



## Marion County Board of County Commissioners

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### **NEW COUNTY LOGO ADOPTED DURING BOARD MEETING**

Immediate Release

**MARION COUNTY, Fla.** (March 16, 2010) – In an effort to improve consistency and customer service, Marion County Commissioners unanimously adopted a new logo to represent the Marion County Board of County Commissioners and its 24 departments (see attached). The new logo – which incorporates Marion County’s weather, springs, equine industry and quality of life – will replace more than 16 other county logos currently in use.

The goal: implement one logo and one brand to provide Marion County government with one identity and one central focus. The new logo will enable citizens to recognize Marion County initiatives, programs and services as well as improve consistency and customer service countywide.

Marion County departments will be fiscally responsible when implementing the new logo. For example, departments will not throw out items with the old logo. Instead, they will use those items first, replacing items with the new logo only when stock needs replenishing. A full integration is expected to take three to five years.

The Marion County Procurement Services Department estimates that the branding and replacement of office supplies (e.g. business cards, letterhead and envelopes) will save approximately \$6,500. This cost savings is possible through centralizing the operation and taking advantage of greater efficiencies and economies of scale.

The Media Group 3, a local graphic design firm, designed the logo with input from staff. The total cost was \$1,912.10.

Adopting a new logo and brand for Marion County government was part of the board-approved “Doing More with Less” plan. The new logo does not apply to the fire rescue department, Ocala/Marion County Visitors and Convention Bureau or Marion County constitutional offices.

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