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AGENDA COVER MEMO

AGENDA DATE: August 24, 2004

TO: Board of County Commissioners

DEPT: County Administration

PRESENTED BY: Melinda Kletzok, County Public Information Officer
Rob Rockstroh, Director Department of Health and Human Services

AGENDA ITEM TITLE: IN THE MATTER OF AMENDING CHAPTER 3 OF THE LANE MANUAL TO ADOPT POLICY EXCEPTIONS PERTAINING TO USE OF THE LANE COUNTY LOGO (LM 2.701)



I. MOTION

Amending Chapter 3 of the Lane Manual to adopt policy exceptions pertaining to use of the Lane County Logo (LM 2.701).

II. BACKGROUND/ANALYSIS

On January 6, 2003 The Lane County Board of Commissioners adopted a modified County Logo policy (LM 2.701) to promote the County's brand identity and adopt a new County logo. The logo is intended to provide a cohesive identity symbol for Lane County government that will facilitate effective public communication. At the time the policy was written the decision was made that no other logo would be used by Lane County departments or divisions, with the exception of departments run by other elected officials, including the Sheriff's Office, District Attorney's Office, Tax Assessor's Office, and Justice Courts.

In implementing the new logo policy it has become clear that greater policy clarity is needed in applying the logo policy to a graphic standard for enterprise programs and events sponsored by County departments that in addition to the County logo use other graphic logos or titles on promotional materials. These enterprise programs operate County services that 1) generate revenue, 2) require effective marketing in a competitive environment; 3) participate in interagency activities where the County is one of several sponsors of a regional service. Examples of these types of project include the County Fair and Convention Center, the United Front invitation to legislators; County sponsored activities associated with the promotion of tourism through the

Convention and Visitors Bureau; the intergovernmental Human Services Commission and Housing Policy Board.

Language has been developed by the County Public Information Officer to amend the County Logo policy to facilitate the further implementation of the new Logo. The policy exception was written in consultation with Funk and Associates, a firm that has developed graphic standards for the City of Eugene, Lane Community College; the University of Oregon and Portland State University. Most recently Funk and Associates has been working with the Department of Health and Human Services Community Health Center project where this became an issue for their marketing for Oregon Health Plan and insured customers.

The proposed policy exceptions addition (LM 2.701) would read as follows:

An exception to policy section 2.700 can be made at the discretion of the Office of County Administration for logos or identities for Lane County "enterprise" programs or projects. These are defined as programs or projects that require specific outreach or marketing to targeted markets and require the visibility or cachet of a non-governmental program. These may either be short or long-term programs or projects and may also include projects undertaken with non-county entities. In all cases the Lane County logo is to appear with the enterprise identity.

III. OPTIONS

1. To approve amending Chapter 3 of the Lane Manual to adopt policy exception policy exceptions pertaining to the use of the Lane County Logo.
2. Not to approve amending Chapter 3 of the Lane Manual to adopt policy exception policy exceptions pertaining to the use of the Lane County Logo.

IV. Recommendation

To amend Chapter 3 of the Lane Manual to adopt policy exceptions pertaining to use of the Lane County Logo.

V. Timing

The Lane Manual will be amended with the approval of this action.

IN THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY, OREGON

ORDER NO.

IN THE MATTER OF AMENDING CHAPTER 3 OF
THE LANE MANUAL TO ADOPT POLICY EXCEP-
TIONS PERTAINING TO USE OF THE LANE
COUNTY LOGO (LM 2.701)

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

Lane Manual Chapter 3 is hereby amended by removing, substituting and adding the following section:

REMOVE THIS SECTION
NONE

INSERT THIS SECTION
2.701
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 adopt policy exceptions pertaining to use of the Lane County logo (LM 2.701).

Adopted this _____ day of _____ 2004.

Chair, Lane County Board of Commissioners

APPROVED AS TO FORM

Date 7/19/04 Lane County



OFFICE OF LEGAL COUNSEL

USE OF THE COUNTY LOGO

2.700 Policy.

The County logo, as described in the following order, shall not be used for other than Lane County government identification. The logo is intended to provide a cohesive identity symbol for Lane County government that will facilitate effective public communication. No other logo shall be used by Lane County departments or divisions, with the exception of departments run by other elected officials, including the Sheriff's Office, District Attorney's Office, Tax Assessor's Office, and Justice Courts. *(Revised by Order No. 93-3-31-7, Effective 3.31.93)*

2.701 Policy Exceptions.

An exception to policy section 2.700 can be made at the discretion of the Office of County Administration for logos or identities for Lane County "enterprise" programs or projects. These are defined as programs or projects that require specific outreach or marketing to targeted markets and require the visibility or cachet of a non-governmental program. These may either be short or long-term programs or projects and may also include projects undertaken with non-county entities. In all cases the Lane County logo is to appear with the enterprise identity.

2.705 Restrictions on Use.

At no time shall additional words or symbols be added to the open area of the logo. The logo shall not be placed within other shapes, unless required for production purposes. A department or division name may be added below the logo using designated logo colors and font. The department or division name should fit within the logo's width. *(Revised by Order No. 93-3-31-7, Effective 3.31.93)*

2.710 Design Authorization.

In order to facilitate regularity and conformity of logo use, the Purchasing Division shall obtain design authorization from the Office of County Administration, who will be 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)*

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, and 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.

| At right margin indicates changes
Bold indicates material being added
~~Strikethrough~~ indicates material being deleted
2.700 Lane Manual

**LEGISLATIVE
FORMAT**
2.715

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