



BRAND USE POLICY

(Updated 17 May 2021)

1. DEFINITIONS

“2X Challenge Participants” means those development finance institutions that are members of the 2X Challenge, as such list may be modified from time to time.

“2X Criteria” means the Ownership Criteria, Leadership Criteria, Employment Criteria, Consumption Criteria and Investments through Financial Intermediaries Criteria, as defined by the 2X Challenge, and as may be modified from time to time.

“2X Challenge Working Group” means the governing body of the 2X Challenge, which is comprised of the 2X Challenge Participants.

“Visual Brand Elements” means all graphic design components, including but not limited to the logo, name, colours, typefaces, images and other graphic treatments that comprise the 2X Challenge brand image.

2. PURPOSE

The purpose of this Brand Use Policy (the **“Policy”**) is to standardize and regulate the use of the 2X Challenge Visual Brand Elements, including but not limited to its name and logo, in order to protect the 2X Challenge’s professional image and integrity of its brand. The 2X Challenge requires those referring to the 2X Challenge by any means whatsoever, to comply with the guidelines below.

3. INTELLECTUAL PROPERTY AND USAGE

Prior Written Consent

The 2X Challenge’s name and logo is the intellectual property of the 2X Challenge Working Group. Use of the 2X Challenge name and logo requires prior written consent from the 2X Challenge Working Group and such use by any third-party shall be limited to the specific purposes outlined in any such consent. Additionally, any reference to the 2X Challenge or use of the 2X Challenge name or logo which may reasonably cause an audience to believe the 2X Challenge has endorsed an organization, product or service or that implies any expression of

affiliation with the 2X Challenge whatsoever, requires prior written consent from the 2X Challenge Working Group.

To request permission for the use of the 2X Challenge name or logo, please submit a request through the “Contact Us” form, which can be found [here](#).

The 2X Challenge Working Group may request that you provide samples of any marketing, advertising or other materials that include any reference to the 2X Challenge, its name or logo.

The 2X Challenge Working Group reserves the right, in its sole discretion, to revoke consent to the usage of the 2X Challenge name, logo or any other elements as described above, at any time.

No Waiver

At no time will the use of the 2X Challenge name or logo by any third-party be construed as a waiver of any intellectual property rights, including any moral rights, by the 2X Challenge Working Group whatsoever.

Visual Brand Elements

The 2X Challenge Visual Brand Elements should not be modified in any way, such as changing the design, adding or deleting elements or words, or changing any colours or proportions. Additionally, the 2X Challenge logo should never be skewed, stretched or otherwise manipulated in any way. The design integrity of the 2X Challenge name and logo must be maintained at all times.

Unless otherwise agreed to in writing by the 2X Challenge Working Group, the use of the 2X Challenge name or logo should not be used in conjunction with third-party trademarks or to imply 2X Challenge endorsement of, support for, or participation in, events, products, services or activities.

Lawful Purposes

The 2X Challenge name and logo may only be used for lawful purposes.

No Endorsement

Use of the 2X Challenge Criteria by any third-party does not imply endorsement by the 2X Challenge or 2X Challenge Participants.

4. USE OF THE 2X CRITERIA

The 2X Challenge encourages the use of published 2X Criteria, in their unaltered form, as a tool for investors and others interested in gender lens investing. Any third-party using the 2X Criteria must include the following:

- 1) Direct citation of the [2X Challenge website](#)
- 2) Disclaimer: “The use of 2X Criteria is not intended to suggest endorsement from 2X Challenge Participants”

Investors and others interested in gender lens investing may use the 2X Criteria to, *inter alia*, direct capital towards women, encourage investees and other companies to collect data on women employees and consumers, monitor the outcomes of investments with and in women, and over time, make a business case for investing with and in women.

The 2X Criteria are the intellectual property of the 2X Challenge Working Group. The 2X Challenge Working Group reserves the right to alter the 2X Criteria or revoke the right of any third-party to use the 2X Criteria in its sole discretion, including in certain situations, such as instances of fraud or misrepresentation.
