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GUIDELINES FOR USE OF THE CROSS & FLAME TRADEMARK BY OFFICIAL UNITED METHODIST ORGANIZATIONS

The Cross & Flame is the official insignia of the United Methodist Church denomination and has been registered as a service and collective membership mark with the United States Patent & Trademark Office since 1971 (U.S. Reg. No. 0917433). Since 1996, the General Council on Finance & Administration of The United Methodist Church (“GCFA”) has had exclusive authority to supervise use of the insignia and preserve the integrity of its design. GCFA is the owner of the trademark, on behalf of the denomination.

The following Guidelines are intended to ensure uniform use of the Cross & Flame throughout the connection, thereby protecting and strengthening the denomination’s exclusive legal ownership. If you have questions about your organization’s authority to use the Cross & Flame generally, or in a specific manner, you should contact our office prior to using the Cross & Flame.

WHO MAY USE THE CROSS & FLAME?

The General Conference of the United Methodist Church, as the supreme legislative body of the denomination, authorizes use of the Cross & Flame in ¶ 807.10 of *The Book of Discipline (2016)* as follows:

The insignia may be used by any official United Methodist agency, including local churches, to identify United Methodist work, programs, and materials.

Therefore, local churches, districts, annual conferences, jurisdictions, and general agencies are authorized to use the Cross & Flame for purposes of identifying themselves and their official work. They are not, however, required to use the insignia.

Other United Methodist-affiliated organizations may use the Cross & Flame if the organizations are “councils, boards, commissions, committees, divisions, or other units constituted within the various levels of Church organization (General, jurisdictional, central, annual, district, and charge conferences” (¶ 701.2)) and have been authorized by a proper authority within the Church under authority granted by the *Book of Discipline*. The *Book of Discipline* does not provide for personal use of the Cross & Flame by individual United Methodists.

FOR WHAT PURPOSES MAY THE CROSS & FLAME BE USED?

As previously noted in these Guidelines, the Cross & Flame may be used “to identify United Methodist work, programs, and materials.” Most commonly, this means the insignia may be used on church signs, stationery, bulletins, email signatures, and websites.

At times, local churches will sell products to raise funds for its ministries, or order products to use in conjunction with a church project or ministry (for example, coffee mugs, bookmarks, t-shirts, baseball caps, golf shirts, and softball jerseys). The Cross & Flame may be used in these instances as long as the products and designs adhere to the instructions listed in the “Design & Reproduction” section of these Guidelines.

DESIGN & REPRODUCTION OF THE CROSS & FLAME

In order to preserve the integrity of the Cross & Flame design, United Methodist organizations using the insignia should not alter or modify the insignia. Users of the insignia must ensure that it stands independent from and is not covered by or layered over other designs or words (§ 807.10). Any and all reproductions of the insignia should be faithful to the original design. The following instructions must be followed:

- No other objects or designs shall touch or cover the Cross & Flame; it should appear to stand alone or apart from any other element of the overall design.
- The insignia should not be used to form part of a letter, another logo, or inscription. For example, the “cross” part of the insignia cannot be used in place of the letter “T.”
- The base of the flame should be lower than that of the cross.
- The tip of the left portion of the flame must align with the left arm of the cross.
- The space between the flame and the upright of the cross is slightly wider at the top of the design than it is at the bottom.
- If using one solid color to print the emblem, include a thin line of space around the arm of the cross that lies against the flame. The flame may be screened (shaded) to create a contrast between it and the cross.
- While the colors may be changed, all colors must be solid. For example, designs with polka-dots, camouflage, and stripes are prohibited.
- If using the traditional color scheme, the recommended shade of red is “Warm Red” on the Pantone Matching System (PMS) color scale or the refreshed shade of red offered in the [branding toolkit](#) published by United Methodist Communications.
- Whenever possible, the registration mark (®) shall be placed below the Cross and Flame, preferably to the right of the cross.

When using the Cross & Flame in publications, print the following disclaimer wherever credits are printed. When using the insignia on a website, place the disclaimer at the bottom of the home page where other credits are listed, or on the individual pages where the insignia appears.

The Cross & Flame is a registered trademark and the use is supervised by the General Council on Finance & Administration of The United Methodist Church. Permission to use the Cross & Flame

must be obtained from the General Council on Finance and Administration of The United Methodist Church - Legal Department, Post Office Box 340029, Nashville, TN 37203-0029.

To ensure as accurate a reproduction as possible, please feel free to visit the [GCFA's website](#) in order to download the version of the insignia graphic which best suits your needs. For branding materials please visit United Methodist Communications [website](#).

PRODUCTS/COLLECTIBLES WITH THE CROSS & FLAME

GCFA does not sell any products with the Cross & Flame. If you would like to purchase products for your church or organization, please visit Cokesbury [online](#).

Often, independent sellers/manufacturers may request written permission prior to using the trademark to process a product order. If your church or organization needs such written permission, please contact our office via the contact information at the end of this document.

Some independent sellers have commercial licenses issued by GCFA and are authorized to sell products featuring the Cross & Flame. Some, however, do *not* have commercial licenses and are *not* legally authorized to use the insignia. If you are uncertain whether the seller you are considering is officially licensed to sell the product(s) in question, please contact our office prior to making your purchase.

If you are interested in acquiring a commercial license to sell products using the Cross & Flame, please complete and return the [Application for Commercial License](#).

UNAUTHORIZED/IMPROPER USE OF THE CROSS & FLAME

There will be times when a non-United Methodist church or organization uses the Cross & Flame as its own. In other less frequent instances, a United Methodist entity may be authorized to use the insignia, but is using it improperly. While GCFA actively uses all of its resources to identify and remedy any instances of unauthorized and/or improper use of the insignia, your assistance in reporting possible infringement is greatly appreciated. If you encounter a use of the Cross & Flame you suspect may be unauthorized and/or improper, please contact our office.

Legal Department
General Council on Finance & Administration
Post Office Box 340029
Nashville, TN 37203-0029
Toll Free: 866-367-4232
Fax: 866-246-2516
legal@gcfa.org