

**Washington State Bar Association**  
**Policy on Use of Logos and Letterhead**

Last Revised – February 2010

## **WSBA Logos**

Use of Washington State Bar Association logos is strictly controlled by the WSBA. No entity or person outside the WSBA may use the WSBA logo without permission.

Those who have been granted permission to use the WSBA logo must conform to the standards in the WSBA Logo Style Guide. Although the logo may be used on selected promotional items (e.g., mugs, pens, etc.) upon the approval of the Deputy Director for External Relations or the Director of Member and Community Relations, some items (e.g., beer steins, playing cards) are not appropriate for the WSBA logo.

Use of the WSBA logo in conjunction with the following activities, as specified in Section I.C. of the WSBA Bylaws, is strictly prohibited:

“C. ACTIVITIES NOT AUTHORIZED. The Washington State Bar Association will not:

1. Take positions on issues concerning the politics or social positions of foreign nations;
2. Take positions on political or social issues which do not relate to or affect the practice of law or the administration of justice; or
3. Support or oppose, in an election, candidates for public office.”

When determining whether permission will be granted to use the logo, these guidelines must be followed:

- **WSBA sections and Young Lawyers Division (WYLD).** WSBA sections and the WYLD may use the WSBA logo in their newsletters and on notices of regular meetings, such as monthly dinner meetings or midyear meetings. WSBA sections and the WYLD may be granted permission to use the WSBA logo on other materials, such as notices of section-sponsored seminars or meetings. On notices of section-sponsored or WYLD-sponsored CLE seminars, permission from the WSBA Director of Continuing Legal Education is required before the WSBA logo may be used.

“Section-sponsored or WYLD-sponsored” means that the section or WYLD has been actively involved in planning the seminar or meeting (e.g., planning the program, setting the agenda or topics, finding speakers), and has at least some responsibility for it. Some examples include:

**Example A:** A group unrelated to the WSBA requests permission to use the WSBA logo to help promote its seminar. In exchange, the group offers section members a special price in exchange for “sponsorship,” or offers to pay a fee to the section. Several lawyers are participating in the seminar, but the section and WSBA-CLE has had minimal or no involvement in the event. Permission to use the logo would be denied.

**Example B:** A group unrelated to the WSBA wants to use the WSBA logo to help give their event prestige and credibility. The WSBA, WYLD, section, or other WSBA group has not been involved in planning the event and has no responsibility for it. Permission to use the logo would be denied.

**Example C:** The WYLD is planning a seminar with a county bar association’s young lawyers’ group. The two groups are involved equally in planning the seminar, and financial responsibility will be shared. Permission to use the logo would most likely be granted.

## Section Websites

If the section has a website that is outside of the WSBA website ([www.wsba.org](http://www.wsba.org)), the section may be granted permission to use the WSBA logo; however, materials must be submitted in advance of publication to the WSBA General Counsel, plus either the Deputy Director for External Relations or Director of Member and Community Relations. The WSBA may require the addition of a disclaimer.

- **WSBA committees and WSBA-related groups.** Committees and WSBA-related groups may use the WSBA logo in materials related to activities of the committee or group; however, all of the same restrictions for logo use by WSBA sections and the WYLD also apply for WSBA committees and WSBA-related groups (see above, including examples).
- **Companies with which we have marketing agreements** (e.g., Loislaw.com, USI). With the prior approval of the WSBA, these companies will generally be permitted to use the WSBA logo in *Bar News* advertisements, on their websites, and in their promotional materials featuring products specifically designed for WSBA members. Materials must be submitted in advance of publication to the WSBA General Counsel, and either the Deputy Director for External Relations or the Director of Member and Community Relations. Minor changes to approved materials are allowed; however, if any substantive changes are made, materials must be submitted again for approval. The WSBA may require the addition of a disclaimer.
- **Other groups.** In general, other groups will not be granted permission to use the WSBA logo. However, permission may be granted in very rare instances, upon review and approval of the WSBA Executive Director, General Counsel, and either the Deputy Director for External Relations or Director of Member and Community Relations.
- **WSBA members.** WSBA members are not permitted to use the WSBA logo on their letterhead, website, or marketing or other materials.

## How to Seek Permission to Use the WSBA Logo

Requests to use the WSBA logo for CLE seminars should be directed to Director of Continuing Legal Education Mark Sideman, at [marks@wsba.org](mailto:marks@wsba.org) or 206-727-8220. All other requests should be directed to either Deputy Director for External Relations Steve Larsen, at [stevel@wsba.org](mailto:stevel@wsba.org) or 206-727-8240 or Director of Member and Community Relations Judy Berrett, at [judithb@wsba.org](mailto:judithb@wsba.org) or 206-727-8212. Please be as specific and complete as possible in your request.

## Logos for WSBA-Related Groups

WSBA-related groups (e.g., sections) may use the WSBA logo according to the guidelines outlined above. Additionally, it may be appropriate and beneficial for WSBA-related groups to have their own logos. The following guidelines and procedures have been developed:

- The WSBA brand must be maintained. In other words, the group's logo must either include the words "WSBA" or "Washington State Bar Association," or always be used in conjunction with the WSBA logo.
- Before having a logo designed, the group's leadership must have a discussion with its staff liaison, who can provide guidance and assistance.
- An outside design firm or graphic designer may be hired to design the logo; however, the WSBA has a graphic designer on staff who is available to design logos. Designing a logo is a collaborative process, and sufficient time for consultation and design work must be allowed.

- All logos must be approved by the WSBA before use.
- Logos may be used on items such as newsletters, the website, Facebook page, etc. If in doubt about appropriate use of the logo, the staff liaison should be consulted.

## **WSBA Letterhead**

WSBA letterhead may be used for WSBA business purposes by WSBA staff, members of the Board of Governors, and committee chairs. According to the WSBA Bylaws (V. F (3)): “Use of Bar letterhead shall be limited to official business of the Bar and specifically shall not be used in connection with any political campaign or to support or oppose any public issue unless the Board of Governors has taken a position on the issue, to support or oppose any political candidate, or for personal or charitable purposes.”

On occasion, it may be useful for members of WSBA-related groups to have letterhead containing the WSBA logo (e.g., members of the Disciplinary Board). In these cases, special letterhead may be designed which makes it clear that the communications is coming from the WSBA-related group.