



TARRANT COUNTY BRANDING POLICY

I. POLICY STATEMENT

The Commissioners Court, being the policy development and control unit of County government, is the final authority in determining the utilization of the Tarrant County Seal and Brand Guidelines. The policy is subject to revision at any time by the Commissioners Court. The purpose of this policy is to establish the County's guidelines in proper visual representation in all communications material which include seal usage, primary/secondary colors, fonts, emblem, and TC logo for all departments and Elected Officials. The Tarrant County Branding Guide must be followed by all departments under the County Administrator and all Appointed and Elected Officials, as this will create visual unison internally and externally. The County Administrator or their designee will be responsible for administering the provisions of this policy.

II. DEFINITIONS

Branding Guide - clearly defined rules and standards that communicate how a brand should be represented. A branding guide helps ensure consistency and demonstrates what the organization is, what it does, and what it stands for.

I. POLICY GUIDELINES

- A. All communications and marketing material must adhere to the Tarrant County Seal and Brand Guidelines, attached hereto as Exhibit A. Designs that do not follow the Branding Guide are not allowed.
- B. Elected officials are to follow the Tarrant County Seal and Brand Guidelines when using the Tarrant County Seal, however, the Sheriff, Criminal District Attorney, and Fire Marshal are allowed to continue use of their own logos that have been previously approved.
- C. All requests and approval for exceptions to this Policy must be submitted to the County Administrator's office.

Exhibit A

Tarrant County Seal and Brand Guidelines