



Knights of Columbus

Louisiana State Council

To: For all Councils and Ladies' Auxiliaries

From: Mark Carver, State Advocate

Date: May 27, 2024

Re: Use of the Knights of Columbus name and Emblem by Ladies' Auxiliaries

The purpose of this memorandum is to explain the proper use of the Knights of Columbus name and Emblem by Ladies' Auxiliaries. This information is based on my communications with Joseph Brownsberger, Brand Management Specialist for the Knights of Columbus.

The Knights of Columbus appreciates the good work of the Ladies' Auxiliaries and their support of the councils. However, Ladies' Auxiliaries are independent from the Knights of Columbus, and the constitution and laws of the Knights of Columbus are silent on the subject of Ladies' Auxiliaries. Ladies' Auxiliaries do not hold a charter from the Knights of Columbus and are not subordinate units (such as councils, assemblies, chapters, etc.) of the Knights of Columbus.

As separate, independent organizations, Ladies' Auxiliaries are not authorized to use the Knights of Columbus name and emblem of the Knights of Columbus in the manner that subordinate units do. However, the Order recognizes that many Ladies' Auxiliaries are proud of and wish to show their association with the Knights of Columbus. For this reason, the Order has developed specific guidance for Ladies' Auxiliaries.

Rule: Members of Ladies' Auxiliaries are permitted to use the Knights of Columbus name and Knights of Columbus emblem on apparel and other items, provided that the apparel or other items specify, in writing, the relationship between the members of the Ladies' Auxiliaries and the Knights of Columbus.

In practice, this means that the Knights of Columbus name and Knights of Columbus emblem must always be featured in close proximity to the identifying information of the local council, and not the name of information of the Ladies' Auxiliary.

Please see the following examples of Compliant and Non-Compliant usages.

Non-Compliant:X



The KC emblem is inappropriately associated directly with the name of the Ladies' Auxiliary. The KC emblem must be associated primarily with the council name, and only indirectly associated with the Ladies' Auxiliary. Here, the council name is completely absent.

Non-Compliant:X

St. John's Ladies' Auxiliary



The KC emblem is inappropriately associated directly with the name of the Ladies' Auxiliary. The KC emblem must be associated primarily with the council name, and only indirectly associated with the Ladies' Auxiliary. Here, the council name is completely absent.

Compliant:O

Ladies' Auxiliary
of
Knights of Columbus Council 1234
Town, State



This example illustrates appropriate and compliant usage.

The Knights of Columbus name and KC emblem are featured in close proximity to the name of the local council, and not that of the Ladies' Auxiliary.

STATE ADVOCATE

Mark Carver

stateadvocate@louisianakc.org

