



City of Los Altos Parks & Recreation Contractor Marketing Guidelines

We highly encourage all contractors to help promote their camps and classes. All marketing materials created by contractors must follow the guidelines listed below and be reviewed and approved prior to distribution. Please send final marketing materials to the department liaison for approval.

Marketing Material Guidelines

All materials must be professional in nature and produced on a computer (“cut and paste” style production is not acceptable).

Size Requirements

Printed Materials

- 8.5” x 11”
- 4.75” x 11”
- 5.5” x 8.5”

Virtual Materials

- 1080 x 1080px
- 1080 x 1350px

Graphics/Photos

All photos/graphics must be current, not dated. Contractors must have legal rights to all photos used.

Program Information

The following information must be listed on all marketing materials:

- Program Name
- Program Date/Time/Location

Department Information

At the bottom of all marketing materials, please include the following in minimum 10pt font:

- “Presented by the City of Los Altos Parks & Recreation Department | (650) 947-2790 | LosAltosRecreation.org”

The City of Los Altos official seal and Parks Make Life Better logo must be included on all marketing materials. Please reach out to your department liaison for these files.

For additional marketing resources, please refer to the Contractor Handbook. Please contact the department liaison with any questions/comments.

Department Liaison

Katy Brecher - Recreation Coordinator

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