Policy: LWML Logo Use

The following information gives practical guidelines for using the LWML logo and title. When used correctly, the logo identifies our organization from the local level through the national level. Our logo is the center of our brand and embodies our organization. The use and application of our logo plays a critical role in how the organization is perceived.

Permission

Permission to use the LWML logo* is granted to LWML districts, zones, and local groups for printed materials publicizing and educating others about the LWML.

However, permission must be secured from the LWML Public Relations (PR) Director when the LWML logo is used in any other manner. The LWML logo must not be used on products to sell without express written permission.

Logo Use

- Do not alter the logo in any way. Do not skew, stretch, change the colors, change the proportions, etc.
- Resizing is acceptable as long as the proportions remain the same. Note that excessive enlarging/shrinking can result in a lower quality logo. If a different scale logo is needed, please contact the LWML PR Director.
- To ensure our logo stands out clearly, it must maintain clear space on all sides.
- The primary mark should not be reproduced smaller than 2 inches wide to ensure legibility.
- Alternate layouts beyond the primary mark and icon listed below and in the LWML Brand Guidelines are available from the LWML PR Director.

Primary Mark (2-color)   *Primary Mark (black)*   *Icon (2-color)*   *Icon (PMS 267)*

LWML Primary Logo Colors

Purple
PMS 267

CMYK Equivalent for Pantone 267 = C-77; M-97; Y-0; K-0
The HTML specific color (for Web backgrounds and font colors) is 60269E
The RGB Equivalent for photo and screen (PowerPoint backgrounds, etc. intended for projection) is R-96; G-38; B-158

Gold
PMS 110

CMYK Equivalent for Pantone 110 = C-16; M-31; Y-100; K-0
The HTML specific color (for Web backgrounds and font colors) is DAA900
The RGB Equivalent for photo and screen (PowerPoint backgrounds, etc. intended for projection) is R-218; G-169; B-0

Personalized Logos

Districts, zones, and local groups have the option of a personalized logo incorporating their name. This can be created by request in the primary logo colors (PMS 267 and PMS 110) or in supporting colors (PMS 1655 or PMS 7481). For more information, contact the LWML PR Director.

Title of Organization

- The official title for our organization is "Lutheran Women's Missionary League" as incorporated in 1975.
- Our registered Doing Business As (DBA) trade name is "Lutheran Women in Mission."
- "Lutheran Women in Mission" should be used consistently over LWML.

Questions?

If you have any questions about logo use, please contact the LWML PR Director at pr@lwml.org.

Term refers to all logos of the LWML organization including, but not limited to, convention logos.