System Branding, Logos, and Assets Usage Policy

The purpose of this policy is to set guidelines for the use of OWWL Library System created branding, logos, and assets.

Request for Brand Usage & Approval

- If a member library, organization, vendor, community partnership, or other group wishes to use any graphic created and maintained by the OWWL Library System, permission must be sought in writing to the Executive Director.
- Written requests to use any version of the OWWL Library System logo, other than OWWL2Go, should state the purpose of usage and all places the logo will appear.
- The System may request to view samples or drafts of any materials that include the Logos for purposes of determining compliance with the above Usage Guidelines. The System may request changes to the use of the logos.
- Vendors and for-profit entities may not use OWWL Library System branding, logos, or assets for any purpose without written permission of the Executive Director.

Logos, Branding, and Assets Available to Member Libraries

Member Libraries are authorized to use the following logos, branding, and assets without prior permission within the context of the logo's purpose and this policy:

- OWWL2Go logos: in the context of promoting Digital Library resources.
- Library Card Logo: To be used for library card or catalog promotion.
- OWWL Member Logo: To be used on website and general brand collateral, secondary to individual library's branding.

Member Libraries are authorized to use the following logos, branding, and assets with permission based on programs, promotions, and projects within the purpose of the program and context of this policy:

- OWWL Partnership Logo: To be used for promotion of system-sponsored or supported programs and events only, secondary to individual library's branding.
- System-Wide Program Assets: Logos designed for system-wide programs such as The Great Give Back; Booklet; One Book OWWL Kids; Take Your Child to the Library Day, or other programs shared with member libraries may be used within the context of the program only.

Usage Guidelines

OWWL Library System logos, branding, and assets may only be used by the System unless permission is explicitly given by the Executive Director of the OWWL Library System.

Logos, branding, and assets created and owned by OWWL Library System are defined in the Library Partner Brand Guide included in this policy.

When permission is granted, logos, branding, and asset use must adhere to the following guidelines:

- Logos may be used to characterize appropriate relationships between OWWL Library System, member libraries, and partner organizations.
- Logos may be displayed only in situations that are true and appropriate to the OWWL Library System and the programs and resources for which the logos were specifically designed.
- Logos may not be used in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, contradictory to the mission of the OWWL Library System, or otherwise objectionable.
- Logos may not be used in any manner that violates the trademark, copyright, or any other intellectual property rights of others including but not limited to vendors, publishers, and individual authors.
- Logos may not be used in any manner that violates any local, state, or federal laws, regulations, or other public policies.
- Logos may not be used in any manner that violates the core values of the OWWL Library System, System Resolutions, or System Policies including fundraising activities or any service associated with fines or fees.
- Logos are distinctive, designed pieces of graphic artwork and are therefore prohibited from being altered, modified, or combined in any way.
- Outdated logos including images of library cards or any artwork predating this policy are no longer eligible for use.

Questions Regarding Logos, Branding, and Assets

All questions and permission requests regarding logos, branding, and assets, may be emailed to communications@owwl.org.

Amended: February 14, 2024
Adopted: April 14, 2021