

Logo use guidelines



The Roots of Empathy Logo is a registered trademark.

It's used for both the not-for-profit organization and its flagship program, Roots of Empathy.

The logo's use must adhere to the **"Roots of Empathy Logo Use Guidelines,"** a separate document available from International Office. The Roots of Empathy branding includes the following components:

- Signature (made up of symbol and name)
- Mission statement: "Building caring, peaceful and civil societies through the development of empathy in children and adults."
- Tagline 1: "Changing the world, child by child."

All applications of the Roots of Empathy logo, or any of its components, must be approved by the Roots of Empathy International Office. Email the Communications Department at communications@rootsofempathy.org