

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 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: original colors, all black, all white, or all dark green. The logo, including its font, will not be altered in any way, except for proportional re-sizing. In some instances it may be necessary to use the logo separately from the text. Any alterations from the above must be approved by the Executive Director or his/her designee.

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.