



URANTIA FOUNDATION

333 NORTH MICHIGAN AVENUE

CHICAGO 1, ILLINOIS

ANDOVER D-5744

March 25, 1955

TO: Wm. M. Hales
E. C. Kellogg
E. L. Christensen
E. E. Cook

Re: Service Mark on Title Page of Book

It is my recommendation that the three-circle service mark appear twice in the book. I recommend as follows:

1. That the mark appear immediately below the title "The Urantia Book" on that page which precedes the title page.

It is recommended that no trademark registration be indicated on this page.

2. It is recommended that the service mark again appear on the title page proper and that on this page the small capital "R" enclosed in a circle be indicated.
3. It is further recommended that the three circles be in azure blue unless cost is prohibitive.

If cost of color appears to be excessive, then it is recommended that the color blue be symbolized in black and white by using the symbolization developed in connection with heraldic devices. Such symbols make it possible to symbolize any color in black and white by the use of appropriate dots, shadings and hatchwork.

William S. , Jr.