



Policy: Use and Usage of ARSL's Logo

RESPONSIBILITY: EXECUTIVE COMMITTEE

- DATE ADOPTED: July 19, 2017
 - DATE AMENDED: this space reserved for future amendment dates
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Statement of Purpose

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

Under no circumstances can ARSL's logo be used in a way that is harmful, deceptive, or objectionable to the average person. It may not be used on Web sites or other locations that contain 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.

Use or Usage by Third Parties

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 of the Association for Rural & Small Libraries. Please contact us at ARSL Headquarters as listed on the Association website to obtain written permission.

Use, Usage, Rules, and Standards

- Use only logo files you download from the ARSL Web site or receive directly from an authorized representative of the Association.
- The logo must include the Association's name with the ampersand (&).
- The log 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 log is not permitted.
- Do not place logos on crowded or busy backgrounds.
- 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, in order to avoid pixilation.
- The logo should appear with at least ¼" 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 logs is offered in EPS, TIF, and JPG formats. Please use the EPS and TIF files with printed pieces, and the JPG file online.
- If you are uncertain about whether your intended use or usage falls within the standards of this policy, please feel free to contact us for clarification.

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