

Rules of Use

Through your affiliation or employment with a CSLP member library, and your use of the CSLP Summer Reading Manual, you agree to adhere to the Rules of Use which govern how CSLP's trademarks and copyrighted material (Intellectual Properties) in the Manual may be used.

Updates or revisions are posted to the CSLP website: www.csllpreads.org. For questions regarding this document or other copyright issues, please contact the CSLP National Office or the Rules of Use committee chair. Contact information can be found at: www.csllpreads.org.

Businesses interested in CSLP's trademarks and copyrighted material should contact the CSLP National Office. Contact information can be found at: www.csllpreads.org.



Collaborative Summer Library Program's acronym, CSLP and its logo (in color or black and white versions) are its most important assets. CSLP wants to share these assets with its members as well as U.S. military bases and Native American reservations so they can promote their library reading programs. Additionally, CSLP shares the logo with allies in support of member libraries and summer reading.

Permitted use by CSLP members

- Use on promotional materials for library reading programs.
- Use on members web pages, social media sites, professional media sites, and electronic discussion listservs.
- Use for programming activities.
- Use by certain third parties as defined below.

Restricted/Prohibited Uses

- No alteration other than changing the size of the approved name and logo is permitted. Members may use in color or black and white versions in the Proprietary Downloads section of the CSLP website.
- If a CSLP member contracts with a partner or sponsor (see below for definition), the partner or sponsor may only use the approved name and logo on promotional material to indicate an affiliation with CSLP, and for no other purpose.
- If a CSLP member contracts with a consultant (see below for definition), the consultant may not use "CSLP" or the logo to promote its relationship with CSLP or on any consultant materials. (see third parties)

Manual and Artwork

Every year CSLP creates a manual based on a new slogan and artwork which includes an early literacy program, children's program, a teen program, an adult program. One of the major benefits of membership is that only CSLP members and their partners may order the manual which includes the artwork. Each purchase of an online manual entitles the member to use it multiple times in one library building. No part of any manual can be downloaded or used in other library buildings, even within the same system.

Permitted uses by CSLP members

During the program year (Oct 1-Mar 31 of the following year-18 months):

- Use in programming activities.
- Train librarians in preparing for the summer program.
- Cooperate with other state agencies in offering summer library programs.
- Translate into any language or adapt into a format to serve persons with special needs.
- Display all activity pages from the manual on a member's website.
(Please note they must be removed by the end of the member's program)
In the event member's use any type of social media, credit must be given to CSLP. Attribution must be given as: "Image copyrighted by CSLP" or "Idea curated from CSLP manual."
- Use of the Slogan must include the TM symbol.
- The manual may be used by only one library building per purchase however it can be shared among staff or volunteers within that individual library building.

Restricted/Prohibited Uses:

- No copying or distributing the USB/DVD.
- No sharing or distributing the manual to non-CSLP members.
- No displaying or transmitting the manual or artwork online.
 - except for the limited exception of activity pages on member websites
 - except for social media with attribution

Slogans and Artwork

Slogans: Every year CSLP creates slogans used in the manual and on promotional material. Slogans are CSLP's trademarks, and may only be used as permitted below.

Artwork: CSLP contracts with a nationally recognized artist to create artwork to illustrate the slogans. CSLP is the owner or licensee of the copyright to the artwork. CSLP is pleased to offer its members use of this artwork, but restrictions apply.

Permitted uses by CSLP members

During the program year (Oct 1-Mar 31 of the following year-18 months):

- Use, copy, distribute and display the slogans and artwork on promotional materials for summer library programs.
- Use for programming activities.
- Use, copy, distribute, display and transmit the slogans and artwork on members' websites, social media sites, professional media sites.
- Use only the copyright embedded images (whenever possible) for posting online, when not possible use picture protection script available under the proprietary downloads on the CSLP website in order to protect artwork. If unable to use the picture protection script, you must include the following wording with the image. *Images are copyrighted. Contact CSLP at contact@cslpreads.org for more information.*
- Use, copy and distribute the slogan wording on non-paper products (without artwork) but only if the member uses a font other than the font on the artwork.

After the program year

- Continue to use for internal library purposes, but not promote publicly.
- Members must request use of CSLP owned art to be used digitally, printed on paper and non-paper items. Costs will be determined by the purpose of the item.
- Non-members can request use of CSLP owned art, costs will be determined based on purpose of item and amount printed. Fair use permission will be given, if requested.

Restricted/Prohibited Uses

- No use, copying, display or transmitting of slogans or artwork separate from members' promotional or programming use of CSLP summer reading or library programs.
- No alteration other than changing the size of the artwork is permitted. Members may use color or black and white versions as available on the media DVD/USB or in the proprietary downloads section of the CSLP website.
- No use or copying of items similar to products offered for sale by CSLP exclusive vendor.

Products offered by Exclusive Vendor

CSLP contracts with a vendor to be the distributor of a range of products bearing the CSLP's name, logo, and slogans. In exchange, CSLP receives a licensing fee on vendor sales, which are used to support CSLP's mission.

Permitted uses by CSLP members

- Members may customize products purchased from exclusive vendor with member's name and the names of partners and sponsors.
- Members may resell products purchased from the exclusive vendor, solely for the purpose of supporting the charitable or educational purpose of the CSLP member.

Restricted/Prohibited Uses

- CSLP members may not contract with third parties to produce items that are similar in function to products offered by exclusive vendor, unless exclusive vendor and CSLP agree. (See custom items for more detail.)

Custom items

Exclusive vendor has the right of first refusal for all paper and non-paper custom orders that use CSLP art. Intent to custom order paper products with CSLP art must be communicated to exclusive vendor in reasonable manner.

- Custom paper orders refused by exclusive vendor may be printed in house by the CSLP member or by a local printer.
- Members must request a copyright release to use CSLP art for a custom non-paper order refused by the exclusive vendor for a product not available in the CSLP catalog.
- Customized product proposal can be found at: www.csllpreads.org.
- Paper promotional items specific to your organization can be printed in house or by a local printer regardless of size/shape/format. ALL other customized items must be sent to exclusive vendor for right of first refusal. (e.g. flyers)

Third Parties (partners, sponsors, consultants, performers, schools)

Third Parties are individuals, organizations or businesses that desire to support the mission of CSLP and the charitable and educational activities of CSLP member libraries for public, not commercial purposes.

- Partners are defined as non-profit organizations or government entities.
- Sponsors are defined as individuals or organizations in the business community.
- Consultants are defined as an individual or organization hired by a CSLP member to perform a service related to CSLP programs, typically but not limited to in-service trainings.
- Performers are defined as individuals or groups that entertain audiences.
- Schools are defined as organizations that educate.

Third Parties may not:

- Do anything that reflects negatively on CSLP and its members.
- Use any form of CSLP logo, slogans or artwork without written permission from CSLP or CSLP member library.
- Sell or manufacture as their singular business the following products and services: alcohol products, illegal drugs or drug paraphernalia, weapons, tobacco products, or any other business that would be inconsistent with CSLP's mission.
- Consultants, specifically, may not use CSLP publications in any form other than for the training contracted by CSLP member, may not post content other than on CSLP member's website or CSLP member's social media outlets.
- Performers, specifically, may not use CSLP images and slogans in any way other than to promote their performance to member libraries.

Third Parties may:

- Display the CSLP logo or approved logo on promotional material to indicate that it supports CSLP member library programs.
- Display the approved program artwork on printed promotional material to indicate that it supports CSLP member library programs.
- Display the copyright protected artwork and slogans on third party's websites to indicate that it supports CSLP member library programs.

- Performers, specifically, must contact CSLP State Representative for permission to use slogans and approved artwork found on CSLP website to facilitate this for each individual state. Any local performers requesting permission to use the slogan can be given the approved logo if the performer has a local or regional focus and provides a service that benefits libraries. The approved logos have the copyright statement attached.
- Schools and other nonprofit providers may purchase CSLP products including the manual from the CSLP website and exclusive vendor. Member libraries must communicate with the CSLP national office to request website login for school access.

CSLP makes available a partnership agreement (for your use, but not required) for use when working with Third Parties. This form should be used to inform the partner, sponsor, consultant, school of the CSLP Rules of Use and their agreement to abide by the Rules of Use.

Proprietary Information

Members may not share CSLP proprietary information including RFP's, RFQ's, contracts, annual program planning information, and the CSLP registered users list with any CSLP non-member.

Frequently Asked Questions

- 1. As long as I do not use CSLP Artwork, am I allowed to have items made by a vendor, other than CSLP exclusive vendor, with the words of the summer reading program slogan on it?**
 - Yes, as long as the words of the slogan appear in a font different than the font used by CSLP.
- 2. May I create a custom reading certificate, reading record or bookmark and not use the ones in the manual or from the exclusive vendor?**
 - Yes, but you may not use CSLP artwork. If you desire to create and print an item similar in function with products offered by the exclusive vendor you must submit a custom product proposal.
- 3. Is it OK to edit/alter the CSLP artwork-such as changing colors or adding color to the line art or photo shopping a piece of art to remove part of it or add a new element to it?**
 - No, it is not acceptable to alter (other than increasing or decreasing the size) the CSLP theme art. You may not manipulate the CSLP artwork in any manner that changes its original appearance.
 - Yes, you can colorize the clipart.
- 4. I am a school librarian. I want to use the CSLP program manuals at my school and order items from the CSLP website. How do I gain access?**
 - Only public libraries, as defined by the CSLP bylaws are eligible for full and unrestricted membership in CSLP. CSLP members can work with third parties to promote and support their library programs. A

partnership is needed between a public library and a school or non-profit provider to allow access to CSLP materials. A partnership between a public library and school or nonprofit is subject to the guidelines of the CSLP rules of use. Member libraries must communicate with the CSLP national office to request website login for schools or nonprofits in order to gain access.

5. May we use an image from the DVD/USB on a cake, quilt or other one-of-a-kind item?

- Yes, creating original, unique one-of-a-kind items with the CSLP artwork is acceptable if you submit a customized product proposal to receive a copyright release.
- Members may resell these unique one-of-a-kind items created with CSLP artwork solely for the purpose of supporting the charitable or educational purpose of the CSLP member (e.g. quilt raffle).

6. Is it OK to put CSLP artwork on a shirt we did not purchase from CSLP's exclusive vendor?

- No, A variety of shirts with CSLP artwork on them are available from CSLP's exclusive vendor. If you want to create your own shirts, you cannot use CSLP artwork.
- If a customized shirt is needed a customized product proposal must be submitted for exclusive vendor right of first refusal.

7. Is it possible to have the t-shirts we purchased from CSLP's exclusive vendor customized locally?

- Yes, you can purchase your shirts from CSLP's exclusive vendor and have them customized locally with the logos of your program sponsors, your library's imprint, names of staff, etc.

8. Do CSLP members have permission to use CSLP themed images in our library publications beyond the current year?

- Yes, CSLP members may use manuals and artwork after the program year for internal library purposes that are created in house.
- Members must request use of CSLP owned art to be used digitally, printed on paper and non-paper items. Costs will be determined by the purpose of the item.
- Non-members can request use of CSLP owned art, costs will be determined based on purpose of item and amount printed. Fair use permission will be given if requested.

9. When reading programs are completed, are CSLP members allowed to give away their old manuals and artwork? What about extra materials purchased from the exclusive vendor?

- CSLP members are not allowed to give away or sell new or used manuals or artwork to a person or organization that is not a CSLP member.
- CSLP members can give away items purchased from the exclusive vendor if they do not wish to keep them for their own internal use.

Still have questions? Contact CSLP National Office.

Contact information can be found at: www.cslpreads.org.