

Christian Congregation of Jehovah's Witnesses



The Ridgeway, London, NW7 1RN Telephone: 020 8906 2211

July 2, 2014

TO ALL BODIES OF ELDERS

Re: Displaying the website logo on Assembly Halls and Kingdom Halls

Dear Brothers:

As shown on the attached photographs, the official logo for the jw.org website is now displayed prominently on our buildings in New York. You will be pleased to know that the Governing Body has approved displaying this logo on Kingdom Halls and Assembly Halls. The signs should match the attached sample, which shows the official design, colour, and font. They should be displayed in an appropriate, dignified way. Please keep the following guidelines in mind:

Quality. Be sure that the colour of the logo matches the colour that is now used in our publications. The colour has RGB values of R:74, G:109, and B:167. The hexadecimal colour is #4a6da7. The CMYK values are 85, 50, 5, and 5 per cent. The Pantone colour is 660. These colour specifications will result in a darker blue than is shown in the attached photographs. The text is MEPS Knoll Medium and displays as white knockout text.

Complying with display regulations. Local authorities are responsible for the day-to-day operation of the advertisement control system. Some areas are under “special control,” where stricter requirements for the display of signs are enforced. Before installing a jw.org logo on a Kingdom Hall it is important to check with the local authority to see if an application for consent is required. Alternatively, a simple option may be to adjust the existing meeting times sign so that it includes a jw.org logo.

Material. As shown on the attached images, large fabric banners, held taut by aluminium frames, have been installed on branch properties in the United States. Acrylic signs featuring the logo have been installed on one of the Britain branch properties. Smaller signs, which may be of a variety of materials depending on where they will be installed, may be more appropriate for Kingdom Hall use. Do not use low-quality materials, such as laminated card displayed in a window. Rather, a professionally produced image on materials designed specifically for commercial signage should be used.

Additional Reminders. The logo is a registered trademark, although you should not include the “TM” trademark symbol when displaying the sign. Also, the logo should not be used indiscriminately on brothers’ personal items and no modifications should be made to the design.

If a sign is to be installed at height, please ensure that safe working practices are followed and suitable access equipment is used by competent persons.

The cost of purchasing and installing signs featuring the logo should be met from local congregation funds.

If you have further queries about the design or installation of signs showing the official logo for the jw.org website, please contact the Regional Building Committee.

We take this opportunity to express our warm Christian love and greetings.

Your brothers,

*Christian Congregation
of Jehovah's Witnesses*

Attachments 2

cc: Regional Building Committees