

Christian Congregation of Jehovah's Witnesses
Congrégation chrétienne des Témoins de Jéhovah



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July 17, 2014

TO ALL BODIES OF ELDERS AND ASSEMBLY HALL COMMITTEES IN CANADA

Re: Displaying jw.org logo on Assembly Halls and Kingdom Halls

Dear Brothers:

You will be pleased to know that the Governing Body has approved displaying the official logo for jw.org on Assembly Halls and Kingdom Halls. The sign should match the attached sample, which shows the official design, color, and font. The sign should be displayed in an appropriate, dignified way using a 12" x 12" or 20" x 20" size. It can be attached either to the existing Kingdom Hall sign or to the Kingdom Hall itself as shown in the attached sample renderings. Please keep the following guidelines in mind when you prepare the sign. You will find it helpful to involve a brother or sister with technical experience and an understanding of what is presented below.

Quality: Be sure that the color of the logo matches the color that is now used in our publications. The color has RGB values of R:74, G:109, and B:167. The hexadecimal color is #4a6da7. The CMYK values are 85, 50, 5, and 5 percent. The Pantone color is 660. The text is MEPS Knoll Medium and displays as white knockout text. You may use a similar fabric or paint.

Local regulations: Be sure that the signs comply with all local regulations regarding the erecting of signs. Local laws may also govern any lights that are installed to illuminate the signs. It may be necessary to use fire-resistant, noncombustible materials and to indicate the local code requirements in fine print on the sign. This may require adding the necessary code information printed in a different shade blue ink so that it does not stand out but is readable with binoculars as required by law. In most cases, the regulations will vary depending on the location, even within a particular province. For this reason, please be sure to comply with local laws and regulations including the securing of permits where required. You should not include the "TM" trademark symbol.

Additional reminders: If an Assembly Hall Committee or bodies of elders in a Kingdom Hall would like to pursue obtaining an official logo sign, they may proceed with the purchase for their building. There will be no need to call or write to ask additional permission to do so. Signs and frames will not be available at this time under the global purchasing arrangement because needs will vary.

Please be assured of our warm Christian love and best wishes.

Your brothers,
Christian Congregation
of Jehovah's Witnesses

cc: Circuit overseers
Regional Building Committee

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PS to secretary:

This letter should be retained in the congregation permanent file of policy letters. You may wish to update the congregation copy of *Index to Letters for Bodies of Elders* (S-22) at this time as well.

PS to Assembly Hall Committees:

It may be that a larger presentation or banner similar to those installed on branch office buildings could be suitable for your building. If you have a desire for something similar for your Assembly Hall, please feel free to submit your recommendation, including a diagram, to the Local Design/Construction Department for further consideration.