



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.

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 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 of the subtext.
- Alternate layouts beyond the primary mark and icon listed below are available from the LWML PR Director.



Primary Mark (2-color)



Primary Mark (black)



Icon (2-color)



Icon (black)

LWML Primary Logo Colors

	CMYK Equivalent for Pantone 267 = C-77; M-97; Y-0; K-0
Purple	The HTML specific color (for Web backgrounds and font colors) is 60269E
PMS 267	The RGB Equivalent for photo and screen (PowerPoint backgrounds, etc. intended for projection) is R-96; G-38; B-158
	CMYK Equivalent for Pantone 110 = C-16; M-31; Y-100; K-0
Gold	The HTML specific color (for Web backgrounds and font colors) is DAA900
PMS 110	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 coordinating colors (PMS 1655 or PMS 7481) or in the primary logo colors (PMS 267 and PMS 110). For more information, contact the LWML PR Director.

Title of Organization

- 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.

Questions?

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

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