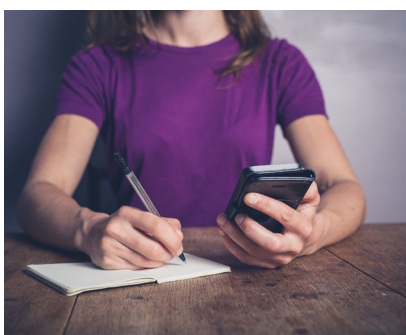
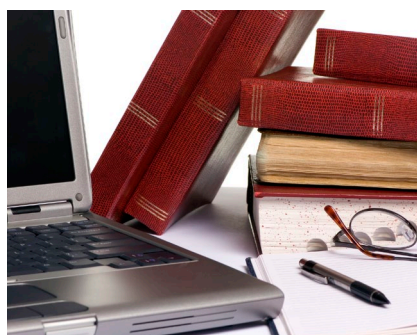




Lutheran Women's Missionary League Style Guide

AN ADDENDUM TO *THE OFFICIAL STYLEBOOK* OF THE LUTHERAN CHURCH—MISSOURI SYNOD



INTRODUCTION

The LWML follows *The Official Stylebook* of The Lutheran Church—Missouri Synod and *The Associated Press Stylebook*. The following exceptions and organization-specific additions supersede any with which they are in conflict. These styles are to be used in all LWML publications and communications. Terminology specific to the LWML is included throughout this document.

Please direct any style questions to the LWML VP of Communication at depcom@lwml.org

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Style Sheet

2-Minute Tuesday — 2-Minute Tuesdays are an effort to encourage women to share the Good News of Jesus and about LWML in short, non-threatening “pep talks” via email. Each recipient gets an email with helpful tips that take only a short while to read and are sent every other Tuesday.

A

a or an — When using an acronym preceded by “a” or “an,” be guided by the sound of the first letter of the acronym. For example, LCMS sounds like it starts with an “e” so use the article “an” in front of it. Example: Rev. Smith is an LCMS pastor. A CHI staff member joined the meeting. (*LCMS Stylebook*)

Adviser — not advisor (AP)

App — Short for “application.” A program that runs inside another service. Many cellphones, tablets, operating systems, and web browsers allow apps to be downloaded to give the user access to additional functions. With the Lutheran Women’s Missionary League App you’ll always be only a tap away from Mustard Seed Devotions, LWML Mission Grant updates, the League Pledge and songs, LWML Mission Goal progress, Mission Servants activities, and LWML news.

Audio Visual Director — As a formal title, capitalize it directly preceding the full name. Following the name, it’s lowercase. (AP) Examples: Audio Visual Director John Doe. The audio visual director is Pete Smith.

Archivist-Historian — In AP Style, a hyphen is preferred when linking a job description.

B

biennial, biennium — Lowercase unless using the official name of a biennium or biennial convention. For example: The 37th Biennial Convention of the LWML was held in Albuquerque. But: We approved 18 grants this biennium.

board of directors — Capitalize Lutheran Women’s Missionary League Board of Directors or LWML Board of Directors. The abbreviation BOD is acceptable on second reference. Do not capitalize board when not used as part of the official title: The board met to discuss the budget.

bylaws — Capitalize bylaws when referring to the official name: the Bylaws of the Lutheran Women’s Missionary League. Use lowercase when using general terms: Our bylaws need to be revised.

C

capitalization — Capitalize district, zone, society, committee, etc., only when part of a proper name. Always capitalize LWML committee and department names. For example:

The LWML Ohio District hosted the event.

Sally attended the district convention.

The Christian Life Committee will meet in January.

Each committee should submit a report on its progress.

Refer to individual style entries for capitalization of various terms. See also **titles**.

catalog — Lowercase unless using the official name: *LWML Catalog* or *Lutheran Women’s Missionary League Catalog*. But: I can’t wait to order from the catalog.

comma in a series — Comma (in serial lists) — the comma will be used in all lists of three or more before the conjunction. For example: The LWML’s focus is on growth in the Word, missions, mites, and fellowship.

composition titles — See *italics*.

convention — Lowercase except when using the official name. For example: The convention is in June. But: The 36th Biennial Convention of the LWML was held in Des Moines. Put convention themes in quotation marks.

Style Sheet

D

dates — Spell out all months and days of the week. When writing a month, day, and year, place a comma after both the day and the year: The zone rally was held on October 9, 2016, in the sanctuary.

When writing only a month and a year, do not separate with commas: The convention will be in June 2017.

When writing a weekday and date, use commas after both: Bring donations by Sunday, March 12, in order to meet the deadline.

Do NOT use ordinal numbers (i.e. 23rd) in dates.

district — Each district is a subordinate organization of the Lutheran Women’s Missionary League. When referring to a specific district of the LWML, write “LWML” or “Lutheran Women’s Missionary League” preceding the district name (see below). The full title of a district president should be written in the following order: LWML Kansas District President Jane Doe. Following are the legal names of the LWML districts, which should be preceded by “Lutheran Women’s Missionary League” in official documents.

LWML Atlantic District
LWML California-Nevada-Hawaii District
LWML Carolinas District
LWML Central Illinois District
LWML Chesapeake District
LWML Eastern District
LWML English District
LWML Florida-Georgia District
LWML Gulf States District
LWML Indiana District
LWML Iowa East District
LWML Iowa West District
LWML Kansas District
LWML Louisiana-Mississippi District
LWML Michigan District
LWML Mid-South District
LWML Minnesota North District
LWML Minnesota South District

LWML Missouri District
LWML Montana District
LWML Nebraska North District
LWML Nebraska South District
LWML New England District
LWML New Jersey District
LWML North Dakota District
LWML North Wisconsin District
LWML Northern Illinois District
LWML Ohio District
LWML Oklahoma District
LWML Oregon District
LWML Pacific Southwest District
LWML Rocky Mountain District
LWML SELC District
LWML South Dakota District
LWML South Wisconsin District
LWML Southern Illinois District
LWML Texas District
LWML Utah-Idaho District
LWML Washington-Alaska District
LWML Wyoming District

To reiterate: In official documents, the legal names of the LWML districts should be preceded by the words “Lutheran Women’s Missionary League.”

See also capitalization.

E

email — Lowercase except at the beginning of a sentence (also applies to ebooks, ejournals, cellphones, smartphones, etc.). Written italicized but not underlined: *lwml@lwml.org*; may be underlined as well as italicized in digital copy. eNews — The subscription-based electronic newsletter produced by the LWML. Note the capitalization of the letter “N.”

events — Capitalize only the official name of an event but not general terms like “zone rally” or “spring workshop.” For example: The zone rally is on Sunday. But: The Mid Coast Zone 2017 Spring Workshop is tomorrow.

Style Sheet

eQuarterly — electronic version of the *Lutheran Woman's Quarterly* is written without italics.

F

fonts — Because some source file font choices do not print correctly in PDF documents, these recommended universal fonts should be used in Microsoft Word and Excel documents: Arial, Verdana, Helvetica, Times New Roman, and Georgia.

flyer — The new 2017 entry says *flyer* is the preferred term for a person flying in an aircraft, **and for handbills:** He used his frequent *flyer* miles; they put up *flyers* announcing the show. (AP)

G

Graphic Design — Include credit to graphic artist on work. For example: Graphic Design: Jane Doe

Gifts from the Heart — The name for ingatherings at LWML-related events. Do not set off with quotation marks or italics.

H

Heart to Heart Sisters — Do not set off with quotation marks or italics.

I

Interdepartmental (ID) — Annual meeting of the LWML department committees, task forces, and special teams.

Internet — Beginning June 1, 2016, lowercase internet and web. Use the following guidelines for capitalization of other internet-related terms: webcam, webcast, webmaster, webpage, webfeed, the web, web address, web browser.

When writing out a website, do not include the “http://” protocol unless that particular site does not use the “www” prefix. For example: if there is no *www.example.com*, then the website written out would be *http://example.com*. If an address breaks between lines, split it directly before a slash, dot, or an appropriate word break; do not insert a hyphen. Web addresses are written italicized but not underlined. Web addresses may be underlined and italicized in digital copy. Example: *lwml.org*
See also email, eNews.

italics — Italicize titles of publications such as books, Bible studies, devotions, plays, essays, pamphlets, tracts, and periodicals (including magazines and newspapers). Do not italicize titles of events or organization-specific terms. When quoting Scripture, the verse is in italics, no quotation marks. The quote marks are used for a quote within the verse. The Scripture verse and version other than ESV are in parentheses with closing period outside of parentheses. For example: *And they realized they had been with Jesus. ... “For we cannot but speak the things which we have seen and heard”* (Acts 4:13b, 20 NKJV). The Bible reference is in regular font, in parentheses, within the final punctuation of the sentence. The Book of the Bible can be written out if there is space to do so. See also quotation marks.

L

live-stream (n.) and live-streaming (v.) — Broadcasting live events. “Livestream” is the name of a service that enables organizations to share experiences through live video.

LWML Office — Capitalize when using the official name of the LWML Office in St. Louis.

LWML Store — Capitalize when referring to the official name.

Style Sheet

Lutheran Church—Missouri Synod, The — The organization’s full name should always be written properly, including The and an em-dash, with no spaces, between the words Church and Missouri: The Lutheran Church—Missouri Synod. The Missouri Synod, the Synod, and the LCMS are acceptable short forms for the church body’s name.

Lutheran Women in Mission — The words “Lutheran Women in Mission” may be used to describe in spoken and written form who we are and what we do.

Lutheran Women’s Missionary League — Use on first reference to the organization in official correspondence and news releases. LWML is acceptable on subsequent references or on first reference only in internal communications. The Lutheran Women’s Missionary League is an integrated auxiliary of The Lutheran Church—Missouri Synod.

Lutheran Woman’s Quarterly — Italicize name of official publication of the LWML. *Quarterly* or *LWQ* are acceptable on second reference. Note that “Woman’s” is singular.

The plural form would never be “Quarterlies.” One could say *Lutheran Woman’s Quarterly* magazines, or issues of the *Lutheran Woman’s Quarterly*, or *Lutheran Woman’s Quarterly* subscriptions. If one wants to use the magazine’s informal name, the plural could be written as *LWQs* or perhaps *Quarterlys*. (Please note, in those cases, the letter “s” would not be italicized, but the other letters would be.)

LWML Conventions — The Convention Programming Committee plans the program. Working as a team, the convention Host Committee are the arms and feet that carry out the program.

M

mission grants — Capitalize only when preceded by “LWML”: LWML Mission Grants, Lutheran Women’s Missionary League Mission Grants: The LWML Mission Grants have been selected. But: The district prays for mission grant recipients.

Mite Box — Capitalize in all instances. No longer a registered trademark of the LWML.
mites — Lowercase in all instances.

Motto — The correct way to write the LWML motto: *Serve the LORD with gladness!* (Psalm 100:2).

multicultural — of, relating to, or representing several different cultures or cultural elements. Use this term rather than ethnic.

Mustard Seed Devotions — Name given to the daily devotions received through email. Mustard Seeds is an acceptable second reference. Capitalize in all instances. Do not set off with quotation marks or italics.

N

news release — Use instead of “press release.”

numbers — Write out the numerals one through nine; use figures for 10 and above. Spell out any number at the beginning of a sentence. Consult The Associated Press Stylebook for rules on ordinal and cardinal numbers.

Style Sheet

O

Official Publication Staff — Official name of the committee that produces the *Lutheran Woman's Quarterly*. (LWML Bylaws) *Quarterly* Staff also acceptable.

P

punctuation — Use one space between sentences and after colons.

Put one space on each side of an ellipsis (...) and an em dash (—).

Place a period outside a closing parenthesis if the material inside is not a sentence (such as this fragment). (An independent parenthetical sentence such as this one takes a period before the closing parenthesis.) When a phrase placed in parentheses (this one is an example) might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end with a period. – AP

A hyphen is used to hyphenate two words, never to separate two phrases in a sentence. To separate phrases, an “em” dash — must be used. If the — cannot be located on the keyboard, then a double hyphen -- is acceptable as an alternative. En dashes are used between numbers, as in Luke 2:1–3, which looks different from Luke 2:1-3, and between dates, as in June 1–15, 2016.

hyphen -
“en”dash – (ALT+0150) or (alt and then the minus sign on the keyboard's number pad, not the numbers on the top row of the keyboard)

“em”dash — (ALT+0151) or (alt plus control plus the minus sign on the number pad)

See also italics, quotation marks. *The Associated Press Stylebook* has an extensive Punctuation Guide for additional reference.

Q

quotation marks — Use a comma to introduce a complete one-sentence quotation within a paragraph: The pastor said, “Please turn to the insert in your bulletin.”

Do not use a comma at the start of an indirect or partial quotation: Ruth said she was “fit as a fiddle.”

The period and comma always go within quotation marks. The dash, semicolon, question mark, and exclamation mark go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. For example: Mary asked, “Where is the party?” But: Who said, “This is most certainly true”?

Put quotation marks around convention themes.

The Associated Press Stylebook has an extensive listing on quotation marks for additional reference.

The name of a magazine never uses “quotation marks.” If italics are not available, the old school way to indicate a magazine's title is with all caps: *LUTHERAN WOMAN'S QUARTERLY*.

S

society — See capitalization.

scripture — When quoting Scripture, the verse is in italics, no quotation marks. The quote marks are used for a quote within the verse. The Scripture verse and version other than ESV are in parentheses with closing period outside of parentheses. For example: *And they realized they had been with Jesus. ... “For we cannot but speak the things which we have seen and heard”* (Acts 4:13b, 20 NKJV).

The Bible reference is in regular font, in parentheses, within the final punctuation of the sentence. The Book of the Bible can be written out if there is space to do so.

Style Sheet

states — When using a state name only, spell out the state. When used with a city name, states should be abbreviated in body copy as follows: (postal code abbreviations in parentheses) See *LCMS Stylebook* at *lcms.org* for further details.

Ala. (AL) Md. (MD) N.D. (ND)
Ariz. (AZ) Mass. (MA) Okla. (OK)
Ark. (AR) Mich. (MI) Ore. (OR)
Calif. (CA) Minn. (MN) Pa. (PA)
Colo. (CO) Miss. (MS) R.I. (RI)
Conn. (CT) Mo. (MO) S.C. (SC)
Del. (DE) Mont. (MT) S.D. (SD)
Fla. (FL) Neb. (NE) Tenn. (TN)
Ga. (GA) Nev. (NV) Vt. (VT)
Ill. (IL) N.H. (NH) Va. (VA)
Ind. (IN) N.J. (NJ) Wash. (WA)
Kan. (KS) N.M. (NM) W.Va. (WV)
Ky. (KY) N.Y. (NY) Wis. (WI)
La. (LA) N.C. (NC) Wyo. (WY)

These are the postal code abbreviations for the eight states that are not abbreviated in datelines or text: AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah). Also: District of Columbia (DC).

Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code.

T

times — Use figures except for noon and midnight. In a list or schedule, always use figures. Use lowercase letters and periods for a.m. and p.m. Use a colon to separate hours from minutes, but do not include a colon and two zeros if the time is on the hour: 11 a.m. and 3:30 p.m.

titles — Capitalize LWML positions of office in all references. When referring to non-LWML positions, capitalize titles only when preceding the name. For example: She has served as Recording Secretary, Christian Life Committee Chairman, and a Bible study leader.

The Vice President of Communication will speak at the LWML convention.

Ron Jones is our congregational president.

See also district. Consult the LWML Bylaws for proper spelling and capitalization of LWML offices and standing committees.

U

underscore — The use of underscore is discouraged except with a URL; underscore of a URL is optional. (URL – Uniform Resource Locator is the global address of documents and other resources on the World Wide Web.)

W

Web, website — See internet.

Y

Young Woman Representative — Note that “Woman” is singular. YWR or YWRs is acceptable on second reference.

Z

zone — The full legal name of a zone is preceded by “Lutheran Women’s Missionary League” and the district name. For example, Lutheran Women’s Missionary League Atlantic District Triune Zone.

See also capitalization.

LWML Social Media and Technical Terminology

Facebook

Social networking website on which content from the Internet is shared between friends. The LWML's Facebook page is: facebook.com/TheLWML

Common terms:

Friend - Your Facebook Friends are the people you connect with (or "Friend") and share content and updates with on Facebook. You can send Friend requests to other Facebook members. You also receive Friend requests from other members which you can accept, decline, or ignore.

Like - You can click the Like link on any Facebook update to show that you like the content. When you Like something, the action appears as an update on your Facebook Wall (see "Wall" below). You can also Like any piece of content that you find across the Internet whenever it's accompanied by the Facebook Like button (see "social plugins").

Messages - Your Facebook Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friend.

News Feed - Your Facebook News Feed is the continually appended feed of status updates that appears on your Facebook Profile home page. It shows the most recent activities from your Facebook Friends and Facebook Pages that you follow.

Notifications - You can set up your Facebook Profile so you receive email, mobile, or onsite updates when certain activities happen on Facebook. For example, you can be notified when an update is made to a Group you belong to or when someone accepts your Friend request.

Profile - Facebook refers to your Profile as your complete picture and story on Facebook. It includes your Profile picture, biography, personal information, and more. Your Profile can be public or private. It's your personal piece of "real estate" on Facebook.

Timeline - Your Facebook Timeline shows all of your Facebook updates and activities in reverse chronological order.

Group - Facebook Groups can be created by any Facebook member and provide a space where smaller groups of people can come together to discuss specific topics. Groups can be public or private.

Page - A Facebook Page is a space on Facebook for brands, businesses, organizations, and entertainers.

Tags - You can tag another Facebook member in photos and posts that you publish on Facebook.

Twitter

Social networking website on which users share content from the Internet in posts of 140 characters or less. The LWML's Twitter page is: twitter.com/TheLWML

Common terms:

Tweet - A message sent via Twitter, visible to all followers.

Tweeter - A person who has a Twitter account and tweets.

Follower - A person who follows your page on Twitter and sees your tweets in their news.

Handle - Username tweeter has selected (@TheLWML) and the accompanying URL, like so: <http://twitter.com/TheLWML>

LWML Social Media and Technical Terminology

Retweet (RT) - A Retweet is a repeated tweet. It is sometimes used in a reply to allow everyone to see the original tweet. It is also used to forward a message onto one's own followers.

Mention - When you want to “tag” someone in a tweet or direct message on twitter, you can do so by mentioning them using their Twitter username/handle (like @theLWML). This is used to have conversations with people on Twitter.

Hashtag - The community-driven practice of tagging an individual tweet by using a hash in front of the tag. Example: Putting #dallascowboys in a tweet about the Dallas Cowboys. Hashtags allow the community to easily stream a particular subject.

Direct Message (also referred to as DM) - A private message between two Twitter users. It's different than a public @mention because in order to send a DM, the recipient must follow you.

Trend or Trending Topic - Any person, place, thing, or idea that a lot of people are tweeting about at once is considered a trend. You can find trends on the left side of your Twitter homepage, and you can even tailor what trends you see based on your location and who you follow. Using a hashtag (like #LWMLSunday) is a great way to start and track a trend.

Pinterest

Social networking website on which users share visual content from the Internet on virtual “boards” using “pins” which link back to the webpage of origin.

Common terms:

Pin – an image or video added to a Pinterest Board

Pinterest Board – a set of themed based pins

Pinning – the act of adding pins to Pinterest

Pinner – a person who is on Pinterest and pinning **Repin** – pinning something another pinner has already pinned

Pin It Button – a button that can be added to your website that helps ease pinning your content to Pinterest. This button also adds a link back to the site they came from

Like – to like a pin

Comment – to comment on a pin

Instagram

Social networking website on which followers share photos and videos either publicly or privately to pre-approved followers. Users can apply various digital filters to their images, and add locations through **geotags**. They can add **hashtags** to their posts, linking the photos up to other content on **Instagram** featuring the same subject or overall topic.

Technical Terms

All terms are lowercase except at the beginning of a sentence.

cellphone, smartphone – one word

email – one word

home page – two words

internet – one word

login, logon, logoff – one word when used as an adjective, but two words in verb form. For example: I will log in to my login account.

online – one word

password – one word

PowerPoint presentation – two words, written as shown

username – one word

website, webmaster, webservant, webcast, webpage,

World Wide Web, the web, web address, web browser – written as shown

LWML Writer's Checklist & Tips

- Before and as you write, pray for the Holy Spirit's guidance and wisdom, asking that God will bless your writing.
- Follow the *LWML Style Guide*. Download a copy to your desktop. Read it and use it!
- Familiarize yourself with the *LCMS Stylebook* found at lcms.org. Just search for "stylebook." Download a copy to your desktop for easy access.
- Did you date your article? If updating a document, did you include the update date?
- Did you title your article?
- Is your name as author and your committee name on the article?
- Are the pages in your article numbered if there's more than one page?
- Did you include the LWML website address on your article?
- Did you add a footer on your article with the title noted?
- Did you follow the suggested guidelines for word count? For example: Home page and 2-Minute Tuesday articles are to be 150–175 words.
- Think about the purpose of your article. Does your writing encourage:
 - Mite giving?
 - Use of the website?
 - Hosting an LWML Sunday event?
 - Or _____? Keep the purpose in mind.
- Adhere to deadlines and include the publishing deadline on your article.
- When you get an idea, just write from your heart without thought of proper formatting. (Don't let the fear of making editing errors slow you down — just write!) Quickly type the ideas into your computer (before you forget the thought!) or jot them on paper. Go back and refine if needed, and then let it sit. Do something else. Come back to it after a few hours or days. Re-read it from the standpoint of someone who doesn't know anything about your topic — will the reader understand your main point? Is the material organized? Do the words flow easily from one thought to another? Have you given enough background information so the reader can put your ideas in context? Have you unnecessarily repeated the same information? Revise as needed and check the accuracy of Bible verses, the spelling of names of people and their titles, names of companies and organizations, etc.
- Use a thesaurus so you aren't repeating the same word throughout your article.
- Remember the correct way to write the LWML motto: *Serve the Lord with gladness!* (Psalm 100:2).

Common Errors Corrected:

- Capitalize pronouns referring to the Deity: Your, You, Him, His, etc.
- Place only **one space** after the ending punctuation mark in a sentence or after a colon.
- Remember the final comma in a series if there are three or more items (before "and"). Example: "She bought apples, pears, oranges, and peaches."
- Capitalize "Mite Box" but not "mites."
- Do not begin a sentence with figures such as "\$3,784." If figures must be at the beginning of the sentence, then the words need to be written out.

- Use the ESV version of Scripture. If you must use another version, it should be noted. Refer to the *LWML Style Guide* for proper formatting. Double check each word and the Bible citation.
- End prayers with punctuation such as "... in Jesus' name. Amen."
- Do not quote verses from hymns as many are copyrighted and each one would need to be sent to LCMS for approval. Simply mentioning the title of a hymn and paraphrasing a thought from a verse is fine.



Lutheran Women's Missionary League

Writer's Checklist & Tips Created by Resource Editor Carolyn Blum

October 2019



Policy: LWML Logo Use

The following information gives practical guidelines for using the LWML logo and title. When used correctly, the logo identifies our organization from the local level through the national level.

Permission

Permission to use the LWML logo* is granted to LWML districts, zones, and local groups for printed materials publicizing and educating others about the LWML.

However, permission must be secured from the LWML PR Director when the LWML logo is used in any other manner. The LWML logo must not be used on products to sell without express written permission.

Logo Use

- Do not alter the logo in any way. Do not skew, stretch, change the colors, change the proportions, etc.
- Resizing is acceptable as long as the proportions remain the same. Note that excessive enlarging/shrinking can result in a lower quality logo. If a different scale logo is needed, please contact the LWML PR Director.
- To ensure our logo stands out clearly it must maintain clear space on all sides.
- The primary mark should not be reproduced smaller than 2 inches wide to ensure legibility of the subtext.
- Alternate layouts beyond the primary mark and icon listed below are available by request.



Primary Mark (2-color)



Primary Mark (black)



Icon (2-color)



Icon (black)

LWML Primary Logo Colors

Purple PMS 267	CMYK Equivalent for Pantone 267 = C-77; M-97; Y-0; K-0
	The HTML specific color (for Web backgrounds and font colors) is 60269E
	The RGB Equivalent for photo and screen (PowerPoint backgrounds, etc. intended for projection) is R-96; G-38; B-158
Gold PMS 110	CMYK Equivalent for Pantone 110 = C-16; M-31; Y-100; K-0
	The HTML specific color (for Web backgrounds and font colors) is DAA900
	The RGB Equivalent for photo and screen (PowerPoint backgrounds, etc. intended for projection) is R-218; G-169; B-0

Personalized Logos

Districts, zones, and local groups have the option of a personalized logo incorporating their name. This can be created by request in coordinating colors (PMS 1655 or PMS 7481) or in the primary logo colors (PMS 267 and PMS 110). For more information, contact the LWML PR Director.

Title of Organization

- The correct title for our organization is “Lutheran Women’s Missionary League.”
- When using this title on any of our publications, do not add the word “the” in front of this title.
- The words “Lutheran Women in Mission” may be used to describe in spoken and written form who we are and what we do.

Questions?

If you have any questions about logo use, please contact the LWML Public Relations Director at pr@lwml.org.

**Term refers to all logos of the LWML organization including, but not limited to, convention logos.*