



## Policy / Agreement for the Use of Parks Make Life Better!® Logo

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The Parks Make Life Better!® [PMLB] is a service mark and is the property of the California Park & Recreation Society (CPRS). CPRS grants use of the Parks Make Life Better!® logo to individual and agency members (colleges and universities, therapeutic recreation facilities and hospitals, nonprofit organizations, and companies) upon return of this Policy / Agreement signed by a CPRS member. This agreement is in effect as long as the logo is used per this agreement and the agency or individual maintains CPRS membership.

The PMLB logo is intended to develop greater awareness of the importance of parks and recreation with the general public, further the visibility of parks and recreation with the general public, and build positive brand awareness of parks and recreation in California. The slogan and logo are built on the profession's promise:

*Parks and recreation makes lives and communities better now and in the future by providing access to the serenity and inspiration of nature; outdoor space to play and exercise; facilities for self-directed and organized recreation; positive alternatives for youth which help lower crime and mischief and activities that facilitate social connections, human development, therapy, the arts and lifelong learning.*

For sustaining (company) members, the PMLB logo may not be used in any manner to imply that the company is an agent of CPRS or that CPRS in any way warrants, approves, or endorses any product or service provided by the company member.

The PMLB logo can be used on individual, agency, college/university, hospital, company business cards, letterhead, promotional displays, materials or products, clothing, signs, banners, or vehicles. Any other use of the PMLB logo not specifically enumerated must be approved in advance by CPRS. *The logo may not be used with alcohol or tobacco products.*

Consistent use of the logo and its color application is a major factor in brand recognition. The logotype is the single most identifiable element of a brand. The PMLB logo should not be altered or modified. It must be printed in 4 color (PMS 369, 166, 2726, and 2995) or, if necessary, a one-color application is permitted. For one color application, it is recommended the PMLB logo is placed against a white or black background. The PMLB logo should not be placed inside a box, circle, rectangle, or other shape.

The trademark symbol ® must be displayed as superscript font each time the PMLB logo is used.

**Parks Make Life Better!® is a branding campaign created by the  
California Park & Recreation Society  
Visit [www.cprs.org](http://www.cprs.org)**

Return This Form to CPRS  
ATTN: John Glaeser, Director of Communications



### Agreement for Use of the Parks Make Life Better!® Logo

PLEASE PRINT CLEARLY:

Member Name: \_\_\_\_\_

Agency<sup>1</sup> Name: \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

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

- I have the authority to approve use of the Parks Make Life Better!®**
- I have read the Policy / Agreement for Use of the Parks Make Life Better!® logo and agree to abide by this policy.**

Both boxes must be checked in order to receive the logo graphics and style guide.

Upon return of this form, the representative will receive an email containing the logo file and the Parks Make Life Better!® Style Guide.

RETURN THIS FORM TO:

John Glaeser, Director of Communications  
California Park & Recreation Society  
7971 Freeport Blvd., Sacramento, CA 95832  
916.665.9149 (fax) 916.665.2777 (phone) [john@cprs.org](mailto:john@cprs.org) (email)

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<sup>1</sup> Agency means Cities, Counties, Special Districts, Therapeutic Recreation Facilities & Hospitals, Colleges and Universities, or Nonprofit Organization.