



County of Monterey

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

Board Report

File #: 23-346, Version: 1

Receive verbal report and approve Board Policy G-140 County Branding Policy and Guidelines to implement standards for use of the official Emblem of the County of Monterey, and standardization of supportive County branding elements and provide direction as needed.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive a verbal report and approve Board Policy G-140 County Branding Policy and Guidelines to implement standards for use of the official Emblem of the County of Monterey, and standardization of supportive County branding elements and provide direction as needed.

SUMMARY:

The new Branding Policy and Guidelines follows the adoption of Chapter 11.06 of the Monterey County Code that designates the design of the official County Emblem. The Board of Supervisors directed the County Communications Director in April of 2022 to develop a Branding Policy and Guidelines for internal uses to ensure institutional consistency in how the County's brand is presented and to provide departments specific and thorough guidelines for best practices where it concerns branding. The County Administrative Office ("CAO") recommends Policy G-140 be adopted by the Board of Supervisors into the Board Policy Manual to go into effect at the beginning of the fiscal year 2023-2024 to provide new procedures for protecting the County's brand image on a county-wide basis.

DISCUSSION:

The CAO recommends updating the Board Policy Manual at the direction of the Board of Supervisors to include 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 policy thereby creating clear and specific guidelines on the appropriated internal uses of the County's official emblem and future departmental branding best practices.

This action follows the Board's approval on March 14, 2023, of the now ordinance Chapter 11.06. As an organization, the County of Monterey has embarked on an effort to create instant identification and build a strong connection between who we are and what we do for the community. In order to build this connection, all County representatives and staff will use the guidelines and policies in the proposed policy.

This County Brand Policy and Guidelines 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.

Upholding consistent standards will be paramount to building awareness of and bringing credibility to the County's brand, of what the County stands for and the work our employees do.

Ultimately, adhering to the County's branding standards will help increase awareness of the County's community engagement and support enhancing the value of the services we provide.

OTHER AGENCY INVOLVEMENT:

County Counsel's Office has reviewed the policy and guidelines as to form.

FINANCING:

Approval and adoption of Board Policy G-140 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 Board Policy G-140 will serve the County's interest in developing its consistent branding strategy which included updating the County Emblem completed and approved on March 14, 2023, and strengthening appropriate uses of the County's brand as directed by the Board of Supervisors.

Mark a check to the related Board of Supervisors Strategic Initiatives

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

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Approved by: Nick Chiulos, Assistant County Administrative Officer

Attachments:

- Appendix I - Draft policy G-140 (including guidelines)
- Appendix II - White paper regarding Proposed Popular Mark