



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 not 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
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Three options for final consideration

OPTION A
Baker Signet - Regular



OPTION B
Costa STD - Regular



OPTION C
Rory - Bold





County
Communications
recommended
selection

OPTION B
Costa STD - Regular



Preliminary look at branding standardization.

New County Emblem

Stacked



County of
Monterey

Semi-stacked



County
of Monterey

DRAFT

Horizontal



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Proudly serving the community since 1850



County of Monterey



Thank you for your
time and support
today.

Happy to answer any
questions.



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