

Association for Rural & Small Libraries, Inc.
Guidelines for Use of the Association for Rural & Small Libraries (ARSL) Logo
(Policy approved by the board, November 3, 2011)

The Association for Rural & Small Libraries has a carefully constructed logo that is representative of the Mission, members, and constituents of ARSL. This guideline is intended to prevent misuse or improper use of the logo.

Third parties must adhere to the following visual guidelines before using our logo. The ARSL logo may be used by those who have received prior written permission from the Board of Directors for the Association for Rural & Small Libraries. Please contact us at ARSL Headquarters at 859-514-9178 or email [szach at amrms.com](mailto:szach@amrms.com) to obtain written permission.

Under no circumstances can our logo be used in a way that is harmful, deceptive, or objectionable to the average person. It may not be used on websites or other locations that contains content associated with hate speech, pornography, or other illegal activity. Further, it may not be used with content that disparages the Association or impacts our reputation negatively.

Logo Use, Rules and Standards

Use only logo files you download from the ARSL website or receive directly from an authorized representative of the Association.

The logo must include the Association's name with the ampersand.

The logo may not be altered, modified, or obscured in any way. It must be used without disturbing or distorting its proportions or otherwise altering it to such a degree that it is indistinguishable.

Background colors or patterns should never show through the logo. Do not use unauthorized colors of the logo.

Rearranging elements of the logo is not permitted.

Do not place logos on crowded or busy backgrounds and low-quality reproductions are never permitted.

The logo cannot be physically incorporated into or graphically connected to any other graphic element.

Choose the most appropriate size logo for your project. You may resize the logo; however, it must always be legible, clear, and without distortion. Whenever possible, the logo should only be decreased rather than increased to avoid pixilation.

The logo should appear with at least 1/4" of space around it on all sides.

When used online, the logo must include a hyperlink without a border to <http://www.arsl.info>

The logos are offered in EPS, TIF, and JPG formats. Please use the EPS and TIF files with printed pieces, and the JPG file for online use.

If you are uncertain about whether use falls within these Guidelines, please feel free to contact us for clarification.