



## Name Usage and Trademark Guidelines

### Full Legal Name:

Ronald McDonald House Charities® of Northeast Ohio, Inc.  
Ronald McDonald House Charities of Northeast Ohio, Inc.

### Name for General Purposes:

Ronald McDonald House Charities® of Northeast Ohio  
Ronald McDonald House Charities of Northeast Ohio

### Acceptable Abbreviations:

RMHC® Northeast Ohio / RMHC Northeast Ohio  
RMHC® NEO / RMHC NEO

### PLEASE NOTE:

- In abbreviations, a **space** is used between RMHC and Northeast Ohio or NEO (e.g., RMHC NEO). Do **NOT** use a hyphen (RMHC-NEO) or the word “of” (RMHC of Northeast Ohio) in abbreviated versions.
- “The” should never appear in front of, or as part of, the organization name.
- The full legal name, including “Inc.” should be used in all agreements, signed forms, formal letters, donation acknowledgement letters/receipts, and legal instances.
- All mentions, in all communications and documents **MUST** include the local chapter information “Northeast Ohio” or “NEO.” RMHC® is a separate legal entity.

### Basic Trademark Rules (for detailed rules, consult RMHC Branding Guidelines):

- The first or most prominent instance of **Ronald McDonald House Charities** and **RMHC** in any written piece **MUST** include the registered trademark symbol (®) positioned and superscripted as above. It is not necessary in subsequent mentions.
- The tagline “Keeping families close®” is a registered trademark and must include the registered trademark symbol, and:
  - Always be used as a standalone statement.
  - Never be used in a sentence, in either its original form or a variation thereof. For example, “We keep families close” or “Thank you for keeping families close” are **not acceptable** phrases.
- Registered organization and program names, including RMHC®, Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile® should not be made plural or possessive. For example:
  - “RMHC’s mission” **should be** “the RMHC mission”
  - “hundreds of Ronald McDonald Houses” **should be** “hundreds of Ronald McDonald House programs”