



Bloomfield Public Library
9 Church Street
Bloomfield, NY 14469
www.bloomfieldpubliclibrary.org

Brand Usage and Branded Materials Policy

Adopted: 12/15/2025

Purpose

This policy guides the authorized use of Bloomfield Public Library branding. It ensures consistent representation of the library across all platforms, merchandise, and apparel.

Authority Over Library Branding

Bloomfield Public Library owns all rights to its name, logos, taglines, and any associated branding materials.

Any use of the library's branding requires prior written approval from the Library Director or an authorized designee.

Individuals may not independently create, alter, or reproduce Bloomfield Public Library branding in any form.

Unauthorized use may result in revocation of privileges to use branded items and other corrective action as appropriate.

Use of Branding on Merchandise

Only Bloomfield Public Library may produce merchandise that displays Bloomfield Public Library branding.

This includes clothing, promotional items, printed goods, digital assets, and any physical or electronic materials that incorporate the library's name or logo.

Individuals, external groups, partner organizations, and vendors may not print or distribute merchandise with Bloomfield Public Library branding unless the library explicitly authorizes it.

Partner Logos and External Branding

This policy applies only to Bloomfield Public Library branding.

The library does not have the authority to grant permission for the use of partner or affiliate logos.

Use of the OWWL Library System logo, library card logo, and OWWL logo is governed exclusively by the OWWL Library System Branding, Logos, and Assets Usage Policy.

Bloomfield Public Library cannot grant permission to use OWWL branding under any circumstances.

Branded Clothing Provided by the Library

Bloomfield Public Library may issue branded clothing to staff, trustees, or volunteers for use while representing the library.

Recipients are expected to use these items responsibly and only in ways that support the library's mission and public image.

Clothing must follow these expectations:

- Items may not be altered in a way that changes the logo, removes the logo, or modifies the intended representation of the library.
- Clothing should be worn in professional or library-appropriate contexts.
- Clothing may not be worn when engaging in activities that could reflect negatively on the library.

Return requirements:

- Branded clothing provided by the library remains property of Bloomfield Public Library.
- Items are not considered gifts and maintain no cash value.
- The library may reissue or repurpose returned items as appropriate.
- Branded items purchased by the individual may be kept by the individual at the end of their employment.
- If at separation the employee no longer wants library issued items they may be returned.

Oversight

The Library Director is responsible for managing and approving the use of Bloomfield Public Library branding.

The Director may update and distribute branding guidelines, ensure consistency with system-level guidance, and make final decisions on questions of brand use.