



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 23-551

June 27, 2023

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Current Status: Agenda Ready

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Consider final options for the County's popular mark and take action to select and adopt a preferred mark at the direction of the Board of Supervisors.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Consider final options for the County's popular mark and take action to select and adopt a preferred mark at the direction of the Board of Supervisors.

SUMMARY:

Popular Mark Logos are becoming very commonplace in local government marketing and communications practices. Most local governments (cities, counties, and state) utilize what is referred to as a seal, however, here in the County of Monterey we do not have a seal; we have a county emblem. The County emblem is the formal visual identifier of our government institution. There are dozens of counties in California and hundreds of local governments in our nation that have moved in this direction. The idea of a popular mark is as much of a brand identifier as it is a promotion of the region, and the approachability of its government entity. Additionally, it streamlines the branding process of those departments that may want to use something other than the County emblem, while at the same time, keeping a consistent look and feel for our County. This ultimately saves time, money, and resources.

DISCUSSION:

This presentation is the third in a series of design refinements at the request of the Board. The County Administrative Office recommends a final selection of a "popular mark" that includes suggested design alterations the Board of Supervisors requested. Upon final selection the approved mark is to be included in Policy G-140 County Branding Policy and Guidelines to implement the County's branding strategy under the direction of the County of Monterey Board of Supervisors and under the leadership of the County Communications Director. The CAO recommends the adoption of the new "popular mark" thereby creating clear and specific guidelines on the appropriated external and internal uses for future departmental branding best practices.

This County Brand Policy and Guidelines inclusion of the alternative "popular mark" will serve as a tool to help ensure that the County's identity is recognizable, consistent, and well-maintained. The County has 26 departments that provide a wide variety of public services, all of which enhance the economic, environmental, and social quality of life in Monterey County.

Providing departments with a more approachable brand identity that resonates with customers is

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paramount to building unified awareness and a sense of approachability to the County's brand.

OTHER AGENCY INVOLVEMENT:

County Counsel's Office has reviewed the policy and guidelines as to form and is prepared to assist County Communications with modifying policy G-140 to include the use of a "popular mark."

FINANCING:

Approval and adoption of a popular mark 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.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Implementation of a popular mark will serve the County's interest in developing its consistent customer driven branding strategy which included updating the County Emblem approved on March 14, 2023, and approval of Board Policy G-140 on June 6, 2023. These visual advancements strengthening appropriate uses of the County's brand as directed by the Board of Supervisors upon the formation of the County Communications Program in the County Administrative Office.

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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Attachments:

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Appendix I - Final compilations of popular mark designs