



Logos | Content, Instructions, and Materials

Content

The following Logos are available for your use in creating materials related to Arts in California Parks:

- Arts in California Parks logo
- California State parks logo
- Partner logos

Instructions on Using Materials

These logos are provided to assist you in creating customized materials related to Arts in California Parks. The table below includes a description of each item and information on how and when to use each.

Custom Materials Guidelines

All customized materials:

- Must include:
 - Arts in California Parks Program logo

- Social media posts must mention Program partners in captions and text.
 - “...Arts in California Parks Program, a California State Parks program created in partnership with California Arts Council and Parks California...” or something similar.
- Must be submitted to Program staff for approval before being released to the public.
 - Email files to mduenas@placeworks.com at least two weeks before your Project Launch to allow for feedback and revisions.

Item	Description	Work Needed for Use	When to Use	File Name
Arts in California Parks logos	Several versions of the Arts in California Parks logo	• For use on all custom materials	Ongoing	Several options within “Arts in California Parks” folder
California State Parks logo	Several sizes of California State Parks logo	• For use on all custom materials	Ongoing	Several options within “California State Parks” folder
California Arts Council logo	Partner logo	• For use on all custom materials	Ongoing	Within “Partners” folder: CAC-transp.png
Parks California logo	Partner logo	• For use on all custom materials	Ongoing	Within “Partners” folder: ParksCA-transp.png

Custom Materials

Should staff prefer to create custom materials to promote the General Survey, , please see below for guidelines on customized materials:

- Must include:
 - Arts in California Parks Program logo
- Social media posts must mention Program partners in captions and text.
 - “...Arts in California Parks Program, a California State Parks program created in partnership with California Arts Council and Parks California...” or something similar.
- Must be submitted to Program staff for approval before being released to the public.
 - Email files to mduenas@placeworks.com at least two weeks before your Project Launch to allow for feedback and revisions.