

CSLP MANUAL AND ARTWORK: RULES OF USE

FREQUENTLY ASKED QUESTIONS

October, 2011 (from www.cslpreads.org)

1. As long as I do not use CSLP Artwork, am I allowed to have items made by a vendor, other than CSLP's exclusive vendor, with the words of the summer reading program's Slogans on it?

Yes, as long as the words of the Slogans appear in a font different from the font used by CSLP.

2. May I create a custom reading certificate or reading record and not use the ones in the Manual?

Yes. If you are creating less than 10,000 certificates or reading records, printed at your library or by a local printer, and only using the Approved Name, Logo, Slogans or Artwork, you do not need CSLP's permission. You cannot, however, purchase one set of reading records from the catalog and photocopy them in-house or through a local printer.

3. Is the art created in-house (the clip art & black/white line drawings) by our exclusive vendor subject to the same rules of use as the art that is created for CSLP for the posters, bookmarks, bags, t-shirts, etc.?

Yes. All CSLP art/graphics-pieces created by the nationally-known artists hired by our exclusive vendor and pieces created in-house by our exclusive vendor's artists must be used in compliance with the CSLP Rules of Use.

4. Can school librarians or Vista volunteers use the CSLP program manuals at the school and order items from the CSLP catalog/order form for the school?

Only public libraries, as defined by the Federal State Cooperative System, are eligible for full and unrestricted membership in CSLP. Therefore, the CSLP materials (manuals and order forms) are only available to CSLP public library members. In the few areas of CSLP member states where there is no public library offering a summer reading program, a CSLP State Representative is allowed to work with a school library that is willing to offer a summer reading program so that the children of that area who would not otherwise have access to a summer reading program can participate. If a CSLP public library member would find it advantageous to initiate a partnership with a local school to help promote the summer reading program at the public library, they are allowed to do so. A partnership between a public library and local school must be initiated by the public library CSLP member and is subject to the guidelines of the CSLP Rules of Use.

5. May we use an image from the CD/DVD on a cake for the finale of our summer reading program? A local bakery would produce the cake. It would be a delightful way to end our summer program.

Creating original, unique one-of-a-kind items, such as a cake or quilt (and not an item similar to an item offered by CSLP's exclusive Vendor) are acceptable uses of CSLP images. Simply submit a Customized Product Proposal, found on cslpreads.org.

6. Is it OK to edit/alter the CSLP artwork-such as changing the colors or adding color to the line art or photo shopping a piece of art to remove part of it or to add a new element to it?
No, it is not acceptable to alter (other than increasing or decreasing the size) the CSLP artwork. The Rules of Use say you may not “Alter/manipulate CSLP artwork in any manner that changes its original appearance.”

7. Is it OK to put CSLP Artworks on t-shirts we did not purchase from CSLP's exclusive vendor?

No. T-shirts with CSLP Artwork on them are available from CSLP's exclusive vendor. If you want to create your own t-shirts, you cannot use CSLP Artwork.

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

Yes, you can purchase your t-shirts from CSLP's exclusive vendor and have them customized locally with the logos of your program's sponsors, your library's imprint, names of staff, etc.

9. Can our library use the products in the catalog or create our own products with the CSLP artwork to fundraise for the library?

CSLP members may resell Products purchased from the Exclusive Vendor as well original, one-of-a-kind items (not offered in the catalog) created with CSLP artwork solely for the purpose of supporting the charitable or educational purpose of the CSLP Member.

10. How long can I use the current program manual and artwork?

Manuals can be used during the Program Year, which is October 1 – March 31 of the following year (18 months). *Artwork* can be used from October 1 – September 30. You may continue to use the manual for internal library purposes after the program year, but not promote publicly.

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

CSLP members may use the Manuals/CD/DVD after the Program Year for internal library purposes such as bookmarks, flyers, bulletin boards, etc. that are created in-house.

12. When reading programs are completed, are CSLP members allowed to give away their old Manuals and CD/DVDs, banners, posters, mobiles, etc. that they longer want or need?

CSLP members are not allowed to give away or sell new or used Manuals and CD/DVDs to a person or organization that is not a CSLP member. When a reading program is completed, CSLP members may give away items such as banners, posters, mobiles, bookmarks, etc. if they do not wish to keep them for their own internal use.

For complete Rules of Use, see www.cslpreads.org / “About CSLP” / “Rules of Use”

STILL HAVE QUESTIONS? Contact the Chair of the Copyright/Rules of Use Committee
<http://www.cslpreads.org/committees.html>