



March 2021

To: IFFR Worldwide Membership
From: World President, George Chaffey

March 28, 2021
New Logo on Website

The Executive Committee (including involvement of 6 past/future World Presidents) has decided that our IFFR website will use an updated IFFR logo to conform to Rotary International's rules governing the use of its Wheel. Here's why:

2013—RI adopted new branding rules. The Rotary Wheel can only be displayed using the “new” Wheel and the word “Rotary” to the left:  The purpose was to have a single, unified, worldwide Rotary “brand”. The Wheel is Rotary International's brand (not ours), so Fellowships can no longer change RI's Wheel (e.g., put wings on it, make it an automobile wheel, etc.).

2017—Reminder. RI Managers sent letters to all Fellowships, including IFFR, reminding them to comply. IFFR waited to see if the rule would be enforced.

2020—Demand. RI President, Holgar Knaack, personally sent an email to all Fellowships, setting a specific due date to comply... December 31, 2020. We realized RI was serious, and began considering alternatives.

2021 (March)—Enforcement. RI notified Fellowships that they must comply with RI branding rules to have a Convention booth, that we could not link to any website that did not comply, and... that IFFR was not in compliance. Time to act.

2021 (March)— Compliance. The Executive Committee adopted the IFFR logo at the top of this email to be used on our website and on any IFFR Facebook page (public facing documents). It is now on our website, making us compliant. Note: All Rotary Districts worldwide have complied (see your own district's website), and virtually all Fellowships now comply.

We are using the new logo on our website. As before, sections may consider modifications to the IFFR logo (e.g., UK's use of angel-type wings), so long as they comply with Rotary's branding rules and don't jeopardize IFFR's existence as a Rotary Fellowship.

This logo change has no impact on IFFR, and most of you won't even know the difference. We will continue using our IFFR pins and hats (we have 10 years' worth). Continue to focus on what is important to IFFR... (1) holding fly-in events, (2) enjoying fellowship, and (3) building membership.

New Zealand just held a fly in, and IFFR events are being planned in Europe for this summer and fall. I couldn't get to the New Zealand event because of government regulations, but World Secretary Ian Jenner represented me to show World IFFR support for the event. I hope the European events will be held and that I am able to attend to support them. We'll see. More news is coming soon.

As PWP Phil always says: Fly Well, Fly Safe, Fly Often.

Tail winds to ya',

George

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