

MIAMI-DADE COUNTY BRANDING

SUMMARY

On April 13, 2004, the Board of County Commissioners passed Resolution No. R-643-04, directing the County Manager to implement the Branding program, utilizing a Branding Style Guide that defined the appropriate and authorized usage of the County logo. The Miami-Dade County Branding program is based on the single principal that there is only one purpose for the published material issued by Miami-Dade County -- to communicate facts, services, and ideas.

Branding County services with a consistent identifier increases public awareness of what we do, builds confidence in County government, and, ultimately, increases support for County services and programs.

PROCEDURE

To assist County departments with County Branding, a webpage has been created on our intranet that facilitates the download of certain templates, the official logo, and other information. This webpage, <http://intra/policies/branding.asp>, is designed to help County departments implement the countywide branding strategy and provide a resource point for the graphics and standards to be used.

If you have any questions or need assistance with issues related to branding, please email frank.guemes@miamidade.gov.

CONTACT(S):

Department/Division

Communications/Creative and Branding Services

REFERENCE DOCUMENT(S):

[Resolution R-643-04](#)

