

Guidelines for Using the names “*PERSPECTIVES*” and “*PERSPECTIVES Family*”



(Portions taken from the *Perspectives Developer Manual*)

The name “*PERSPECTIVES*”

Perspectives on the World Christian Movement has been commonly referred to simply as *Perspectives* since 1980. There is a strong association within the mission movement worldwide between *Perspectives* and Institute of International Studies (IIS), which developed the course as a part of the U.S. Center for World Mission’s (USCWM) mobilization strategy. Therefore developers of specialized curricula** within the *Perspectives Family* agree to refrain from using the word “*Perspectives*” or direct translations of that word in the title of their work without written permission from the USCWM’s *Perspectives Global Desk* which is working as the agent of the IIS in the global expansion of *Perspectives*. It is anticipated that works which are recognized as Standard Curricula* adapted for other languages and cultural contexts will be encouraged by the *Perspectives Global Desk* to use “*Perspectives*” or a translation of that word (if available) in their titles so as to maintain a common identity for the approved adaptations of the course.

Endorsements and Promotion

Curricula other than recognized Standard Curricula* within the *Perspectives Family* should not be promoted using endorsements made for the *Perspectives on the World Christian Movement* course or be promoted in such a way that would infringe upon the identity of *Perspectives*, such as claiming to be a “version of *Perspectives*.”

***PERSPECTIVES* Logo: Icosahedron (20-sided) shaped globe**

This image is owned by the *Perspectives Study Program*. This image can only be used by Standard Curricula* after securing permission from William Carey Library.

The name “*PERSPECTIVES Family*”

This term is reserved only for *Perspectives Family* resources as designated by the IIS.

***PERSPECTIVES Family* Insignia**

This insignia is reserved only for *Perspectives Family* resources as designated by the IIS.

Cover of the *PERSPECTIVES* Reader, Study Guide or Notebook

The covers of each of these three publications are owned by the IIS. These images are not to be used on any publication, although the IIS will consider their use on Standard Curricula* on a case-by-case basis.

***Standard Curricula.** This designation refers to the course entitled *Perspectives on the World Christian Movement* and its authorized adaptations for other cultural contexts. The English-language version, published by William Carey Library, is the first Standard Curriculum. However, other language versions which are either direct translations *Perspectives on the World Christian Movement* or those which have been recognized by the *Perspectives Global Desk* as expressing all of the Core Ideas and most of the Key Content in other settings or languages can also be designated Standard Curriculum. This means that most Standard Curricula will be relatively lengthy, as is the original *Perspectives* course.

****Specialized Curricula.** Many courses have been developed which use portions of the material from *Perspectives on the World Christian Movement*. When recognized by the *Perspectives Global Desk* as adequately expressing many of the *Perspectives* Core Ideas, developers are invited to refer to their curriculum as part of the *Perspectives Family*. The recognition means that the resource is listed and promoted with other *Perspectives Family* resources. Many existing curricula which have been developed for particular audiences or derived from adaptations of the *Perspectives* course will be respectfully referred to as Specialized Curricula until the developers or publishers seek official *Perspectives Family* recognition.