



## Policy: LWML Logo Use

Permission to use the LWML logo\* is granted to LWML districts, zones, and societies 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. Any products that districts sell that include an LWML logo must include the district name. Request for use of the logo should be sent from the district president and include the following information:

- District Name
- District President's name
- Purpose for product and how funds raised will be used
- Number of items to be produced
- Distribution method of product

Prior to written permission being granted, a draft of the product design must be supplied to the LWML PR Director for review and approval.

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 *Friends Into Serving Him*® logo and convention logos.