

**TO: ALL COUNTY PERSONNEL**  
**FROM: ROBERT WEISMAN**  
**COUNTY ADMINISTRATOR**  
**PREPARED BY: PUBLIC AFFAIRS DEPARTMENT**  
**SUBJECT: USE OF THE COUNTY LOGO**  
**PPM #: CW-L-046**

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**ISSUE DATE**  
**December 20, 2010**

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**EFFECTIVE DATE**  
**December 20, 2010**

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**PURPOSE:**

To establish guidelines for use of the County Logo in all printed and promotional materials including apparel and signage. The consistent, continued use of the County Logo will assist the general public in identifying programs and services provided by Palm Beach County government, under the direction of the Board of County Commissioners. The Logo serves as a symbol to clearly define those facilities, programs, services, events and publications which are under the auspices of or occurring with the support of the Board of County Commissioners.

**UPDATES:**

Future updates to PPM # CW-L-046 will be the responsibility of the Director of Public Affairs.

**POLICY:**

The use of the County Logo along with the words "Palm Beach County Board of County Commissioners" and a listing of the current Board members will appear on all advertisements, publications, and events which are supported by the Board of County Commissioners and have a short circulation life within a year and before a November election or change in Chair and Vice Chair. For Publications with a long circulation life and large print run the use of the County Logo along with the words "Palm Beach County Board of County Commissioners" will be the standard.

In accordance with Ordinance No. 96-5, use of the County's logo is for official Palm Beach County government business only. Use of the logo for general public and media applications must be authorized by the County Administrator or his or her designee. The logo may not be used for any commercial activity or any other usage resulting in personal monetary gain.

**PROCEDURE:**

1. **Description of Palm Beach County Logo**

The Palm Beach County Logo consists of a circle within which is depicted the silhouette of two green coconut palm trees set along the coastline with a background of a blue ocean, rainbow gradient sky and yellow sun, and ringed by the words “PALM BEACH COUNTY FLORIDA” on a pale yellow border. The Logo may be produced in 4-color as designed (no deviation from the color), 1-color (Pantone 327 - teal), or black. The Public Affairs Department will maintain high resolution digital files of these official current Logos.



4-color



Pantone 327 - teal



black

## 2. **Consistent Image**

All materials and communications from Palm Beach County government build awareness of the services provided by the Board of County Commissioners. To that end, the Logo should be uniform in all applications. Color and proportion need to remain consistent in all applications ranging from advertisements and brochures to embroidery patches, vinyl decals, nylon flags and wooden signs. The minimum size the Logo must be is ½” in diameter. A separate department logo should never be more than 25% larger than the county seal.

## 3. **County Publications**

For consistency, the definition of County Documents will be the same as that in PPM CW-L-005, “Printing and Publications: Obtaining Services From the Graphics Division” which defines County Documents as informational brochures on County services and programs, fliers, pamphlets, informational sheets, newsletters, invitations and programs, or any other publications that do not have a long term shelf life beyond 2009. Annual reports, letterhead and business cards will remain with the official Palm Beach County logo as usual and documents of a technical nature, such as invitations to bid, blueprints, specification books and contract documents are specifically excluded.

## 4. **Listing of Board of County Commissioners line up**

All short circulation life County Documents will include the County Logo and a current listing of the Board of County Commissioners in one of the two formats shown. The order of the listing must be as follows: the Chair, the Vice Chair, followed by the list of Commissioners in order numerically by district.



**Palm Beach County  
Board of County Commissioners**

Karen T. Marcus, Chair  
Shelley Vana, Vice Chair  
Paulette Burdick  
Steven L. Abrams  
Burt Aaronson  
Jess R. Santamaria  
Priscilla A. Taylor



**Palm Beach County Board of County Commissioners**  
Karen T. Marcus, Chair, Shelley Vana, Vice Chair, Paulette Burdick,  
Steven L. Abrams, Burt Aaronson, Jess R. Santamaria, Priscilla A. Taylor

5. **County Logo with no County Commissioners line up**

All County Documents with a long circulation life and large print run and channel 20 programming will use the County Logo along with the words "Palm Beach County Board of County Commissioners" in one of the two formats shown.



**Palm Beach County  
Board of County Commissioners**



**Palm Beach County Board of County Commissioners**



6. **Changes and updates**

Inventory should be closely monitored prior to election and a publication date should appear on all materials. Within six months of an election, all publications should be either reprinted or labeled in accordance with any changes to the Board of County Commissioners if the document contains the Commissioners line up. Graphics will review all publications for compliance with this PPM.

Generally the Board of County Commissioners listing should be on the back of an invitation, short life circulation brochure or at the bottom of a seasonal/event flyer or poster. If multiple logos are used and the County is a sponsor of an event or agency, then the County Logo size should be Representative of the level of sponsorship. As outlined in PPM CW-L-005, Public Affairs staff will review all County Documents to ensure appropriate style and content.

7. **Deviations**

Any deviations from the standardization of the logo or omissions of the listing of current Board of County Commissioners must obtain written approval from the County Administrator or his or her designee. Such requests will be initiated through the Public Affairs Department.



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**ROBERT WEISMAN**  
**COUNTY ADMINISTRATOR**

**Supersession History:**

1. PPM# CW-L-046, issued 01/01/06
2. PPM# CW-L-046, issued 12/16/08
3. PPM# CW-L-046, issued 4/1/09
4. PPM# CW-L-046, issued 12/21/09