

Policy Name: Logo Use
Section: 3000 Operational: 3100 Administrative
Policy Number: 0000

Purpose: To define how the Park District logo will be used and who is authorized to manage its use.

Reference: None applicable

Policy:

For the sake of consistency throughout the Park District, the use of graphics and in particular the District logo, will be standardized. This applies to but is not limited to District publications, shirts, uniforms, and vehicles. The logo is owned by the District, and its uses are intended to benefit the Park District.

The logo will appear on most District publications including but not limited to official correspondence, flyers, posters, brochures, pamphlets, and news releases. Shirts, uniforms, and vehicles will also carry the District's logo.

Only authorized copies of the logo will be used. The following color options are available to choose from for the logo: original colors, all black, and all white. The logo, including its font, will not be altered in any way, except for proportional re-sizing. The District's name is considered part of the logo and will always be included when the logo is used, unless the Executive Director or his/her designee authorizes its removal.

The logo will always appear on District clothing, including sports jerseys and swim apparel. It will be placed on the upper left chest portion of clothing whenever feasible. Exceptions to these must be approved by the Executive Director or his/her designee, as well as graphics on the back of clothing.

Logo clothing colors that don't require special approval are: green, brown, black, white, blue and grey. All other colors must be approved by the Executive Director or his/her designee.

Employees should only wear District clothing during scheduled work hours including travel to and from work. Employees and interns are required to turn in any District provided logo apparel upon leaving the District, with the exception of seasonal and event shirts. Any logo clothing given to non-staff should have something on it to differentiate them from employees, such as "Commissioner" or "Volunteer".

The logo will not be used in a way that implies the District's endorsement of opinions or views unrelated to the District's mission, including political and religious positions.

Any use of the District's logo by outside organizations and agencies must be approved by the Executive Director or his/her designee.