



ORANGE COUNTY BRANDING

January 13, 2026

Proposed Revisions to Chapter 2, Section 2-3, of the Orange County code of Ordinances;
Proposed Changes to County Administrative Regulations

AGENDA

- **Background**
- **Proposed Changes to Orange County Logos and Seals**
- **Proposed Changes to the Administrative Regulations**
- **Proposed Changes to Draft Ordinance**
- **Requested Action**

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BACKGROUND

- Current logo est. 1996
- Issues with current logo
 - Color inconsistency
 - Font choice is dated and difficult to read on digital platforms
- Limited Brand Guidelines
- No regulations for department branding



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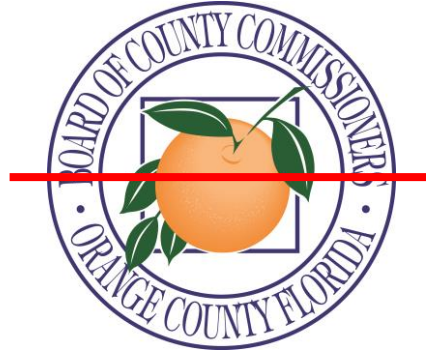
PROPOSED CHANGES TO ORANGE COUNTY LOGOS

Proposed changes to the vertical, horizontal, wide, and round logos



PROPOSED CHANGES TO ORANGE COUNTY SEALS

Proposed changes to the Board and Mayor seals



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PROPOSED CHANGES TO THE ADMINISTRATIVE REGULATIONS

2.05 Issuance and Control of Forms

- Update to division name
- Updates to Graphics maintenance responsibilities

2.05.01 Printing and Copy Center Services

- Update to division name
- Update to outdated procedures

NEW Brand Guidelines

- This new regulation defines how to use the county logo
- Standardizes BCC lapel pins for each district
- Regulates the use of the county logo on all marketing materials for commissioners
- Limits the use of county logos or graphics for campaign purposes
- Requires approval for any department to make changes to department logos
- Outlines the purpose and goal of the Communications Advisory Committee

PROPOSED CHANGES TO THE ADMINISTRATIVE REGULATIONS

2.07.01 Stationery Requirements

- Update to the title
- Update to division name
- Addition of requirements that Graphics will ensure compliance with Brand Guidelines.

2.07.03 Use of County Seals and Logos

- Update to division name
- References the brand guidelines
- Restricts department from changing approved department logos without approval
- Requires the county logo on all marketing materials for commissioners
- Prohibits the use of any county logo or design for campaign purposes

2.10 Official County Ceremonies

- Update to division name and manager title

PROPOSED CHANGES TO THE ADMINISTRATIVE REGULATIONS

5.02 News Release

- Update to division name

5.02.01 Newsletters, Public Relations

- Update to division name
- Redirects responsibility of news and information on the county's website from the Office of Communications to the relevant department/division & ISS

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PROPOSED CHANGES TO DRAFT ORDINANCE

- In order to prevent inconsistency with the reference in Section 2-3, staff recommends not making the proposed change from “The Board of County Commissioners “ seal and maintain the current term of “Board Seal” and correct the title of the seal

48 (b) *Definitions.*

50 ~~The Board of County Commissioners (BCC)~~ seal means the visual

52 design presented below, displayed in any form, whether painted, drawn,

54 printed, electronically reproduced, stamped, embossed, or otherwise.

~~BOARD OF COUNTY COMMISSIONERS SEAL~~

64 **BCC SEAL**

66 **COLOR, BLACK & WHITE
AND GRAY SCALE LOGOS**

PROPOSED CHANGES TO DRAFT ORDINANCE

- The remainder of the sentence on Line 135 was unintentionally omitted.

134 *Use* means stamp, emboss, manufacture, display, employment,
reproduce, print, draw, graphic presentation, electronic reproduction, or other use
of the board seal, the county mayor's seal, the county logos, or the Orange TV logo,
136 whether by traditional means and media or electronically, or by facsimile.

- No changes are being requested to this sentence.

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REQUESTED ACTION

- **Approval and Adoption of the Ordinance Pertaining to Orange County Seals and Logos; Amending Section 2-3 of the Orange County Code; Updating The Logos and Seals; and Providing an Effective Date, as amended today**
- **Approval of the New Administrative Regulations titled “Brand Guidelines” and approval of proposed changes to administrative regulations:**
 - 2.05 Issuance and Control of Forms
 - 2.05.01 Printing and Copy Center Services
 - 2.07.01 Stationery Requirements
 - 2.07.03 Use of County Seals and Logos
 - 2.10 Official County Ceremonies
 - 5.02 News Release
 - 5.02.01 Newsletters, Public Information and/or Public Relations Publications
- **Authorize the County Attorney to make non-substantive and scrivener’s error corrections to the Ordinance and Administrative Regulations**



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