



OWWL BRAND USAGE POLICY

The primary purpose of this policy is to define Pioneer Library System and OWWL Libraries in terms of branding; outline acceptable use of Pioneer Library System and OWWL Libraries branding/logos; and determine the procedure for request permission to use, change or alter Pioneer Library System or OWWL Libraries branding/logos.

For the purposes of this policy, the use of “Logo” and “Logos” refers to both the Pioneer Library System brand logos and the OWWL Libraries brand logos unless otherwise specified to be referring to either the Pioneer Library System brand logos or the OWWL Libraries brand logos.

Definitions

Pioneer Library System

Pioneer Library System is the supporting organization for the 42 public and association libraries serving Ontario, Wayne, Wyoming, and Livingston Counties.

Pioneer Library System brand logos are for use by the System Headquarters. Pioneer Library System brand logos include the oval navy and green/navy owl as well as branding that includes the text “Pioneer Library System.”

OWWL Libraries

OWWL Libraries is the collective 42 public and association libraries serving Ontario, Wayne, Wyoming, and Livingston Counties. OWWL Libraries is the forward-facing representation of the collective and the services provided through support of the Pioneer Library System.

OWWL Libraries brand logos are available for use in marketing or other publicity materials for the benefit of the 42 member libraries including programs, services, and community partnerships. These logos include the oval navy and green/navy owl as well as any branding that includes the text “OWWL” and “OWWL Libraries.”

Owwl2Go

Owwl2Go is the OverDrive collection shared by OWWL Libraries. Owwl2Go logos should be used to promote the OverDrive ebooks and audiobooks available in the OWWL Digital Library.

Usage Guidelines

The following guidelines apply to the use of logos on websites, social media, videos, promotional materials, print and e-newsletters, press releases, and other publications.

- Logos may be used to characterize appropriate relationships between Pioneer Library System, OWWL Libraries, or individual libraries and other organizations, associations, and community partners.
- Logos may only be used to beneficially further the mission and reputation of the Pioneer Library System, OWWL Libraries, or individual member libraries.
- Logos may be displayed only in situations that are true and appropriate to the Pioneer Library System, OWWL Libraries, or individual member libraries.
- 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 Pioneer 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.
- Vendors and for-profit entities may not use Logos to advertise their businesses or as promotional pieces without the written permission of the Executive Director of the Pioneer Library System.
- Logos are distinctive, designed pieces of graphic artwork and are therefore prohibited from being altered, modified, or combined in any way without the written permission of the Executive Director.
- Outdated Logos including images of library cards or any artwork predating November 2014 may not be used in conjunction with the Pioneer Library System or OWWL Libraries.

Request for Brand Usage & Approval

- If a member library, organization, vendor, community partnership, or other group wishes to use the Pioneer Library System brand logos, permission must be sought in writing to the Executive Director.
- If an organization, vendor, community partnership, or other group (excluding member libraries) wishes to use the OWWL Libraries or OWWL2Go brand logos, permission must be sought in writing to the Executive Director.
- Libraries may use OWWL Libraries and Owwl2Go logos without permission in marketing or other publicity materials for the benefit of OWWL Libraries.
- Libraries that wish to share the OWWL Libraries or Owwl2Go logos with an organization, vendor, community partnership, or other group wishes to use the OWWL Libraries brand logos, permission must be sought in writing to the Executive Director unless it is the OWWL Libraries logo that specifically names that sharing library.
- Written requests to use the logo 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.

Adopted: April 14, 2021