



Public Hearing

MEMORANDUM

TO: Mayor Jerry L. Demings
and
Board of County Commissioners

FROM: Jeff Williamson, Director, the Office of Communications
Contact: (407) 836 5429 / Email to: Jeff.Williamson@ocfl.net

DATE: December 16, 2025

RE: Public Hearing for Board Meeting on January 13, 2026 — to consider amendments to Article I, Section 2-3 of Chapter 2 of the Orange County Code pertaining to Official County Seals and Logos for Orange County Government.

I. BACKGROUND

Article I of Chapter 2 of the Orange Code pertains to the Official County seals and logos for Orange County Government. Proposed changes to the Code would be to amend all the seals and logos and Amendments/Changes to the Orange County Administrative Regulations Code.

The county's current logo, adopted in 1996, was created without comprehensive brand guidelines, resulting in inconsistent branding across departments and a lack of clear recognition for the county's collective efforts. Over time, this unregulated approach led to issues with color accuracy and readability, especially on digital platforms. Rebranding to establish detailed brand standards will enhance brand consistency, improve recognition, and foster greater trust within the community.

Orange County's official seals and logos were last updated in June 2013. More than a decade later, it is appropriate to modernize the County seal, the Mayor's Official Seal, and the official County logo to ensure they align with contemporary branding and design standards.

A modernized visual identity of the County seal, the Mayor's Official Seal, and the official County logo will improve clarity and long-term usability across all platforms, while reinforcing Orange County's position as a professional, forward-thinking, and accountable local government. Clear, consistent, and accessible visual standards will help to distinguish Orange County's logos and seals from unofficial and/or misleading sources.

II. ACTION REQUIRED:

Approval and adoption of an Ordinance pertaining to Orange County's seals and logos.

c: Byron W. Brooks, AICP, County Administrator
 Jeffrey J. Newton, County Attorney
 Sawsan K. Mohiuddin, Assistant County Attorney