GUIDELINES FOR USE OF LWV LOGO
September 2001

The League received its trademark on the LWV logo in January 2001. This trademark absolutely restricts the colors used to the specified red slash and gray square (or red slash and PMS 280 Blue square, to accommodate printing needs) or black and white. In order to protect the logo as marked, we cannot approve any request to alter it in any way. Our lawyers inform us that the League must avoid compromising the logo's trademark, and displaying the logo in different colors, etc. would do just that. Variations weaken our legal ability to protect our "marks." Here are the specifications:

Logo Colors: The official colors of the logo are PMS 431 Gray for the square and PMS 185 Red for the slash. (PMS stands for Pantone Matching System, a system for identifying ink colors.) Note that a 40% screen of black ink closely approximates PMS 431 Gray. The logo also can be used in black and white. If necessary, the logo square can be printed in PMS 280 Blue, instead of Gray, to accommodate printing needs, but it should not be printed in any other colors.

Logo Typeface: It is desirable to use the League name in conjunction with the logo in order to strengthen the association between the two. Accompanying the logo, the name THE LEAGUE OF WOMEN VOTERS should be printed in black or gray and should be all caps. The official typeface is Baskerville, but since that is not readily available as a computer font, Times Roman is an acceptable substitute. The name of a specific local or state League may be printed either in Baskerville/Times Roman, or in a sanserif face such as Helvetica or Arial and horizontally spaced out. For example:

THE LEAGUE OF WOMEN VOTERS® **or** THE LEAGUE OF WOMEN VOTERS®
OF KENTUCKY O F K E N T U C K Y

Logo Trademark: The logo must be accompanied by the ® trademark symbol on the upper right hand side of the logo when it stands alone. When both the logo and the League name are used, the ® mark need not appear twice; it should be placed at the end of "The League of Women Voters," as shown in the example above, to indicate that both the logo and the League name are trademarked.

Integrity of the Logo: The logo should not be modified in any way. For example, the shape of the box should not be altered, nor should any other text appear inside the box except the LWV. The LWV logo can be used in conjunction with another logo or graphic image (e.g., on coalition materials), but it should not be combined with any other logo.

Your cooperation on this is greatly appreciated. If you have any further questions, please contact Gretchen Knell (gknell@lwv.org; 202-263-1333) or Shirley Ponomareff (sponomareff@lwv.org; 202-263-1347).