

M14BZ
03-1-6-7

Agenda Cover Memorandum

Agenda Date: January 6, 2002

To: Board of Commissioners

Department: County Administration/Public Information Office

Presented By: Melinda Kletzok

Subject: Order No. _____ In the matter of amending Chapter 2 of Lane Manual to revise provisions pertaining to the appearance of the County logo (LM 2.715)

I. DISCUSSION:

On December 11, 2002, the Board of Commissioners reviewed proposed modifications to Lane County's newly adopted logo. The Board indicated preference for moving forward to make these modifications and bring the logo back for final approval in January 2003.

Two versions, one in color and one in black and white, have been created. The black and white version would be used only in cases where more basic artwork is needed and where the detail of the color version would degrade to a less professional or legible appearance.

II. ISSUE/PROBLEM:

The Board adopted a logo in November 2002. Modifications to the logo were brought forward in December 2002 and the board indicated preference to implement the changes and bring the logo back for final adoption January 2003.

III. DISCUSSION:

A. Background

In November 2002, the Board of Commissioners adopted a new Lane County logo. Subsequently, ideas to modify the logo (so that the interior portion of the logo would more closely resemble a covered bridge) were brought forward to the Board. On December 11, the Board directed the Public Information Office to finalize the modifications, make changes to the Lane Manual, and to bring the matter back before the Board for final approval in January 2003.

The final logo contains the following symbolic elements:

- A tree: symbolizing that the county is 88 percent forestland
- Waves: depicting Lane County's rich water resources inland and on the coastlands
- Bridge shape: showing Lane County's distinction of possessing more covered bridges than any other county west of the Mississippi. Of the county's 20 bridges, 17 are listed in the National Register of Historic Places.

A black and white version has been created, minus the waves and internal lines. This was done because the color version has details that might not print well in very small dimensions or when line art is required.

Logo Design History

The Board accepted an offer for a free, professional redesign of the Lane County logo in May 2000. Dynamic Graphics, a national graphics and design magazine completed the redesign. A local print broker Pac Graphics made changes to the Dynamic Graphics logo upon the request of Lane County. When more changes were recommended by the Policies and Procedures Committee, the logo was forwarded to Lise Stuart, Health and Human Services for re-designing. This new re-designed, logo incorporated waves, a tree and the words "Lane County, Oregon." The Board adopted it on November 13, 2002. A Public Works employee submitted some ideas to modify an internal section of the logo so that it would more closely resemble a covered bridge. The Board favorably received the modified version and directed the Public Information Office to finalize the changes and bring the logo back in both color and black and white versions for approval and vote in January 2003.

B. Analysis

The Board of Commissioners recommended making modifications to the logo adopted in November 2002. The modified logo (in color and in black and white) along with changes to the Lane Manual, are being brought to the Board for final vote and approval.

A survey on the status of new logo implementation was done in December. To date, only \$77 was spent on printing the logo approved in November 2002. Adopting the changes proposed in December will not have any significant financial impact.

Departments are continuing to exhaust their supplies of materials with the old logo. As these supplies are used, they will be printing materials with the new logo.

C. Alternatives/Options

1. Adopt the modified logo design
2. Retain the November 2002 adopted version

D. Recommendation:

Option 1. The Board of Commissioners has indicated preference for the modified design.

E. Timing

1. Upon approval, a modified version of the logo will be forwarded to Lane County departments and printing vendor.

IV. IMPLEMENTATION/FOLLOW-UP

Upon a decision to adopt the modified version:

- 1) An updated Lane Manual and the logo in various file formats will be sent to all departments and the print vendor, Central Reprographics.
- 2) An email will be sent to all employees
- 3) Notice will be published in *FastLane*
- 4) News release with logo attachment will be sent to local media
- 5) The new logo will be registered as a "mark," at a cost of \$325
- 6) Public Information will host an informative meeting on the new logo for all departments

V. ATTACHMENTS

- a) Modified Logo
- b) Board Order Amending Lane Manual 2.715

IN THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY, OREGON

ORDER NO. 03-01-06-

IN THE MATTER OF AMENDING CHAPTER 2 OF
LANE MANUAL TO REVISE PROVISIONS
PERTAINING TO THE APPEARANCE OF THE
COUNTY LOGO (LM 2.715)

The Board of County Commissioners of Lane County orders as follows:

Lane Manual Chapter 2 is hereby amended by removing, substituting and adding the following section:

REMOVE THIS SECTION

2.715
as located on page 2-41
(a total of 1 page)

INSERT THIS SECTION

2.715
as located on page 2-41
(a total of 1 page)

Said section is attached hereto and incorporated herein by reference. The purpose of this substitution and addition is to amend LM section 2.715 to revise provisions pertaining to the appearance of the county logo.

Adopted this _____ day of January, 2003.

Chair, Lane County Board of Commissioners

APPROVED AS TO FORM

Date 12/23/02 Lane County

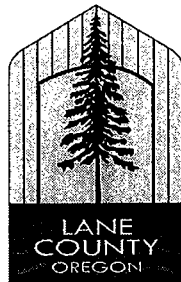

OFFICE OF LEGAL COUNSEL

responsible for official interpretations of the guidelines established by the Board. This provision covers consideration of all materials normally exposed to public view, including electronic and Internet/Intranet versions, and not otherwise provided for in these guidelines. *(Revised by Order No. 93-3-31-7, Effective 3.31.93; 02-10-16-1, 11.13.02)*

2.715 Appearance.

The logo shall be used alone or with additional department or division names below it. When these names are added, lettering shall conform to the logo's width. Lettering may extend to two lines when name is long. A small trademark sign must be placed to the extreme lower right of the logo. Designated color is Pantone 634CVC or appropriate color when not available, or grayscale. An alternate black and white line-art version of the logo differs from the color and grayscale versions in that the waves and internal vertical lines are removed. This version should only be used when the color or grayscale version does not produce a professional-looking and legible logo. The logo shall not be conjoined with other logos or altered.

Color version



Black and White Version



(Revised by Order No. 93-3-31-7, Effective 3.31.93; 02-10-16-1, 11.13.02)

| At right margin indicates changes

Bold indicates material being added

~~Strikethrough~~ indicates material being deleted

2.715

Lane Manual

LEGISLATIVE FORMAT

2.715

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