



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 society through the national level and connects us to The Lutheran Church—Missouri Synod and the other synod ministries.

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

If you have any questions about the graphic standards or logo use, please contact:
LWML Public Relations Director

LWML Logo Colors

CMYK Equivalent for Pantone 267 = C-86; M-96; Y-0; K-0

The HTML specific color (for Web backgrounds and font colors) is 522398

The RGB Equivalent for photo and screen (PowerPoint backgrounds, etc. intended for projection) is R-82; G-35; B-152

Required colors for our logo:



Purple: Pantone 267



Black



Reverse

- The correct title for our organization is “Lutheran Women’s Missionary League.”
- When using this title on any of our publications, do not add the word “the” in front of this title.
- The words “Lutheran Women in Mission” may be used to describe in spoken and written form who we are and what we do.

Since the official LWML logo includes the LCMS logo cross, the LWML is required to insure the LWML logo is used in an appropriate manner.

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