



COUNTY of VENTURA

COUNTY EXECUTIVE OFFICE
SEVET JOHNSON, PsyD
County Executive Officer

Mike Pettit
Assistant County Executive Officer

Scott Powers
County Chief Financial Officer

Danielle Keys
County Human Resources Director
Labor Relations

September 24, 2024

Board of Supervisors
County of Ventura
800 S. Victoria Avenue
Ventura, CA 93009

SUBJECT: Adoption of Resolution Amending Guidelines for Use of County Seal and Addressing Use of the County Logo

RECOMMENDATION:

Adopt the attached resolution amending the guidelines for use of the County seal and addressing use of the County logo.

FISCAL/MANDATES IMPACTS:

None.

STRATEGIC PLAN:

This recommendation is consistent with the Board of Supervisors' strategic plan priority for Fiscal Responsibility and Economic Vitality and a Diverse and Innovative Workforce Dedicated to Service Excellence. This policy update promotes the establishment of a singular policy that will ensure consistent use of a logo mark across agencies, resulting in elimination of interchangeable brand marks and confusion by the public. As well, it will ensure efficient use of public funds by eliminating the possibility of unnecessary re-branding efforts.

DISCUSSION:

On May 24, 2022, the Board of Supervisors selected a new County seal pursuant to Government Code section 25004 and adopted Resolution 22-065 (Exhibit 1) establishing guidelines for the permissible and prohibited uses of the County seal. The County has also developed and is using a custom-created County logo to serve as the primary identity mark for the County. Recently, the County Executive Office developed a Brand Identity Standards Manual ("Brand Identity Manual") (Exhibit 2) which, at pages 9 through 11, identifies and delineates the authorized official uses of the County seal and County logo by the Board of Supervisors and County officers, departments, and agencies.

This item proposes adoption of a new resolution amending the County seal guidelines to comprehensively address the permissible and prohibited uses of both the County seal as well

as the County logo, including by delineating the authorized official uses of each. Doing so will ensure consistent branding across all County operations.

As explained in the Brand Identify Manual, the County logo is intended to represent the County in informal or departmental public communications and internal County communications. As such, it is the primary point of visual contact for the general public with respect to the County's identity. The logo is to be used in all official County contexts not directly related to the Board of Supervisors.

In contrast, the County seal is to be used on its own in all formal, ceremonial and/or official contexts that relate specifically to the Board of Supervisors including but not limited to on correspondence, social media, websites, notices, mandates, presentations, proclamations, ceremonial items and awards, agreements, ordinances, and resolutions approved by the Board. By default, the County seal should not be used when the purpose is everyday communication to the general public, or by County officers, agencies, departments, or elected officials other than the Board of Supervisors, unless approved by the County Executive Office.

This item has been reviewed by the County Executive Office and County Counsel. If you have any questions, please contact Natalie Hernandez at (805) 654-2635.

Sincerely,



Natalie Hernandez
Public Information Officer



Sevet Johnson, PsyD
County Executive Officer

Exhibit 1: Resolution 22-065

Exhibit 2: County Brand Identity Standards Manual

Exhibit 3: Proposed Resolution Amending Guidelines for Use of County Seal and Addressing Use of County Logo