedicated to the participants.

The SF Trademark and Derived Trademarks cannot be used outside of the cases listed below, unless expressly authorized by the Board.

A) Territorial Offices

Each Territorial Office owns the right to use the Derived Trademark, composed of the SF Trademark with the addition of the text that identifies the geographic or thematic reference area (e.g. Slow Food® Italy, Slow Food® Indigenous Peoples' Network)

Each Territorial Office has the right to grant and revoke—in accordance with this Code of Use—the use of its Derived Trademark to its Local Groups: convivia/communities/networks present within its reference area (e.g. Slow Food® Milano).

Each Territorial Office has the right to authorize and revoke—in accordance with this Code of Use—its own variation of the Derived Trademark for projects implemented within its reference area (geographic or thematic).

Each Territorial Office is responsible for monitoring the correct use of the SF Trademark and the Derived Trademark within its reference area (geographic or thematic) and for reporting to the Board any illegitimate, incorrect or unauthorized uses.

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B) Local Groups

Every Local Group has the right to use the Derived Trademark composed of the SF Trademark with the addition of the name that identifies the relevant geographic or thematic area (e.g. Slow Food® Istanbul, Slow Food Community: Educators of Manila)

Every Local Group has the right to authorize and revoke—in accordance with this Code of Use—its own variation of the Derived Trademark for projects implemented within its reference area (geographic or thematic).

Each Local Group is responsible for monitoring the correct use of the SF Trademark and the Derived Trademark within its area of responsibility (geographic or thematic) and for reporting to the Board any illegitimate, incorrect or unauthorized uses.

C) Individuals

Individuals participating in the Foundation can neither use nor be authorized to use the SF Trademark or any of the Derived Trademarks.

D) Public and private legal entities

Legal entities participating in the Foundation can neither use or nor be authorized to use the SF Trademark or any of the Derived Trademarks, unless in the case of an exception decided upon by the Board in relation to specific projects and/or events, regulated with specific protocols.

7) **SLOW FOOD PROJECTS**

The SF Trademark and/or Derived Trademarks cannot be affixed or reproduced on food products or food product packaging unless an exception has been expressly granted by the Board.

Every recognized international program can be subject to particular regulations, set out in designated protocols, which determine specifically how the relevant Derived Trademark can be used and must be approved and authorized by the Board.

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Before formalizing the recognition of every future new program, the Board will approve a specific regulation to define how the relevant Derived Trademark can be granted for use and used.

8) SPONSORS/SUPPORTERS

The SF Trademark and/or Derived Trademarks cannot be used by sponsors and/or supporters, except in the case of a specific written agreement which must include detailed regulations governing how the trademark can be used.

In any case, the SF Trademark and/or Derived Trademarks cannot be used in any way that could indicate or suggest, including indirectly, that Slow Food approves of or supports the sponsor and/or supporter or that it is affiliated with them, unless this support, approval or affiliation has been expressly stated by Slow Food itself.

The authorized sponsors and/or supporters can use the SF Trademark or Derived Trademark only within the limits of what has been set out and agreed in the aforementioned agreement, for the period indicated therein and, in any case, only with express reference to the subject of the agreement (e.g. if a sponsor is authorized to use the Slow Food® Nations trademark because they contributed to the 2023 event, they must use the trademark together with the year of the edition: Slow Food® Nations 2023 sponsor).

9) REVOCATION OF THE RIGHT TO USE THE TRADEMARK

The Board has the authority to revoke the right to use the SF Trademark and Derived Trademarks for subjects that, even though listed in this Code of Use (e.g. Territorial Offices or Local Groups), do not respect the Code of Use, in other words the specific regulations relating to the use of Derived Trademarks. The Board can intervene in the case of the inactivity of Groups and participants.

Additionally, the Board can revoke the authorization to use the SF Trademark or Derived Trademarks if:

- the authorized entity promotes, with the Derived Trademark, directly or by granting its use to third parties, activities and initiatives that are contrary to Slow Food or involve entities, companies, associations or entities that are clearly inconsistent with the Slow Food philosophy.
- an entity authorized to use a Derived Trademark uses the SF Trademark without the necessary written authorization from the Board.

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The Board can justifiably revoke the authorization to use the trademark. The Board's revocation of authorization to use the trademark must be communicated in writing (e-mail).

Annex:

A) SF Trademark and list of Derived Trademarks structured on one or two levels

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APPENDIX A

Slow Food Trademark



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Derived trademarks – first level

The first level indicates territorial offices, thematic groups, communities or programs.
Some logo examples:



Slow Food®
USA



Slow Food®
Deutschland



Slow Food®
Brasil



Slow Food®
Nippon



Slow Food®
Mèxico



Slow Food®
Berry to Jervis Bay



Slow Food®
Educators of Panay



Slow Food®
Indigenous Peoples' Network



Slow Food®
Slow Wine Coalition



Slow Food®
Coffee Coalition



Slow Food®
Slow Beans



Slow Food®
Ark of Taste



Slow Food®
Presidium



Slow Food®
Cooks' Alliance



Slow Food®
Travel



Slow Food®
Earth Market



Slow Food®
Community

Derived trademarks – second level

The second level indicates the specific community, geographic location or product.
Some logo examples:

vertical



horizontal

