



healthy, happy, holy organization

a global community of living yoga

**3HO[®] Foundation International
Service Mark Program
Usage Guidelines**

Introduction

3HO® Foundation International, the Healthy, Happy, Holy Organization was founded by Yogi Bhanan in 1969. He shared the yogic technology of Kundalini Yoga and lifestyle to enable everyone to find physical, mental and spiritual balance and strength in a rapidly changing world. Today these teachings have touched the hearts of people in over 173 countries.

The 3HO Global Community hosts events, produces publications and products, and teaches Kundalini Yoga as taught by Yogi Bhanan, along with the healthy, happy, holy lifestyle. We have created the 3HO Service Mark (word and logo) Program to indicate that these programs, events, classes and products maintain the quality and integrity of these vast teachings.

The 3HO community has the grace and strength of a Global Community of individuals and groups that want to live a healthy, happy, holy lifestyle. And the 3HO service mark is designed to expand and protect the 3HO brand. The service mark communicates to people that each product, program, class or event has the integrity and consciousness of Yogi Bhanan's legacy. To protect the value of the service mark, and the legacy of Yogi Bhanan, the logo and word mark have been registered internationally.

The 3HO service mark (word and logo) are collective marks that can be used on products, publications and promotions by participants in the 3HO Service Mark Program. The mark communicates that these products, publications and promotions are consistent with the Teachings of Yogi Bhanan, and represent the mission and principles of 3HO Foundation International.

Those who wish to use the 3HO service mark must apply to the Service Mark Program. Permission is granted by 3HO Foundation International. Use of the mark must be consistent with the Usage Guidelines and requirements of the 3HO Service Mark Program.

When incorporating these Usage Guidelines, please follow your best judgment. If you have questions that are not answered by this document, please contact Guruka Kaur by phone at (001)505.629.1707 or by email at GurukaKaur@3HO.org.

Guidelines

3HO Logo

The 3HO logo must only be used in conjunction with products, publications, or promotions that are consistent with the mission 3HO Foundation International and the Teachings of Yogi Bhanjan:

- I.** 3HO Foundation International's mission: 3HO Foundation is a Global Community of people who practice and share the teachings of Yogi Bhanjan so that they may serve, inspire, and empower humanity to be, healthy, happy, and holy.
- II.** The 3HO logo must always be accompanied by the registered trademark symbol, ® in the appropriate position and style.
- III.** The logo must also be accompanied by the ownership statement below:

The 3HO word mark and logo are registered collective trademarks in the United States and other countries.

Guidelines Continued

- IV.** The 3HO logo is a 4-color service mark. A black-on-white version is available as well. When reproducing the service mark, although it is best to use the Pantone Matching System (PMS) numbers, 4-color process or on-screen (RGB) values may be used as well and are listed next to the PMS numbers. These colors should not be altered or substituted in any way.



	PMS	RGB
Dark Blue	2757C	R C-96 M-93 G Y-18 B K-6
Water Blue	298C	R C-69 G M-11 B Y-1 K-0
Green	363C	C-85 R M-19 G Y-96 B K-5
Orange	7412C	C-16 R M-55 G Y-93 B K-4

Guidelines Continued

- V. When color is not available, use the single-color, black-on-white version:



- VI. Below shows how 3HO Foundation International is currently using the logo. It is available in black and white, blue and white, and orange and white. Other colors may come available. These logos are downloadable from the service mark member url that you will receive or have received upon acceptance to the program. If you are a member of the service mark program and do not have lost the url, please contact Guruka Kaur at GurukaKaur@3HO.org



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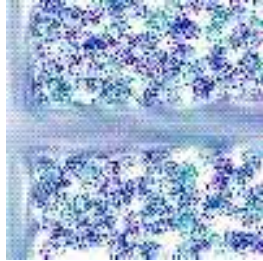
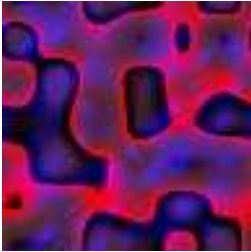
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- VII.** Do not use the service mark on a patterned or photographic background:



- VIII.** Do not use the color service mark on a color background similar to the colors of the service mark. If necessary, use the black-on-white service mark.

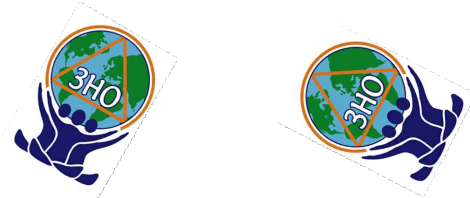
- IX.** The service mark should not be altered or changed in any way. Below are a few examples of incorrect usage.

- A.** Do not stretch the service mark:



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- B.** Although you are permitted to rotate the position of the globe to reflect the location of your country, do not tilt or rotate the service mark.



- C.** The globe can be rotated to highlight your location. Ie. In France, 3HO can rotate the globe to show Europe

Word Mark Guidelines

- I. Font and type size.** The 3HO word mark, “3HO” can be published or printed in paper or electronically in any font that does not alter the recognition of “3HO”. The minimum type size should be 10 points. Symbol fonts should not be used.
- II. Using the registered trademark symbol.** The first time “3HO” appears in any document, web page or other publication, the symbol ® should be appended in superscripted form: “3HO[®]”. Thereafter, it is not necessary to append the symbol to subsequent uses within the same document. The exception would be a periodical wherein “3HO” is used in individual articles, in that case “3HO[®]” should appear the first time it is used in each article.
- III.** 3HO is a registered word mark in the United States and other countries. The ® mark should be used to indicate that it is registered by the United States Patent and Trade Mark Office, as well as the World Intellectual Property Organization (WIPO). Any publication bearing the mark would include the following attribution statement:

The 3HO work mark and log are registered collective trademarks in the United States and other countries.