

SALT LAKE COUNTY  
COUNTYWIDE POLICY AND PROCEDURE  
ON  
**CREATION AND USE OF COUNTY LOGOS AND BRANDING**

**Purpose –**

To ensure that the public is aware of the services provided by Salt Lake County through the creation and use of a uniform logo on all printed materials such as pamphlets, letterhead, brochures, business cards, banners, forms, websites and marketing or advertising materials. This Policy operates in conjunction with Ordinance Chapter 2.48 “Criteria for the Naming of Public Places and Facilities” to inform the public of county owned and funded facilities, agencies, activities and contributions and to ensure that all Salt Lake County agencies and agencies receiving county funds use only the approved county logo.

**1.0 Scope**

- 1.1 This policy and procedure applies to all offices, divisions and departments of Salt Lake County government under the Mayor’s portfolio and to all other agencies that receive county funding, except for independent elected officials. All other elected county officials are encouraged to adopt these or similar guidelines.

**2.0 County Logo**

- 2.1 The Mayor shall design or cause to be designed the county logo according to the following criteria:
  - 2.1.1 The logo is to be designed to stand out and be quickly recognizable to identify Salt Lake County.
  - 2.1.2 The logo shall be simple, with uniform color, relevant to local geography and culture.

**3.0 Uniformity**

- 3.1 To ensure a consistent branding message and because of the time and resources used to create the county logo, individual departments and agencies shall only use the approved county logo and may not replace the county logo with an agency specific logo except where specifically permitted by law.
- 3.2 County departments and agencies shall not supersede the county logo with an

agency specific logo. An agency may incorporate an agency specific logo in conjunction with the approved county logo. But the agency logo may not be placed more prominently on county communication materials.

- 3.3 Non-county agencies receiving county funding shall only use the approved Salt Lake County logo and shall not change or alter it in any way.

#### 4.0 Logo Guidelines and Uses

- 4.1 All county agencies shall use the Salt Lake County logo on all communication tools, including, but not limited to: letterhead, pamphlets, brochures, business cards, banners, forms, websites, marketing and advertising materials.
- 4.2 County funding to non-county agencies shall be contingent upon the agency agreeing to prominently display the county logo on all event or program promotional and communication materials.
- 4.3 County Sponsored Events - When Salt Lake County sponsors an event, the logo should be prominently displayed in all promotional materials. Where applicable, the county should be identified as a sponsor.
- 4.4 Stationary and Letterhead – The Salt Lake County logo shall appear on the stationary and letterhead of all agencies in the Mayor's portfolio and all elected officials who choose to use it. Agencies should follow templates available on the county e-connect internal website.
- 4.5 Vehicles - All county vehicles should have the logo displayed prominently. The agency logo should be displayed on the vehicles assigned to a specific agency. Where new decals are needed, this should be done by attrition.
- 4.6 Color - Reasonable effort should be made to ensure that the logo should be printed using the appropriate PMS colors referenced in the general guidelines.
- 4.7 Seals and Logos of independently elected Salt Lake County Officials - In no way is the Salt Lake County logo intended to replace the existing logos and seals currently utilized by the Salt Lake County's independently elected officials. However, it is of great benefit to all that the county logo be prominent and easily identified as a Salt Lake County government activity, project or program.
- 4.8 County logo guidelines, specifications and standards shall be posted on the County e-connect internal website and kept current by the Mayor's staff.

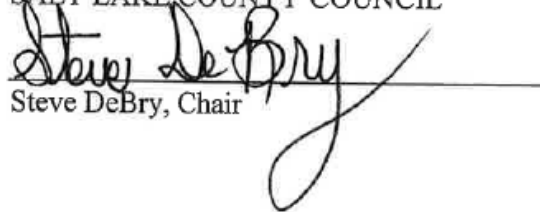
#### 5.0 Process of retiring logos

- 5.1 The creation and implementation of new logo designs can be very costly. As a result, it is important to consider cost to taxpayers when retiring a logo design. For

this reason, it is desirable that stocks of materials with retired logos be exhausted before beginning use of the new materials, except where this practice would cause confusion or would be otherwise inappropriate.

APPROVED and PASSED this 17 day of September, 2013.

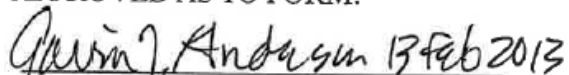
SALT LAKE COUNTY COUNCIL

  
Steve DeBry, Chair

ATTEST:

  
Sherrie Swensen, County Clerk

APPROVED AS TO FORM:

  
District Attorney's Office      Date 13 Feb 2013