



Request to Use CRPD Copyrighted Materials Guidelines and Process

Thank you for your interest in using CRPD image and logo material. Please read and fill out the information found on page 3 of this packet.

Logos

When using logos, taglines and names, please follow guidelines as outlined in our online styleguide: www.crpdp.com. For additional information, please reach out to our Marketing and Communication Specialist at 916-842-3300 or by email communications@crpd.com.

Reprints

To reprint content from our website, publications or materials, please complete this application.

IMAGE/VIDEO/LOGO MATERIAL USE

CRPD owned images may be used for personal/study or media use with prior permission. Requests for images must be made at least two weeks in advance of the usage date.

Image requests are handled on a case-by-case basis and for single use only. Any subsequent use or usage change must be made in writing to CRPD. Images may not be reproduced, published, sold, or distributed in any manner, unless otherwise approved.

Please note: Images are not sold or transferred to the requesting party and they remain the property of CRPD. Permission for usage is nonexclusive. Any and all usage of images must be credited to CRPD. Permission for usage is limited to the applicant and is nontransferable. Permission is granted only for the expressed purpose described in the request. Requestor must sign and agree to by all terms, conditions, and provisions of the usage agreement.

APPROPRIATE USE OF CRPD LOGO

Proper placement and treatment of the logo is of utmost importance. When placing the logo into a document it is important to maintain the correct proportions. Logo size can be proportionately adjusted to fill a space, but stretching or pulling the logo out of proportion is a distortion of the dimensions and weakens the brand perception of the District. Please contact the Communications Department for assistance if there is any question about the correct way to proceed.

LOGO USAGE

Color

Suggested usage for this version includes any process by which color and quality can be reproduced for offset and digital printing. Do not change the logo any other color. The color logo should not be reproduced in black because the colors will translate into shades of gray.

Black & Reverse/White

Suggested usage for the black logo includes newsletters, newspaper ads, coffee mugs, pens or other applications where color reproduction is difficult or not an option—anything that may eventually be photocopied.

The reverse logo should be used on dark backgrounds to create contrast.

Size

The logo should not be shrunk below three-eighths of an inch in height. If you have a situation in which the logo needs to be smaller than stated, please contact the CRPD Communications department at 916-842-3300.

Inappropriate Usage of the Logo

There are several ways the logo should not be used:

- Do not stretch or compress the logo.
- Do not change the logo to any other solid color.
- Do not alter the logo by removing any element.
- Do not use a color logo on a colored background. The color logo should only appear on white. This includes apparel.

APPROVED VARIATIONS OF CRPD LOGO

CRPD COLOR LOGO



CRPD STACKED LOGO FOR SOCIAL MEDIA USE



CRPD SINGLE COLOR/BLACK LOGO





Application to Use CRPD Images and/or Logo Materials

Request Date: ____/____/____

REQUESTOR INFORMATION

Individual Corporate Media Outlet Other: _____

Company Name: _____

Primary Contact Name: _____

Address: _____

Phone: _____ Email: _____

CRPD MEDIA REQUESTED

VIDEO PHOTOGRAPH LOGO OTHER: _____

Intended Use: _____

Date(s) of Use: _____

Where will CRPD material be used?

Publication YouTube Website Other: _____

(name of publication, YouTube channel, website or other)

I acknowledge I have read the information included in the Request for Use of CRPD Materials Packet and fully understand its contents. I also acknowledge that all information included in my request is correct to the best of my knowledge.

Signature of requestor

Date

SUBMITTING YOUR REQUEST

- 1) Complete this application.
- 2) Mail or drop off completed application to
Cordova Recreation and Park District
2729 Prospect Park Drive, Suite 230
Rancho Cordova, CA 95670
Attn: Communications Department
Or Email completed application to communications@crpd.com
- 3) A staff member will follow up with questions. Please allow up to 10 business days for processing of your application.

CRPD Communications Staff Use Only	
<input type="checkbox"/> Received: ____/____/____	Initials: ____
<input type="checkbox"/> Approved: ____/____/____	Initials: ____
<input type="checkbox"/> Content Emailed: ____/____/____	
Initials: ____	