

# Christian Congregation of Jehovah's Witnesses



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November 20, 2007

TO ALL BODIES OF ELDERS

Re: Use of Watch Tower Logos

Dear Brothers:

Recently the question was raised whether it is appropriate for congregations to use the “Watch Tower” logo on Kingdom Halls, letterheads, or in other ways. We are pleased to share with you the direction on this matter.

It has been determined that the use of the organization’s logos or variations of them by congregations tends to 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, congregations should not use any logos or variations of logos that are used by the “Watch Tower” legal entity on their letterheads. Also, in the future, Kingdom Halls should not display a Watch Tower logo, or a variation of it, even if the Kingdom Hall is owned by the Watch Tower legal entity.

Concerning already existing Kingdom Halls, it does not seem reasonable to ask the brothers to change signs or designs that have been put in place on some of these Kingdom Halls in the country. However, this direction should be followed in the future. We trust that all letterheads that will be used in correspondence henceforth will be in accord with this direction.

When printing letterheads elders should check to be sure that the name of the congregation is spelt exactly as we have it in the branch office’s records. Also, remember to state the circuit number on all your letterheads and all correspondence.—Please see our letters dated June 15, 2007, and October 15, 2003, to all bodies of elders.

Please be assured our warm Christian love and best wishes.

Your brothers,

*Christian Congregation  
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