



Simple Guide to Rolf Institute® Service Marks Usage

What gets ®?

Rolfing®

Rolfing MUST have a noun following it. It cannot be used as a noun since it is always a modifier (like all brands).

Examples of use: Rolfing® Structural Integration or Rolfing® Method (after first use, you can use Rolfing Structural Integration or Rolfing Method). (*Note: "Structural Integration" is capitalized when used with "Rolfing." Otherwise it is lower case, "structural integration."*)

Phrases like "Effective Rolfing®" are incorrect and should not be used as business names or descriptive titles. "Effective Rolfing® Structural Integration" or "Effective Rolfing® SI" would be correct.

The Rolf Institute®

The Rolf Institute® of Structural Integration

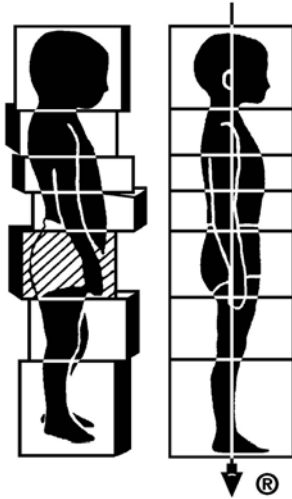
The Rolf Institute of Structural Integration®

Rolf Movement®

Rolf Movement MUST have a noun following it. It cannot be used as a noun since it is always a modifier (like all brands).

Examples of use: Rolf Movement® Practitioner or Rolf Movement® Integration (or after first use, Rolf Movement Practitioner or Rolf Movement Integration).

Little Boy Logo



The Little Boy Logo represents the Rolf Institute, so it cannot be

- used as wallpaper or background on websites
- animated
- used with items unrelated to the Rolf Institute
- altered in any way other than size (if you need any special modifications, please speak to RISI staff first.)
- colored such that the whole logo is not a single solid color (individual elements cannot have different colors)
- printed on anything commercially sold by a member, such as a mug or T-shirt

What gets ™?

Rolfer™

Certified Rolfer™

Certified Advanced Rolfer™

If your marketing materials say "Advanced Certified Rolfer™, please change them to reflect the correct terminology.

Note: Rolf Movement Practitioner™ is no longer correct. Please use Rolf Movement® Practitioner.

Some usage rules:

- When using the ® and ™ marks on a website or in a publication, the mark needs to appear the first time the term or logo is used on that webpage or that printed section (like the first time the Rolf Institute® is used on a page). After that you can use the terms without needing to repeat the service mark.

There should be no doubt that our trademarks are our trademarks. These marks represent us and what we do, so we should protect them from any misrepresentation.

- Rolwing® is a brand/type of structural integration and must be used as a modifier, like this example: Rolwing® Structural Integration or Rolwing® certification (like Kleenix® facial tissue or Pepsi® cola) *Note: "Structural Integration" is capitalized when used with "Rolwing." Otherwise it is lower case, "structural integration."*

Rolf Movement® is brand and must be used as a modifier, like this example:

Rolf Movement® Integration or Rolf Movement® practitioner

Note: "Integration" is capitalized when used with "Rolf Movement."

- “Rolfed” is not correct usage. Instead of using “I got Rolfed,” use “I experienced Rolfing structural integration.”
- Members cannot sell, re-sell or produce for sale any items with our marks printed on them, such as the Little Boy Logo on a mug or T-shirt.