


PROPOSED “NEW” ADMIN REG

12/22/2025

 ORANGE COUNTY ADMINISTRATIVE REGULATIONS	No.: NEW
	Date:
	Approved By:
Title: BRAND GUIDELINES	Page 1 of 2

I. POLICY

The Orange County Brand Guidelines are a set of standards defining proper use of the County logo for consistency. These guidelines can be found on OrangeNet and are important because they ensure Orange County Government maintains its visual identity and communication across different mediums. This maintains consistent messaging and perception throughout the county’s media and marketing efforts, which is vital for developing a recognizable and trusted brand. These Brand Guidelines also help create cohesion among employees, allowing them to express the same message across different departments, making it easier for customers to recognize the product or service the county offers.

All marketing materials that are outward-facing are required to use the county logo. Exceptions need prior approval by the Director of the Office of Communications.

All county departments and divisions must follow the county’s brand guidelines when developing any visuals that have the county logo.

Any artwork created by a department or division that does not meet Brand Guidelines will be returned to the requestor to make the adjustments needed to meet the guidelines. Any loss of time such as print production, or posting to the county’s website will be at the expense of the department/division.

Social media graphics posted on official County social media accounts are exempt from the requirement to include the county logo.

II. PROCEDURES

A. To request files of the Orange County logo, email OCbrand@ocfl.net.

B. LAPEL PINS. Standardized lapel pins will be designed and supplied to the members of the Board of County Commissioners. The design will be standardized across all districts. No Commissioner will have a district-specific lapel pin.

- C. COMMISSIONER PRINT / DIGITAL MATERIALS. The official Orange County logo must appear on all materials created and distributed or posted by County Commissioners that are funded with Orange County resources.
- D. CAMPAIGN BRANDING. Orange County's official logo and branding shall not be used in conjunction with any Commissioner's campaign materials. Likewise, upon election, a Commissioner may not continue to use their campaign branding while also using Orange County's official logo and branding.
- E. DEPARTMENT SPECIFIC LOGOS. While most Orange County departments and divisions will use the standardized logo, there are a few departments that will continue to use their own logo. However, any updates or revisions to those department logos are subject to the review and approval of the Communications Advisory Committee (CAC) and the County Administrator.
- F. DESCRIPTION OF THE COMMUNICATIONS ADVISORY COMMITTEE. The Orange County Office of Communications receives countless requests for support with print and digital communications. Telling the County's stories with a clear, concise voice requires planning, coordination, and a commitment to excellence. Requests outside the scope of the Communications Office's services will be forwarded by the Communications Director, or designee, to the Communication Advisory Committee for review and approval.

FOR MORE INFORMATION CONTACT: Office of Communications

REFERENCES: The Brand Guidelines; Orange County Code Section 2-3