

PART XXI: CWA LOGO & UNION LABEL

1. CWA® Logo

The Union's logo, whether the original CWA logo featuring a telephone, teletype key and microphone, or the type-only logo (whether it is inscribed as “Communications Workers of America or “CWA”) is the copyrighted property of the Union.

These service marks were originally copyrighted in 1951 and have been renewed over the years. The initials "CWA" were separately registered in 1988 as a service mark of the Union.

The copyrighting of these various service marks can be rendered meaningless if the Union does not control and protect their use. CWA also must protect against outside organizations misusing the CWA logo to give a false impression of CWA support for a program or product. A registered service mark of the Union can be used only upon permission by the Executive Board after proper application for such use has been filed with the office of the Secretary-Treasurer. All organizations must obtain prior approval to use the CWA logos.

CWA locals wishing to use the CWA logo for public communications or a union publication should contact the CWA Communications Department. All requests will be reviewed and finalized by the Secretary-Treasurer's office.

The statutory symbol of federal registration® should be displayed with the registered mark by placing it to the immediate right and slightly above the mark wherever it appears.

2. CWA Label and Allied Printing Trades Label

CWA UNION LABEL

The CWA PPMWS Label is a variation of the familiar printing “bug.” The CWA PPMWS Label is licensed to establishments that adhere to CWA/PPMWS strict contractual standards of working conditions, safety, and work quality. Materials bearing this label are produced by CWA Sector members in good standing. The label affirms that the work has been done by CWA union labor. The CWA PPMWS Label exists in tandem with the Union Label of the Allied Printing Trades, jointly maintained by CWA/PPMWS and GCC IBT. For CWA members, the CWA/PPMWS is the preferred designation.



To find a printer that has the CWA bug go to www.cwa-ppmws.org and click on Labels and Shops, or contact the PPMWS directly. If you have any questions on the proper use and requirements, or to obtain the CWA Union Label, please contact the PPMWS office.

ALLIED LABEL

CWA is also co-owner of the oldest union label in the world, the Allied Union Label. Formally, it is called the Allied Printing Trades Union Label. Informally, it's called the "bug." CWA became co-owner of the bug through a merger in 1987 with the International Typographical Union (ITU), now the Printing, Publishing and Media Workers Sector (PPMWS) of CWA.

Similar to the CWA label, the Allied Printing Trades Label guarantees that the work was performed one hundred percent by union labor, either by CWA members, GCC/IBT members, or both. Both Labels are registered and have copyright protections.



HOW TO READ THE LABEL

A legitimate Label, when properly read, will reveal what printer did the job, and must be legible by the naked eye.

The city where the printing was done always appears in the bottom half loop, and also must be legible by the naked eye.

All union printers are assigned a number which only they can use on the label. The number can be printed on the right or the left of the label but is always centered between the top and bottom. If the city or number is smudged or illegible it may be a signal of an illegal label and an unscrupulous printer.

With the city and number information, CWA and the Allied Printing Trades Council can identify the printer.

If you have any questions on the proper use and requirements, or to obtain the Allied Union Label, please contact the PPMWS office.

TRADEMARK AND COPYRIGHT VIOLATIONS

Both labels are protected by trademark and copyright laws, and cannot be reproduced or copied; this includes the scanning of the material and putting the printed material on the web. Each year violators of trademark and copyright laws are fined when reproducing and/or copying the labels.

If you suspect an illegal label or know of someone using the label illegally, please contact the PPMWS office immediately.

NOTE: All Locals should make sure that all original printing carries the CWA Label or the Allied Printing Trades Union Label.

