

# A logo that can be used!

As the call goes out to graphic designers (keeping spreading the word) with the basic instructions for logo design, over the next few days we will highlight some important specific details that pertain to logos, videos, music.....

The Hub at PWOC will provide a final checklist to assist graphic designers to submit a logo that is usable.

## Two elements to consider: Is it legal? Is it easy to use?

### 1. Legal?

There are many questions that arise when using images, songs, ... especially in the realm of ministry and on the internet. If it is on the web who owns it? Can I use it? Can I make changes to it? Can I copy an idea, thought, picture, song...all important and good questions to consider not just for integrity, but legality?

Here are two resources that might be helpful to understand the basics of using images, music, video...:

- [Copyright Guide to help with Compliance](#)
- [Fact Sheet on Copyright.](#)

Both are taken from [christiancopyrightsolutions.com](http://christiancopyrightsolutions.com) which is "one" option and not an endorsement. The point is to make sure the logo graphic that you submit is your original work and/or you own the right to use and/or make changes to something you purchase. There is great information in these resources that will help educate ministry leaders on songs, video, combining songs and video, images, thoughts...These resources are worth sharing with your local board to help you maintain integrity and produce communication pieces that are legal.

Lastly, when you submit a logo to The Hub at PWOC you are giving this site, and its users to use, re-use, publish, re-publish in whole or in part, for editorial, commercial, promotional, and/or trade purposes. You are also waiving any right to inspect or approve any copy that is used in connection with the artwork.

### 2. Useable?

**On a lighter note, have you considered the end user?**

*Often a local PWOC will use the logo for a variety of purposes. And most of the time a local group will add their name to the logo, i.e. Fort Campbell PWOC. When choosing typography in design consider selecting one that is free to download. This will help groups maintain consistency in the image and provide greater use and flexibility.*

## Explain it!

Provide a short explanation of the 2014-2015 theme collaboration logo you design. Describe the meaning of color, symbols...you may have included to capture the theme focus, scripture, and tagline. Here is the link to the [PWOC logo](#) as an example.

## Focus it!

Communicate to your target audience with relevant images and design so they understand and/or ask what the Gospel message means to them.

## Define it!

Consider helping the end user with multiple use of the theme logo by providing a one page style guide.