

CSLP MANUAL AND ARTWORK: RULES OF USE

FREQUENTLY ASKED QUESTIONS

October, 2012 (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, as well as pieces created 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.

****New for Program year 2013:** CSLP members who partner with local schools and non-profit organizations may print a PDF order page from the cslpreads.org website to share with the school or non-profit organization so that the school or non-profit organization may order from a *selection* of CSLP's promotional items. The items on the PDF order page are the only items available for purchase/use by local schools or non-profit organizations with whom the CSLP member library has formed a partnership.

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, 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 the CSLP artwork, other than increasing or decreasing the size. 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 Artwork 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.

13. Who is my CSLP State Representative?

The current State Representative for Idaho is Staci Shaw. For questions about Rules of Use, Membership, program materials, etc., contact: staci.shaw@libraries.idaho.gov
1-800 458-3271 or 334-2150.

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

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