



## Request to Use CRPD Copyrighted Materials Guidelines & Process

Thank you for your interest in using Cordova Recreation & Park District (CRPD) image and logo material. Please read and fill out the application included in this packet.

**Logos:** When using logos, taglines and names, please follow guidelines as outlined below.

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

**District Contact: Communications & Marketing Analyst | 916-842-3318 | [communications@cordovarpd.gov](mailto:communications@cordovarpd.gov)**

### 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. The Permit Holder must acknowledge that the primary purpose of a park/building is to serve the public. If permission is granted to temporarily exclude the public from certain areas for production purposes, the Permit Holder must use the utmost courtesy in doing so. A notice including the company's phone number, along with the time and duration of the closure, must be posted at the site at least 48 hours in advance.

### 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 CRPD. Please contact the Communications Department for assistance if there is any question about the correct way to proceed.

- **Color Logo Usage:** 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:**
  - 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.

#### CRPD BLACK LOGO



#### CRPD COLOR LOGO



#### SUBMITTING A REQUEST

1. Complete the application included in this packet.
2. **Mail or drop off** completed application to: Cordova Recreation & Park District, ATTN: Communications Department, 11070 White Rock Road, Suite 130, Rancho Cordova, CA 95670
3. **Or Email** completed application to [communications@cordovarpd.gov](mailto:communications@cordovarpd.gov).
4. A CRPD staff member will follow up with questions or the issuance of your permit. Please allow up to 10 business days for processing of your application.



## Application to Use CRPD Copyrighted Materials

Submit the completed application to [communications@cordovarpd.gov](mailto:communications@cordovarpd.gov).

**Request Date** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

### Requestor Information

Individual     Corporate     Media Outlet     Other: \_\_\_\_\_

Company Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### CRPD Media Requested

Video     Photograph     Logo     Other: \_\_\_\_\_

Intended Use: \_\_\_\_\_

\_\_\_\_\_

Date(s) of Use: \_\_\_\_\_

Where will the final product be used?

Publication     YouTube     Website     Social Media     Other: \_\_\_\_\_

Name of Publication, YouTube Channel, Handle and/or Website: \_\_\_\_\_

**I acknowledge I have read the information included in the Request for Use of CRPD Copyrighted 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: \_\_\_\_\_

### CRPD STAFF ONLY

Received: \_\_\_\_/\_\_\_\_/\_\_\_\_ Initials: \_\_\_\_\_

Approved: \_\_\_\_/\_\_\_\_/\_\_\_\_ Initials: \_\_\_\_\_

Content Emailed: \_\_\_\_/\_\_\_\_/\_\_\_\_ Initials: \_\_\_\_\_