

Manatee County Government Administrative Center
Commission Chambers, First Floor
9:00 a.m. - October 22, 2013

October 22, 2013 - Regular Meeting
Agenda Item #9

Subject

Manatee County Seal and Logo

Briefings

None

Contact and/or Presenter Information

Nicholas Azzara, Ext. 3771

Action Requested

1. Adopt Resolution 13-86 delegating to the County Administrator the authority to authorize the use of the county seal or logo under certain conditions;

2. Approve use of the new County logo for expanded use on letters, memos, documents, forms, uniforms, buildings, vehicles, purchase orders, brochures and other County promotional items.

Enabling/Regulating Authority

Background Discussion

Resolution 13-86 is intended to give to the County Administrator the authority to grant approvals for the use of the county seal for certain situations. Under Florida Statutes § 165.043 it is a second degree misdemeanor for outside entities to use or display an official county seal without the express approval of the governing body. This resolution provides for a process for administrative approval.

It also provides for non-profits which receive funding or assistance from the County to incorporate the seal in electronic or printed materials demonstrating the funding or support without needing to seek prior authorization, as well as permitting vendors to use in presentations when seeking business or who have a contract with the county.

In 2012, Manatee County Civic Center Authority approved a new branding campaign and color palette for the Bradenton Area Convention and Visitors Bureau. The new brand, colors and logo were the creative design of Aqua Marketing and Communications after the firm completed a months-long marketing study and evaluation of the area. The new logo and color palette more directly reflect the warm, inviting character of Manatee County, Bradenton, Anna Maria Island and Longboat Key.

County Commissioners took the next step toward a more full implementation of the new logo and color palette in Jan., 2013 when they approved a rebranding of colors and logos for Manatee County Area Transit buses, bus shelters and benches.

Aqua in the Spring of 2013 designed a unique logo for County Government branding materials. The new logo keeps the colors and theme of the CVB marketing campaign, but has a distinctive look that is more reflective of government operations. Over time the new logo will replace the County Seal on most County letters,

memos, buildings, marketing materials, uniforms and vehicles. The official County Seal will remain in use for sealing official County Government documents.

County Attorney Review

Formal Written Review (Opinion memo must be attached)

Explanation of Other

Reviewing Attorney

Eschenfelder

Instructions to Board Records

Send copy of approved resolution to County Attorney's Office.

Cost and Funds Source Account Number and Name

None

Amount and Frequency of Recurring Costs

None

Attachment: [13-54-Use of County Seal.pdf](#)

Attachment: [UseOfCountySealRES.pdf](#)

Attachment: [Manatee County Logo Set.pdf](#)



Office of
**MANATEE COUNTY
ATTORNEY**

Mitchell O. Palmer, County Attorney*

James A. Minix, Chief Assistant County Attorney
Maureen S. Sikora, Assistant County Attorney**
Robert M. Eschenfelder, Assistant County Attorney
William E. Clague, Assistant County Attorney
James R. Cooney, Assistant County Attorney
Sarah A. Schenk, Assistant County Attorney**
Andrea A. Adibe, Assistant County Attorney

MEMORANDUM

TO: Karen Windon—Deputy County Administrator

THROUGH: Mitchell O. Palmer—County Attorney *MOP 5/1/13*

FROM: Robert Michael Eschenfelder—Assistant County Attorney *RME*

DATE: 30 April 2013

RE: Approval Process for Applicants to Use County Seal (RLS 13-54) (CAO File: 1040-486)

In RLS 13-54, you indicate that from time to time, the County receives requests from vendors, contractors, non-profit entities, media organizations and others to use the official County Seal. You indicate that with the growing sophistication of computer design tools, and in light of modern marketing goals, requests of this nature are growing. While the administration would like to administratively grant such requests when they are clearly in the County's interests and would not be controversial, you correctly note that our Office has advised that Florida Statutes § 165.043 creates a criminal penalty for anyone using a County Seal without approval of the governing board. You note that while these requests could continue to be placed on the County Commission's agenda, such effort is inefficient, and at times might delay a time-sensitive request. Thus, while the administration would always seek Commission review of questionable requests, it has asked for the drafting of a resolution which would allow for delegated authority to administratively approve certain classes of clearly beneficial requests.

Based on your request, I have drafted the attached Resolution 13-86. This Resolution either directly authorizes, or allows for administrative application for the use of, the County's Seal. It places parameters on the circumstances in which the County Administrator may approve use of the Seal, and reserves to the Commission the ultimate authority to rescind any prior approval when the best interests of the County so require.

I trust this adequately responds to your request for service. If you have other questions, please feel free to contact our Office.

c: Ed Hunzeker—Manatee County Administrator
Dan Schlandt—Deputy County Administrator
Nicholas Azzara—Information & Outreach Manager

*Board Certified in Construction Law

** Board Certified in City, County & Local Government Law

File Names:

CMYK

Manatee County logo cmyk CS4.eps
Manatee County logo cmyk.eps

One Color

Manatee County logo black CS4.eps
Manatee County logo black.eps
Manatee County logo black.jpg
Manatee County logo black.png
Manatee County logo grayscale CS4.eps
Manatee County logo grayscale.eps
Manatee County logo grayscale.jpg
Manatee County logo grayscale.png
Manatee County logo white CS4.eps
Manatee County logo white.eps
Manatee County logo white.png

RGB

Manatee County logo.jpg
Manatee County logo.png

Spot Color

Manatee County logo spot CS4.eps
Manatee County logo spot.eps



MEMORANDUM



County Administrator's Office
1112 Manatee Avenue West
Bradenton, FL 34205

MANATEE COUNTY FLORIDA

Phone: 941.745.3717
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www.mymanatee.org

DATE: October 22, 2013
TO: Ed Hunzeker, County Administrator
FROM: Diane Vollmer, Agenda Coordinator
SUBJECT: AGENDA UPDATE FOR MEETING OF OCTOBER 22, 2013

THIS MEMO AND THE CHANGES INDICATED BELOW ARE REFLECTED IN THE ELECTRONIC AGENDA (E-AGENDA)

CHANGES TO CONSENT AGENDA

ADMINISTRATOR

- ** 9. **Manatee County Seal and Logo** – This item is being *deferred* to a later date.

FINANCIAL MANAGEMENT

17. **Amendment One to Amended & Restated Red Light Agreement** – Page 3 of the Corrected Amendment One was replaced in the e-agenda to revise "...the County **Special Magistrate**..." to "the County **Hearing Officer**,..." in Article 2.3, Section K.
20. **IFB #13-1527CD, Blackstone Park Expansion Site Work and Concession Building** – This item is being moved to the Regular Agenda.

CHANGES TO ADVERTISED PUBLIC HEARINGS

PROPERTY MANAGEMENT

36. **Resolution R-13-176, Elwood Park Subdivision, Road Right of Way Vacation, Public Hearing for Donald G. and Judith A. Browning located at 1804 45th Street Court East** – An Amended Affidavit Attesting to the Posting of the Public Notice Signage and Written Notifications was added to the e-agenda.

ADDITIONS TO CONSENT AGENDA

The following agenda items are to be incorporated in, and considered a part of, the Consent Agenda as previously published in the agenda for this meeting of the Board of County Commissioners of Manatee County

PROPERTY MANAGEMENT

45. **Tamiami Farms Subdivision, Platted Right-of-Way Vacation Request** – *Request to adopt Resolution R-13-191 declaring a public hearing on November 5, 2013, for Carole Lynn Marler.*

BUILDING AND DEVELOPMENT SERVICES

46. **Final Plat – Rosedale Addition, Phase II** – *Request to execute and record Final Subdivision Plat, Drainage and Grading Plan, and associated bonds and documents (as outlined in the e-agenda).*