

Take Your Child to the Library Day Name and Logo Usage Guidelines

Take Your Child to the Library Day wants to share its name and logo so librarians can use them to promote Take Your Child to the Library Day and library usage year round. But it's important to recognize that there are restrictions on its use. The Name and Logo are copyrighted work held by the Connecticut Library Consortium and artist Nancy Elizabeth Wallace.

Permitted Uses by Libraries

Only use the Name and Logo available from the Take Your Child to the Library Day web page.

- Use on noncompetitive (see below) promotional materials for Take Your Child to the Library Day and to encourage library usage e.g. fliers
- Use on library web pages, social media sites, professional media sites, and electronic discussion listservs.
- Use on products designed for libraries and library patrons in promotion of Take Your Child to the Library Day so long as products are non commercial and noncompetitive with materials produced by exclusive vendor.
- Use for programming activities, e.g. bibliographies, schedules, take home activities, librarian created worksheets.*

*provided the quantity is less than 10,000, and is printed in house, or by a local printer. If it's more than 10,000, please contact us regarding usage.

Restricted/Prohibited Uses

- No alteration other than changing the size of the Approved Name and Logo is permitted. Use the Logo in color or black and white.
- No creation of materials that compete with or duplicate products sold by exclusive vendor. Exclusive vendor list of products is subject to change. The up to date list can be found at: <http://www.highsmith.com/upstart/>
- No commercial use without written permission from Take Your Child to the Library Day copyright holders

Questions About Usage

Questions about usage of the Take Your Child to the Library Day logo and name may be directed to: Connecticut Library Consortium, Attn: Jennifer Keohane at jkeohane@ctlibrarians.org