



WATCH TOWER

BIBLE AND TRACT SOCIETY OF BRITAIN

THE RIDGEWAY LONDON NW7 1RN

TELEPHONE 020 8906 2211

SB:SG September 26, 2007

ALL BODIES OF ELDERS

Dear Brothers:

Recently questions were raised regarding whether or not it is appropriate for congregations to use the “Watch Tower” logo.

The “Watch Tower” or “Watchtower” logo or variations of it used on letterheads or on buildings are for use by the legal entities associated with the branch office. A legal entity that does not have “Watch Tower” or “Watchtower” in its name should not use the “Watch Tower” logo or a variation of it. The use of the organization’s logo or variations of it by congregations can create confusion in the minds of public officials, publishers, and others about the legal affiliation of those congregations with the organization’s legal entities. Therefore, Kingdom Halls should not arrange to display a “Watch Tower” logo or a variation of it.

However, we are not asking you to change signs or designs that have been put in place on various Kingdom Halls but this direction should be followed in the future.

Congregations should not use any logos or variations of logos on their letterheads that are used by any of the organization’s legal entities. If your congregation’s letterhead uses a “Watch Tower” logo, please change it immediately.

As a reminder, any correspondence with the branch office should be on congregation letterhead and signed by the service committee. The congregation’s name, as registered with the Charity Commission, should be displayed on the letterhead. This will prevent confusion and avoid mail being misdirected.

We appreciate your co-operation in these matters and take this opportunity of sending you an expression of our warm Christian love and best wishes.

Your brothers,

Watch Tower B. & J. Society
OF BRITAIN

c: Travelling overseers