



Regulations for the use and licence of Società Dante Alighieri logo/trademark

Società Dante Alighieri with registered office in Piazza Firenze 27, Rome,
tax code 801010 70581

Hereby adopt

these Rules and Regulations for the granting of use and the licence of
Società Dante Alighieri's logo/trademark. This document regulates the
licence and use of the trademark for third parties.

Objectives

Società Dante Alighieri, hereafter referred to as SDA, in its need to protect and enhance its historical and cultural heritage and a public image that well represents its values, has introduced a visual identity system aimed at making its image and communication recognisable, based on the DANTE brand and other basic graphic elements.

The purpose of these Rules and Regulations is to protect the image, decorum, reputation and communication of the SDA, as well as to safeguard its prestige through the regulation of the use and licence of the Trademark of which SDA is the exclusive owner. This is to guarantee its appropriate and correct use, both in institutional activities and in activities carried out in partnership and with third parties, safeguarding the heritage of the values that it represents. A further objective of this document is to regulate the activities to enhance the SDA brand and image, which are and will be carried out through the granting of the trademark to third parties.

These Rules and Regulations implement the indications and criteria set out in the *Visual Identity of Società Dante Alighieri* document, available at www.dante.global and to which reference is made for what is specifically regulated therein.

Definition

Trademark/logo (hereinafter DANTE trademark or simply trademark) means all the registered trademarks shown on the www.dante.global website, in the Visual Identity section, in the colour and design variants indicated in the *Visual Identity of Società Dante Alighieri* document.

All rights relating to the use of the logo are the exclusive property of Società Dante Alighieri with registered office in Piazza Firenze 27, Rome, tax code 801010 70581.

The Dante Alighieri Lab Srl (henceforth DanteLAB), a service company with Società Dante Alighieri as sole shareholder, was established with the aim of ensuring efficiency and rationality in the realisation of activities and in the provision of services inherent to institutional activities, including the management and protection of the trademarks owned by Società Dante Alighieri.

Again, trademark refers to other distinctive signs, i.e., any derivative trademarks, which are a development, revision, abbreviation, addition, reworking of the original trademark.

Application of the Rules and Regulations

These Rules and Regulations:

- I) apply to all internal and/or external activities involving the use of the trademark and the use of Società Dante Alighieri name, whether institutional, partnership and/or commercial, sponsorship or co-branding

use;

- II) they also apply to current and future derivative trademarks owned by SDA;
- III) they are also implemented in cases where the denominative and figurative elements are used separately, as well as in cases where the association of the trademark with denominative elements referring to offices and internal departments (e.g. PLIDA office, Schools office, etc.) or to initiatives promoted through the use of the brand (e.g. scientific contributions by ...) is envisaged; these denominative elements are developed in accordance with the graphic layout of the *Visual Identity of Società Dante Alighieri* document;
- IV) they protect the use of the trademark and all its graphic and colour variants accompanied or not by the word elements;
- V) they apply to all persons authorised in various ways to use the trademark and the name DANTE/SDA, as well as to all organisational structures that have relations with SDA and/or participate in it;
- VI) they also apply to third parties outside SDA both in Italy and abroad (e.g., committees, companies, institutions, students, as well as SDA staff, etc). Therefore, the use by third parties of the trademark and all its variables must be authorised in advance and expressly by the SDA registered office through the signing of contracts, conventions, agreements, articles of association, memoranda of understanding and the like. It is understood that it is expressly prohibited to use the trademark when the same is incompatible with the image, decorum and reputation of SDA and with its institutional aims. Società Dante Alighieri shall not be held liable for the use of the logo for purposes other than those expressly authorised or that are contrary to law, decorum or morality.

Institutional use of the trademark

Institutional use of the trademark is understood as use in research and teaching activities, communication activities, organisation of events, seminars, conferences, etc. Also use in project and administrative activities.

Use in publishing

The use of the trademarks for editorial activities is reserved for SDA registered office, which uses them for publications of a scientific, communicative, institutional, educational or digital nature.

Use of the logo on the internet

The reproduction of the logo of Società Dante Alighieri and all its variables on websites and the use of the logo as a link must be expressly authorised in accordance with the procedures described in these regulations. In any case, the presence of the logo does not make Società Dante Alighieri responsible for the contents and services offered by the host site.

Use in partnerships

Within the framework of conventions, cooperation agreements, framework agreements, memoranda of understanding, etc., public and private entities are permitted to use the DANTE trademarks for the specific purposes related to the object of the convention.

Sponsorship

Sponsorship represents a symbolic form of adhesion and a manifestation of Società Dante Alighieri's appreciation of third-party initiatives deemed worthy.

The initiative, of a social, cultural, scientific or public-interest nature, must fall within the institutional purposes of Società Dante Alighieri, be relevant to the Network and be non-profit-making; exceptions to this are initiatives that, even if profit-making, promote the image and prestige of Società Dante Alighieri and when a charitable and solidarity purpose is envisaged. The granting of sponsorship does not imply any financial commitment to the budget of Società Dante Alighieri and does not constitute any exemption or exemption from tax, fiscal and administrative obligations that

the beneficiaries are required to pay under the laws and regulations. Any use of the trademark granted by SDA to the sponsored party by a written contract is limited to the possibility of using it exclusively in the context of the initiative's communication activities. The trademark must be preceded by the words: 'under the sponsorship of', in compliance with the *visual identity of Società Dante Alighieri*. Sponsorship may be granted by the Secretary-General, to whom requests should be addressed, accompanied by an adequate description of the initiative, the proposing entities and the graphic materials and communication tools to be used.

Trademark request

In all cases for the use of the trademark, a request must be addressed to the Secretary-General at the following email address: segreteria@dante.global.

Logo issue

Società Dante Alighieri, after entering into an agreement for the use of the logo, will send the applicant the logo and Società Dante Alighieri *Visual Identity* document by email. Upon receipt, the third party may start using the logo. Reproduction or use of the logo in any other manner than as set out in these Rules and Regulations and in the signed agreement shall result in the revocation of the right to use the logo with immediate effect.

Changes to the logo

Any changes to the conditions of use or graphic revisions of the trademark are decided by the Secretary-General. In that case, these Rules and Regulations will be updated.

Use of the logo by internal staff of Società Dante Alighieri

Regulation for the use of the DANTE logo

The staff of Società Dante Alighieri is required to make use of the logo and its derivations in all documents and communication tools, paper and multimedia, both for internal and external use. Personnel, in the production of documents and communication tools, must always guarantee the corporate visual identity by using the formats (letterhead, envelopes, slides, etc.) illustrated *in the Internal Logo Guidelines*.

Amendments to the Rules and Regulations

Società Dante Alighieri reserves the right to make changes to these regulations.