



WORLD SERVICE BOARD OF TRUSTEES BULLETIN

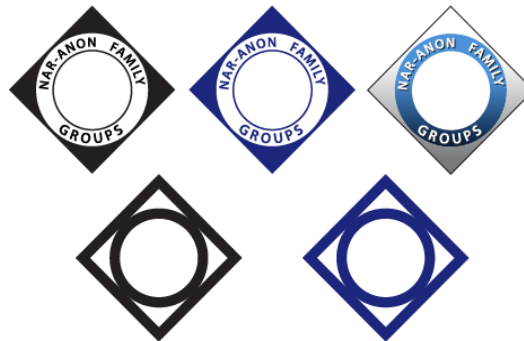
Bulletin 001

Nar-Anon Trademark Logo Modifications

Modifying the Nar-Anon Family Groups trademark logo by adding graphics inside the circle has long been an autonomous practice in some regions. Up to this point, the World Service Board of Trustees has had no opinion on this practice. However, after the 2012 World Service Conference and related discussions about this practice, we must assess how the principles of the Nar-Anon program apply.

In order to build the Nar-Anon Fellowship and have our trademark recognizable, it is felt that modifying the logo can have a negative effect on expanding the fellowship and is a contradiction to Tradition Four - *Each group should be autonomous except in matters affecting other Nar-Anon Family Groups or NA as a whole*. While no one person speaks for Nar-Anon, when we use different logos, we are all speaking different languages. The result – no one is speaking for the Nar-Anon Family Groups as a whole. We are actually doing the opposite of what we are trying to accomplish, worldwide recognition of Nar-Anon's name and logo. To achieve that goal, we must have consistency in our message. It takes 10-12 times of exposure to a logo or trademark before it begins to resonate with the public.

Here are the logos approved by the World Service Conference:



The following questions were used in the discussion of our logo that you might find helpful in your regional discussions.

- Does group autonomy apply to regions?
- Does modifying the logo reflect integrity and effectiveness in our communications (Concept 8)?
- What do we hope to accomplish in modifying the Nar-Anon logo?

Conclusion

Changes or modifications of the Nar-Anon trademark logo must be directly approved by the groups through the group tally process found in *The Nar-Anon Family Group Guide to World Services (GWS)* on page 22.