

Awana Clubs International Trademark Guidelines

THANK YOU for visiting our Trademark Guidelines page! We get a lot of inquiries asking permission to use our name, logos, trademarks, and clipart. We are happy to share our guidelines and policies:

The Basics

We want to serve and encourage our churches, and we want your Awana clubs to be highly creative! That means supporting churches by making it easier to identify and communicate about your local Awana clubs. We welcome the use of our name, logos, trademarks, clipart and copyrighted materials by active Awana churches – within certain limits. We have to set limits, because if we don't, not only would our trademarks and logos no longer serve their purpose of identifying Awana, but we could actually lose our legal right to them! So before you use our name or one of our trademarks, please check out the details below.

Our trademarks include Awana, Awana Clubs, all of our program names and their associated logos and clipart.

Our material includes all of our curriculum, from Puggles through Journey. It also includes all of our related Awana resources.

How You Can Use Our Trademarks Without Having To Request Permission

Casual Reference. You can refer to Awana or Awana Clubs by name in the text of something that you post, whether that is a blog, social media post, or comment.

Printed Promotional Materials

You may use Awana trademarks for printed posters, fliers, brochures, invitations, emails and PowerPoint® slides, and purely promotional pieces. The registered symbol is not required for every use of 'Awana' in a printed promotional piece. Use the ® or ™ symbol for the first use only.

Linking. You may create a link to our website for informational purposes only. We appreciate your desire to let others know about our ministry. For a general link to our website, the link should direct people to our home page (www.awana.org).

You may also link to individual pages on our website. We prefer that you link to pages on our site rather than copy or reprint material on your site.

Educational Purposes. You may use the Awana name, logos and trademarks in research papers and Powerpoint® presentations, for non-commercial, educational purposes. Please use the Awana name, along with the ® symbol, or use a trademark or clipart from our current collection.

Social Media. Your church may use the word "Awana" as part of its social media account name, as long as the church name is included. Church information must be more prominent on the account than Awana information, so that it is clear that the Awana club is a ministry of the church.

Non-commercial Use. If you're doing something interesting for your church club, and it's non-commercial, you may use the word Awana or Awana Clubs to describe what you are doing, even as a header or label – "An online forum for Awana® leaders" – without obtaining our permission as long as you observe three simple rules:

- 1) First, don't use "Awana" or any of our program names as part of a domain name;
- 2) Second, don't use any of our logos (that would require permission);
- 3) And third, post the disclaimer "NOT AFFILIATED OR ENDORSED BY AWANA CLUBS INTERNATIONAL," prominently enough, and in a sufficient number of places that nobody will be under the impression that your project is produced or approved by Awana.

We would highly encourage you to let us know about your project – preferably when it's in the planning stages. We may be able to offer additional helpful suggestions and ideas.

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Baked Goods. We love a party! If you are having a celebration, you may use the Awana name, logos and clipart on baked goods, including year-end celebration cakes, birthday cakes, cupcakes, cookies, etc. This permission extends to bakeries you may use, as well.

Handmade goods/craft projects. Your church can use the Awana name, program names and clipart on any club coloring pages or hand-made projects, posters, and more! And we'd love to see photographs of the finished projects!

Outdated Trademarks. You may use outdated logos/trademarks for promotional purposes; however, we cannot provide files for outdated artwork.

Videos. Your church may create videos of its Awana program, as well as videos of the various Awana songs. These videos may be used for non-commercial award ceremonies and other church programs. Videos created by churches or individuals that contain Awana songs, logos and trademarks are for non-commercial use, and not for sale. Please include the following statement in your church's video:

Awana® logos, clipart and music are trademarks or copyrighted materials of Awana Clubs International. Used with permission.

When To Request Written Permission

If you'd like to use our marks in a way that goes beyond what is listed above, then please contact us at permission@awana.org, and let us know the name of your church, as well. If we grant permission, it will be in the form of a trademark license or permission email addressed to the church. Some examples of licensed permission include custom signage and banners; wall art; magnets; and honor awards, such as when a leader is retiring.

Program Materials

What You Can Do With Our Program Materials:

- 1) If a book belongs to a child (whether through purchase or gift) or is forgotten at home, you may provide copied pages to the child for that club night.
- 2) Your church may also keep the book(s) at club and send home copied page(s) home for practice.
- 3) You may use our program materials, and modify game time.
- 4) You may use our program materials, and modify the large group time.

What You Cannot Do With Our Program Materials:

- 1) Copy sections in order to avoid purchasing a book.
- 2) Create summaries of our materials (an example would be verse lists).
- 3) Use other Bible study or program materials (or write your own), and call your club an "Awana" club.
- 4) Copy outdated Awana materials in their entirety and use them for your Awana, camp or other church program. If you have an issue with our current program materials, please bring it to our attention! We are always in the process of updating and providing new resources.

Shirts

We get a lot of requests in regards to shirts, so here are our policies:

Uniforms/Leader Shirts

We do not grant permission for churches to use the Awana trademarks in the production of local club apparel or other materials. This includes the Awana name and its program names. Your church can, of course, create its own shirts – just make sure the Awana name or trademarks are not placed on them.

Exception: We grant the church permission to create shirts for sizes that are not available in the catalog. Please contact permission@awana.org, and we'll send an email permission letter.

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Event Shirts

The Event Shirt policy relates to shirts that are used for events, such as AwanaGames. For events, we will grant a license to an active church to use the Awana® name or Awana Clubs® logo on event shirts, along with church information. The church and Awana information must be on the same side of the shirt.

These shirts may not be sold or distributed outside of your local church.

We do not grant permission to use program names or logos on Event Shirts.

We ask for sample drawing/artwork to be sent for review so that we can ensure that our logo or trademark is used correctly. After review and approval, we issue a free one-year limited license agreement for signature by both Awana and the church.

Requests That We Cannot Grant

While we do our best to accommodate requests, there are some that we simply cannot grant. We appreciate your understanding:

Modifying Trademarks. We cannot grant permission to modify or change our logos, clipart or materials. Our logos are registered, and must be used as designed.

Products. We cannot grant permission to create products. This includes pencils, plaques, jewelry, mugs, mousepads, etc. Awana is a not-for-profit ministry, and has created materials and products for its ministry use. We cannot grant permission to churches or individuals to sell products using our trademarks. We generally do not grant permission to create awards (except for Honor awards), and we cannot grant permission for a church to create products that are available in the catalog.

Embroidery Files. We are not able to provide embroidery files for any of our logos.

Music/CD's. For a variety of reasons, including royalties, we cannot grant permission to copy our CD's. Most of our music is available for individual purchase and download on iTunes. Sheet music is available for most of our club theme songs on our website.

Corporate Logo. We cannot grant churches use of the corporate logo.

How Long Will It Take To Process My Request?

Please allow two-three weeks to process your permission request. We may need to do some additional research. And remember to send an email to permission@awana.org. Please do not call in permission requests, as they need to be processed in writing for tracking purposes.

If these guidelines and policies don't cover everything, that doesn't mean we waive our legal rights.

Even if you are using one or more of our trademarks or copyrights in a way that does not require you to first get our permission, we reserve the right to tell you to stop using them if, in our view, your use of them would jeopardize or dilute our trademark or copyright rights.

Contact Us

The guidelines presented here establish a means to preserving protection for Awana trademarks. By following these guidelines, you help ensure that our trademarks will preserve their value over time.

Should you have any questions, please do not hesitate to contact us at permission@awana.org. You may also contact us via regular mail at:

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