



COMMISSIONERS COURT COMMUNICATION

REFERENCE NUMBER _____

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DATE: 10/25/2022

SUBJECT: APPROVAL OF THE TARRANT COUNTY BRANDING POLICY

COMMISSIONERS COURT ACTION REQUESTED

It is requested that the Commissioners Court approve the Tarrant County Branding Policy to establish a standard guide for all marketing, signage, and communication materials for Tarrant County departments, and all appointed and elected officials, effective October 1, 2022.

BACKGROUND

Tarrant County has not implemented an official branding guide in the past, which has caused brand misuse, brand confusion and the creation of multiple versions of the County Seal. In an effort to protect the Tarrant County brand and identity, the approval of the Branding Policy and the included Tarrant County Seal and Brand Guidelines will set the standard for proper use of the County Seal, colors, fonts, TC Logo, and County Emblem.

FISCAL IMPACT

There is no fiscal impact associated with this item.

SUBMITTED BY:	Administrator's Office	PREPARED BY: APPROVED BY:	Regina Calderon
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