

RESOLUTION NO. __

**RESOLUTION OF THE BOARD OF SUPERVISORS OF THE
COUNTY OF VENTURA AMENDING GUIDELINES FOR USE OF
COUNTY SEAL AND ADDRESSING USE OF COUNTY LOGO**

WHEREAS, on May 24, 2022, pursuant to Government Code section 25004, the Board of Supervisors designated the current, official County seal that is attached hereto as Exhibit 1;

WHEREAS, also on May 24, 2022, the Board of Supervisors adopted Resolution No. 22-065 approving guidelines for permissible and prohibited uses of the County seal;

WHEREAS, the County has also developed and is using a custom-created County logo that is attached as Exhibit 2 to serve as the primary identity mark for the County; and

WHEREAS, the Board of Supervisors has determined that it is necessary to establish amended guidelines to comprehensively address the permissible and prohibited uses of the County seal as well as the County logo, including by delineating the authorized official uses of the County seal and the County logo by the Board of Supervisors and County officers, departments, and agencies.

NOW THEREFORE, BE IT RESOLVED, by the Board of Supervisors of the County of Ventura that the following guidelines and prohibitions shall apply regarding the use or display of the County seal and County logo.

GENERAL GUIDELINES

1. The use of the County seal and County logo shall only be for purposes directly related to the official business of the County of Ventura, its Board of Supervisors, officers, agencies, or departments, and for those matters expressly approved by the County in accordance with the guidelines in this resolution.
2. The County seal and County logo may only be used on documents, items, and materials in any form including digital media (collectively, "Record") if the Record is produced by or for the County of Ventura for an official County government purpose.
3. The County seal and County logo shall not be used for any purpose on any Record by quasi-governmental, private, commercial, or civic organizations, or any other organization, profit or non-profit, except as expressly approved by the County in accordance with the guidelines in this resolution.
4. The County seal and County logo shall not be used on any item that will be offered for sale, or as a gratuity, unless offered for sale, or as a gratuity to County employees by the County itself. Using the County seal or County logo for promotional or marketing materials or items to be sold by a non-County agency, department, or entity is prohibited.
5. The County seal and County logo shall not be used for the endorsement or disapproval of religion or for religious purposes, or for campaign purposes or events that influence or attempt to influence the action of the voters for or against the nomination or election of a candidate or candidates, or the qualification or passage of any measure.

6. Except for uses of the County seal and County logo for purposes directly related to the official business of the County of Ventura, no person, business, organization, or entity shall use the County seal or County logo, or be allowed to use any reproduction or facsimile of the County seal or County logo, including but not limited to any design so closely resembling the County seal or County logo as to be apt to deceive or imitate, without first having obtained the permission of the County therefor.
7. Exceptions to these guidelines and prohibitions may be granted on a case-by-case basis by the County Executive Office and shall be evidenced in writing.
8. These general guidelines are subject to the more detailed use provisions regarding the County seal and County logo as stated below.

USE OF COUNTY SEAL

9. The County seal may only be used in formal, ceremonial, and official contexts that relate specifically to the Board of Supervisors including but not limited to on: official Board of Supervisors letterhead, stationary, e-mail, and other correspondence; official Board of Supervisors websites and other digital media; official Supervisorial District websites and other digital media; agreements approved by the Board of Supervisors; official Board of Supervisors business cards; presentations to and from the Board of Supervisors; official Board of Supervisors news releases, notices, advisories, orders, and mandates; ordinances and resolutions approved by the Board of Supervisors; and proclamations, awards, and other recognition documents presented by the Board of Supervisors.
10. Except for uses of the County seal that are specifically authorized by this policy, County elected officials other than the Board of Supervisors and County officers, employees, departments, and agencies may only use the County seal if a specific use is requested and approved by the County Executive Office.
11. The County seal may be displayed on an official County flag.
12. The County seal may be permanently affixed to an item of clothing, with prior approval from the County Executive Office, when such item constitutes a part of an official or authorized County uniform or part thereof.
13. The County seal may be affixed to articles of clothing that are not uniforms or to items such as mugs or drinking cups that are offered for sale to County employees by the County itself or given to County employees by the Board of Supervisors.
14. The County seal may be displayed on signs when such signs identify official County governmental projects, buildings, facilities, roads, and signs indicating entrance to a facility that is owned or maintained by the County of Ventura.
15. The County seal may be displayed as a wall hanging in governmental offices and in other offices of duly elected County officials.

USE OF COUNTY LOGO

16. The County logo may be used by County elected officials, officers, departments, and agencies for official business of the County of Ventura not directly related to the Board of Supervisors including but not limited to on: letterhead, business cards, stationary, e-mail, and other correspondence; websites, blogs, social media, and newsletters; news releases, notices, and advisories; advisements related to a specific County department, agency, service, or program; staff presentations not specifically related to the Board of Supervisors; awards and recognitions presented by County departments and agencies; and annual reports.
17. The County logo may be affixed to County vehicles, trash and recycling receptacles, and other items that are owned or maintained by the County.
18. The County logo may be permanently affixed to an item of clothing, with prior approval from the County Executive Office, when such item constitutes a part of an official or authorized County uniform or part thereof.
19. The County logo may be affixed to articles of clothing that are not uniforms or to items such as mugs or drinking cups that are offered for sale to County employees by the County itself or given to County employees by County departments or agencies.

BE IT FURTHER RESOLVED, by the Board of Supervisors, that the County Executive Office is hereby directed to incorporate the guidelines and prohibitions set forth in this resolution into the County's Administrative Policy Manual. Such policy if consistent with this resolution shall not need to come back to the Board of Supervisors for initial approval. Any future amendments related thereto shall be presented to the Board of Supervisors for consideration and approval.

BE IT FURTHER RESOLVED, by the Board of Supervisors, that this resolution supersedes Resolution 22-065 adopted by the Board of Supervisors on May 24, 2022, in which the Board of Supervisors approved guidelines for use of the County seal. All guidelines and prohibitions set forth in this resolution shall apply regarding the use or display of the County seal and the County logo.

Upon motion of Supervisor _____, seconded by Supervisor _____, and duly carried, the Board hereby adopts the foregoing resolution this 24th day of September, 2024.

Kelly Long, Chair
Board of Supervisors
County of Ventura

ATTEST:

Dr. Sevet Johnson
Clerk of the Board of Supervisors
County of Ventura, State of California

By: _____
Clerk of the Board

EXHIBIT 1

COUNTY SEAL



EXHIBIT 2

COUNTY LOGO



COUNTY *of* **VENTURA**



COUNTY *of* **VENTURA**



COUNTY *of*
VENTURA