



## The Cross and Flame of the United Methodist Church: Q&A

\*This information was taken from: <http://www.gcfa.org>

### 1) Why protect Cross and Flame usage?

Suppose you are vacationing far from home. You drive around, looking for a church in which to worship Sunday morning. Suddenly you see a familiar sight: a Cross and Flame insignia on a sign, pointing you to the nearest United Methodist Church. You've just proved how symbols and pictures provide instant recognition, meaning and a sense of belonging.

Indeed, the Cross and Flame emblem is a powerful reminder of who and Whose we are as United Methodists. That's why protecting and preserving its use and integrity are just as important today as when the insignia was created and registered as No. 917,433 with the United States Patent and Trademark Office more than three decades ago.

### 2) Who can use the Cross and Flame?

United Methodist Local churches, districts, conferences, and general agencies, may use the Cross and Flame without authorization from GCFA, except where it is for a commercial purpose.

Organizations (official and unofficial) intending to use the Cross and Flame for a commercial purposes, such as printing on T-shirts or note cards to sell, must seek and obtain permission from:

The General Council on Finance and Administration  
of the United Methodist Church  
Legal Department  
1000 17th Avenue South  
Nashville, TN 37212

### 3) How can I use the Cross and Flame on the Internet?

Questions have arisen as to how the emblem may be used on the Internet and in other settings. These guidelines should be followed:

1. Put the registration mark ® below the Cross and Flame, preferably to the right of the cross.
2. On your Web page, as close as possible to the Cross and Flame, print the following: "The Cross and Flame is a registered trademark, and the use is supervised by the General Council on Finance and Administration (GCFA) of The United Methodist Church. Permission to use the Cross and Flame must be obtained from the GCFA, Attn: Legal Department, Post Office Box 340029, Nashville, TN 37203-0029; phone 615-369-2334; fax 615-369-2330."
3. Make sure the dimensions of the Cross and Flame are correct.

### 4) Can I use the Cross and Flame for commercial use?

Use of the emblem for commercial purposes (such as printing on T-shirts or note cards to sell) must be approved by the GCFA.

## **5) How and why must I maintain integrity of design with the Cross and Flame?**

Because the Cross and Flame is the official insignia of The United Methodist Church, any reproduction must be faithful to the original design, especially in these areas:

- No other objects or designs shall touch or cover the cross and flame. It should appear to stand alone or apart from any other design.
- 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 all 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.
- Avoid using odd two-color combinations; use black and a second color such as bright red.
- Do not alter the words "The United Methodist Church" accompanying the design either in type style or placement.