

**YALSA Board of Directors Meeting
Conference Call
3:30 – 5:00 PM (Eastern) August 19, 2010**

Topic: Proposed YALSA Logos Use Policy

Background: At this time, YALSA does not have a written logo use policy. In order to ensure that YALSA’s brand and reputation are properly protected, establishing a policy is necessary. The Executive Director has presented a proposed policy below for the Board to consider.

Action Required: Consent

Proposal: adopt a logo use policy and incorporate it into YALSA’s Handbook

Rationale:

- YALSA doesn’t currently have a logo use policy
- There have been issues in the past with organizations using YALSA’s logos without permission. Having a policy in place will provide a proactive means of addressing these types of issues in the future.
- Other associations, including ALA, have logo use policies in place. This is generally considered good practice, because it helps to protect the standing and reputation of the organization.

Proposed YALSA Logos Use Policy:

The logo of the Young Adult Library Services Association (YALSA) is the proprietary property of the American Library Association and YALSA and the use of said logo is restricted by this policy.

I. Using YALSA logos

- A. It is the policy of YALSA not to endorse products or materials. Information on products or materials of interest to librarians and library workers may be communicated to the membership through its publications, web site and other communication channels. Such action does not indicate endorsement by YALSA. The logos may only be used in such a way that does not indicate or imply endorsement, so long as prior permission has been obtained.
- B. The YALSA logos may be used by members-in-good-standing of the association, corporate sponsors, organizational partners, vendors, etc. only with the written

permission of the association as granted by Board of Directors or its representative, the Executive Director of the association.

II. Definitions

- A. **Logo(s).** This refers to any past, current or subsequent design developed by the association as its graphic representation for the association itself and/or for specific initiatives, such as, but not limited to Teen Read Week™ and Teen Tech Week™.

III. Guidelines

- A. The YALSA logos may be used as follows if prior written permission is sought and granted:
1. On sponsor, partner or vendor websites
 2. In sponsor, partner or vendor collateral, promotional flyers, brochures, etc.
 3. As part of advertising copy relating to the sponsorship or partnership
- B. Use only logo files you obtain from YALSA through the association's Communications Specialist. Do not recreate the logo.
- C. The logos may not be altered, modified, or obscured in any way. It must be used without disturbing or distorting its proportions or otherwise altering the impression it creates.
- D. Background colors or patterns should never show through the logos.
- E. Copies of all printed material incorporating the YALSA logos must be filed with the association.

IV. Improper Use of the YALSA Logo

- A. It is not permissible to insert any other words or phrases onto or into the logos.
- B. Organizations may not use the logos on merchandise intended for sale.

V. Expiration, Termination or Non-Renewal

At such time a sponsorship or partnership expires, is terminated or is not renewed, the organization must remove the YALSA logos from its website and all other materials. Continued use of the YALSA logos will be considered an infringement on the ALA/YALSA trademark.

Questions about YALSA's logos use policy may be directed to YALSA's Executive Director at 1.800.545.2433 x4390 or yalisa@ala.org.

(the above policy was adapted from ALA's logo use policy as well as from sample logo policies obtained from Association Forum)

Proposed Action: the YALSA Board adopt the logo use policy as written and instruct staff to include it in the YALSA Handbook.

Additional Information:

- ALA Logo use policy: www.ala.org/ala/aboutala/contactus/rights/logo-rules.cfm