



ADMINISTRATIVE POLICY

SECTION: Library		POLICY: LIB-8	
TITLE: Tillamook County Library Name, Image, and Likeness		ORDER #: 23-019	
DEPT: Library			
ADOPTED: 12/14/2022	REVIEWED: TBD	REVISED: TBD	

1. PURPOSE/OBJECTIVE:

1.1 This policy protects against the misuse of the library's name, image, and likeness.

2. APPLICABILITY:

2.1 This policy applies to all members of the public regarding use of Tillamook County's name, image, and likeness.

3. VIOLATIONS:

3.1 Anyone violating this policy may be subject to legal action.

4. POLICY:

4.1 Written permission for use of Tillamook County Library's name, image, or likeness by any other entity, business, or organization is required except where allowed in this policy. Prohibited or restricted uses include, but are not limited to, the following:

- Implication of endorsement by the organization or its activities.
- Commercial uses (placement of the logo on product packaging or use of the logo to endorse selling a product).
- For purposes other than acknowledging membership or participation in library activities; and
- Modification of the Tillamook County Library logo.

4.2 The Tillamook County Library Board, Tillamook County Library Foundation, South County Library Club, North Tillamook Library Friends of the Library, Rockaway Beach Friends of the Library and the Cities of Bay City or Garibaldi may use the logo, as appropriate, to promote their events and/or describe their activities. Third parties may use the logos for promotional purposes only with advance approval and specifications for use from the Library Director or designee.