

## MEMORANDUM

Agenda Item No. 10(A)(3)

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**TO:** Honorable Chairperson Barbara Carey-Shuler, Ed.D.  
and Members, Board of County Commissioners

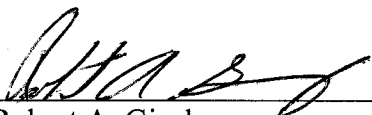
**DATE:** May 11, 2004

**FROM:** Robert A. Ginsburg  
County Attorney

**SUBJECT:** Resolution directing County  
Manager to implement  
procedures for the use of the  
"refreshed" County logo

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The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Natacha Seijas.

  
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Robert A. Ginsburg  
County Attorney

RAG/bw



# MEMORANDUM

(Revised)

**TO:** Hon. Chairperson Barbara Carey-Shuler, Ed.D.  
and Members, Board of County Commissioners

**DATE:** May 11, 2004

**FROM:** Robert A. Ginsburg  
County Attorney

**SUBJECT:** Agenda Item No. 10(A)(3)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved \_\_\_\_\_ Mayor

Veto \_\_\_\_\_

Override \_\_\_\_\_

Agenda Item No. 10(A)(3)

5-11-04

RESOLUTION NO. \_\_\_\_\_

**RESOLUTION DIRECTING COUNTY MANAGER TO  
IMPLEMENT PROCEDURES FOR THE USE OF THE  
“REFRESHED” COUNTY LOGO AS THE OFFICIAL  
COUNTY BRAND**

**WHEREAS**, on April 13, 2004, the Board of County Commissioners accepted the County Manager’s recommendation and adopted the “refreshed” County logo as the official County brand; and

**WHEREAS**, the Board of County Commissioners recognized that a uniform countywide image and brand will increase public awareness of County services provided by departments, build confidence in County government, and ultimately, increase support for County services and programs; and

**WHEREAS**, the Board of County Commissioners desire that the County Manager have full authority to implement procedures for the use of the “refreshed” County logo in all County departments as the official County brand,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that the County Manager is hereby directed to implement the “refreshed” County logo as the official County brand in accordance with the following procedures:

1. The “refreshed” County logo will be prominently displayed on all County public information and promotional material, and particularly County assets, e.g., facility and other signage including transit signage, construction signs, vehicles, buses, light and heavy rail cars.

2. County departments will adhere to the graphic standards outlined in the County Branding Style Guide which will be used to facilitate the implementation of the branding program in all County departments.

3. County departments will discontinue the use of all other department logos unless they meet the criteria for continued use outlined in the County Branding Style Guide. As an example, departments with primary markets outside of Miami-Dade County, e.g., Aviation and Seaport, may be approved by the County Manager on a case-by-case basis to continue the use of their long-established department logo in conjunction with the County logo as specified in the County Branding Style Guide. Public safety departments with State statutory and other requirements for unique identifiers for their employees, e.g., badges and uniform patches, will continue to use their current identifier and incorporate the County logo with its use as specified in the County Branding Style Guide.

The foregoing resolution was sponsored by Commissioner Natacha Seijas and offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Dr. Barbara Carey-Shuler, Chairperson  
Katy Sorenson, Vice-Chairperson

Bruno A. Barreiro  
Betty T. Ferguson  
Joe A. Martinez  
Dennis C. Moss  
Natacha Seijas  
Sen. Javier D. Souto

Jose "Pepe" Diaz  
Sally A. Heyman  
Jimmy L. Morales  
Dorrin D. Rolle  
Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 11<sup>th</sup> day of May, 2004. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

RA6

Henry N. Gillman

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