

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 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

Prepared by: Nicholas M. Pasculli, County Communications Director
Approved by: Nicholas E. Chiulos, Assistant County Administrative Officer

Attachments:

- Appendix I - Compilations of popular mark designs
- Appendix II - White paper regarding Proposed Popular Mark