

# County of Monterey Communications Program

Report to the Board of Supervisors – February 28, 2023



Communications Program Recommends:

The Board repeal and replace the current ordinance to update the current county code and modify the design of the current emblem, pictured to the right.





#### **County Code Chapter 11.06 Background:**

- **1.** The current County Code dates back to 1979 and has not been updated since that time
- **2.** The current code does not specifically address current best practices regarding organizational identity
- **3.** The current code is ambiguous in its reference to the official institutional naming conventions and does not provide for standardization or sufficient enforcement
- **4.** In the Spring of 2022 the Board directed the County Communications Director to create standards and consistency regarding County Branding



### **Current Code Summary**

Chapter 11.06 of the Monterey County Code Designates:

- The design of the official Emblem
- Defines its permissible uses
- Makes misuse of the Emblem a misdemeanor
- Defines identification uses



## **Recommendations Summary**

The CAO's office in conjunction with County Counsel makes the following recommendations.

- Updating the County Emblem to support the pending implementation of County Branding Standards
- Places leadership for managing new standards under the County Communications Director
- Adopting new language allowing for authorized commercial uses of the County Emblem
- Provides a foundation for Board directed branding strategy and policies
- Establishes enforcement responsibility for protecting the County



## **Financial Implications**

- Amendment of Chapter 11.06 will <u>not</u> affect the County Budget because the proposed changes do not require replacement of existing County supplies and property bearing the current County Emblem
- Estimated time to fully implement non-budgetary transition six to twelve months.
- Electronically produced item changes can go into effect immediately (or within a reasonable amount of time)

# Design modification of current Emblem



## Design modification benefits



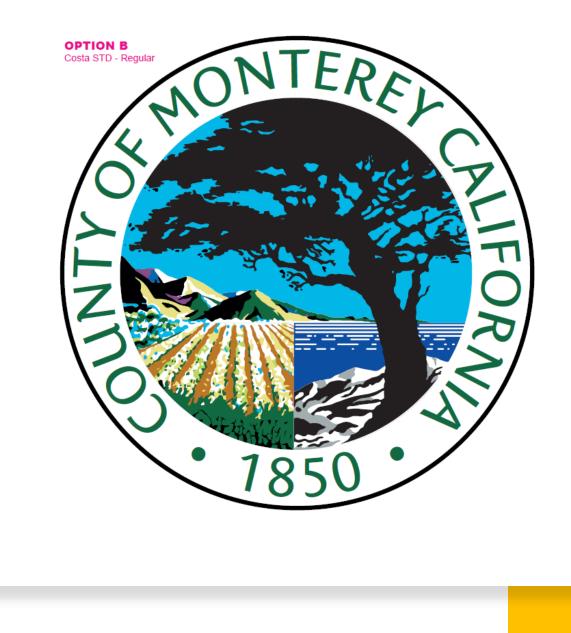
- 1. Provide for a consistent naming convention and organizational identity
- 2. Establishes a clean contemporary look while honoring historic roots
- 3. Sharpens colors, readability and reduces pixel noise
- 4. Provides for all possible file formats for any use with clean and consistent native files

# Three options for final consideration





### County Communications recommended selection



### Preliminary look at branding standardization. New County Emblem

Stacked



County of Monterey

#### Semi-stacked





### Horizontal



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Thank you for your time and support today.

Happy to answer any questions.



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