

Appendix 13: Mensa International Trademark Manual

This manual was written before the Licensing function was added to the Name and Logo Committee. It remains accurate after the Licensing function was added, except that the name of the committee should be read as "Name, Logo, and Licensing Committee".

This manual is a comprehensive guide to using trademarks for Mensa CEOs, editors and members. Both policy and standards of use are included, identified by P-numbered sections and S-numbered sections, respectively.

POLICY for the Internal or Non-Commercial Use of the Mensa Name and Logo

(Approved by IBD - October 9, 1994)

PI. PURPOSE. The word "Mensa" and the Mensa logos are a part of our corporate and trade name, Mensa International Limited. This section sets forth the policies and physical standards of use regarding the internal or non-commercial use of the Mensa name and logo. Policy for the commercial use of the Mensa name and logo is addressed in a separate document.

PII. GENERAL.

A. Mensa Name and Logo.

1. The Mensa name, as selected for this society by its founders in 1946, has grown to mean a great deal to the many thousands of members and is internationally recognized by the general public. The Mensa logo, adopted by British Mensa in 1969 and the International General Committee in 1970, has been instrumental in furthering this recognition.

2. The name and logo are copyrighted and registered in an ever-expanding number of countries but must be protected to preserve their integrity. Mensa members and groups are enjoined to ensure that the internal or non-commercial use of Mensa's name and logo is accomplished without alteration and only as originally intended. Any member noting unauthorized use of the Mensa name or logo is encouraged to notify the CEO of his/her own recognized national Mensa with a copy to the International Name & Logo Committee via the MIL office; or, if noted in a country where no recognized national group exists, to notify the International Name & Logo Committee via the MIL office.

B. Establishment and Responsibilities of the International Name & Logo Committee. The International Board of Directors (IBD) has created a Name & Logo Committee with the following responsibilities:

1. drafting policy for the internal or non-commercial use of the Mensa name and logo with periodic review for update;
2. drafting standards for the use of the Mensa logo with periodic review for update;
3. monitoring the internal or non-commercial use of the Mensa name and logo;
4. resolving conflicts and answering questions regarding the internal or non-commercial use of the Mensa name and logo;
5. coordinating efforts with National CEOs, name and logo committees, the MIL Executive Director and the IBD;

6. reporting its activities to the IBD.

National CEOs have responsibility for monitoring the internal or non-commercial use of the Mensa name and logo within their national boundaries. Information copies of all correspondence pertaining to these policies or to the standards for use of the Mensa logo should be forwarded to the International Name & Logo Committee via the MIL office.

PIII. PERMISSION FOR USE.

Individual members are not allowed to register or attempt to register the Mensa name or logo as a trademark in any country, except if required by law in the particular country; and, in that case, the individual member must have a signed, binding agreement with Mensa International, Ltd. (MIL) that MIL is the ultimate owner of the trademark and that the individual will follow MIL's instructions regarding the trademark.

Permission for the internal or non-commercial use of the Mensa name and logo may be granted by any National or Provisional National Mensa to Mensa members or Mensa groups and chapters within its national boundaries provided there is compliance with the following guidelines and the standards for the use of the Mensa logo. Emerging Mensas and direct international members should address specific questions and requests for use to the International Name & Logo Committee via the MIL office.

A. Publications. Editors and those responsible for publication of newsletters, pamphlets, brochures, stationery, etc., where the Mensa name or logo may be used must be familiar with the standards addressed below.

B. Personal Use. The Mensa name and logo (displayed in accordance with standards for the use of the Mensa logo, below) may be used on personal stationery or business cards by members, provided it is accompanied by the word "member" or other indication of its non-official use.

C. Special Interest Groups. SIGs may not use the Mensa name or logo in the title of their group or in the name of their newsletter, unless permission for such use is given by (a) the International Name and Logo Protection Committee in the case of International SIGs, or (b) by a Full National Mensa or a Provisional National Mensa in the case of National SIGS, for use within its national boundaries.

To be eligible for such permission, the SIG must include only Mensa members as SIG members, and the SIG may express opinions only if it makes clear that said opinions are not those of Mensa. SIGs may use the Mensa name and/or logo on products produced or distributed by the group, provided that such products are not offered to the public for sale or otherwise, and that prior written approval for each intended use and for a limited period of time is obtained by the International Name and Logo Committee or an authorized agent thereof.

D. Boutiques. Approval for the use of the Mensa name or logo must be obtained from the national Mensa CEO or National Name and Logo Committee prior to the introduction of each item bearing the Mensa name or logo into inventory.

STANDARDS for the Use of the Mensa Logo

SI. PURPOSE. The Mensa logo, the stylized "M" and design, is a part of our corporate and trade name, Mensa International Limited. This section sets forth the physical standards for appearance and reproduction of the Mensa logo.

SII. GENERAL. The Mensa logo, as originally drawn by Peter Devenish, was adopted by British Mensa in 1969 and the International General Committee in 1970. Standards for its use were established at that time to maintain the integrity of the logo and as a condition for its use.

Mensa members and groups are enjoined to ensure that the Mensa logo is used without alteration and only as originally intended. Any member noting use of an altered Mensa logo, or with a question regarding these standards, is encouraged to notify the CEO of his/her own recognized national Mensa with a copy to the International Name & Logo Committee via the MIL office. In a country where no recognized national group exists, contact the International Name & Logo Committee via the MIL office.

SIII. STANDARDS.

A. The logo should be reproduced only from copies of the designer's master drawing (available in hard copy and electronic media from national Mensa offices, the MIL office, or the International Name & Logo Committee). It should be reproduced in a solid, unbroken tone on a solid, unbroken background. If enlarged or reduced in size, the relative proportions of each component of the design must remain unchanged.

B. The logo may be reproduced in any light colour on any dark colour or vice versa. The segments within the globe must always be the same colour as the rest of the background.

C. The logo may be used in a central position for a symmetrical layout, or offset to one side for an asymmetrical layout, but it should never be placed symmetrically on both sides of a layout. The logo should always be reproduced upright, never on a slant.

D. The logo may, if desired, appear more than once in a layout (e.g., it could be used beside a series of paragraph headings), but should not be reproduced in more than two sizes on one page or panel. The logo may not be used to form a repeating pattern or border,

E. The logo may not be used in conjunction with any other elements in such a way that these elements could be interpreted as being a part of the logo design. If a line of lettering is to be placed centrally above or below the logo, its length must not be less than $2w - 2h$, where w = the width of the logo and h = the vertical distance between the logo and the lettering.

F. It is permissible to encircle, or partly encircle, the logo with lettering. If lettering is used, the lettering must be inside a ring around the logo (only the unshielded form of the logo can be used here) formed by two concentric circles with the logo in the centre. The inner circle should have a diameter of $1.5w$ and the outer circle should have a diameter of $2w$. Only certain text may be incorporated with the logo: official name of a national, regional or local Mensa group; anniversary (e.g., 5 year member); or an individual's Mensa capacity (e.g., member, officer, board member, etc.). Text that cannot be used includes SIG names, personal names, or any other text that does not indicate group name, anniversary or individual's capacity as recited above. The font for text must be a sans serif font, preferably Univers.

G. The Mensa logo may not be used as a substitute for the letter "M" in "Mensa", or as any letter in any other word.

H. When the logo is enclosed in a frame, such frame should normally be not less than three times the width of the logo in its greater dimension, and not less than five times the square of the width of the logo in area. It may exceptionally be enclosed in a smaller frame if there is some special practical or aesthetic necessity for this arrangement. In this case no other matter may be included within this frame.

I. The logo may be reproduced in three dimensions, but the design and the background should each be in one plane. However, an exception may be made in the case of the segments within the globe, which may be on an intermediate plane or, if desired, on the same plane as the design. In this case the design would have to be in a contrasting tone to the background. The background may be textured, but not boldly patterned.

Appendix A. Examples of Use of Mensa Logo

1. Original logo as it appears online at www.mensa.org/graphics.
2. "Shielded" logo as it appears online at www.mensa.org/graphics.

