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To: The Board of County Commissioners
From: Mary-Ellen Harper, County Manager
Date: December 10, 2024
Subject: Levy County Brand Guidelines

I am excited to present the proposed Levy County Brand Guidelines for your consideration, along with an explanation of their purpose and the process used to develop them.

Why did Levy County develop a new brand?

Just like people or products have reputations, communities have reputations based on the experiences people have with that community. Community branding is a process that refines the reputation to help a community reach its preferred future. The stronger and more defined our brand and reputation are, the more we can positively influence those considering living, working, investing, and visiting here.

The Levy County Brand is not simply a logo; it represents a set of ideas that establish an expectation of what our community is about to both our residents and those learning about us. The proposed Levy County Brand Guidelines focus on the concept that while many excellent departments provide outstanding service, they are all County Services. We must promote and clearly identify all of the many services that Levy County provides.

Is the County Seal being discontinued?

The branding process and new logo do **NOT** replace or discontinue the Levy County Seal. Instead, the seal will coexist with the new logo, as the two serve different but complementary purposes. For example, the County Seal will continue to be used on official documents, proclamations, certain government locations, and other official uses. Simultaneously, the new color palette, brand narrative, and logo were created to support the Levy County Brand. This branding will be used across various materials and channels, including the website, social media, apparel, brochures, banners, signage, and more.

The Brand Design Process

All interested Commissioners and County Employees were invited to participate in the Branding Committee. The following members served on the committee:

- Andrew Carswell, County Attorney
- Connie Conley, Transit Director
- Anna Elkins, Transit Office Manager
- Marlon Gayle, Housing Planner
- Mary-Ellen Harper, County Manager
- Lynne Langston, Engineering and Legal Office Manager
- Desiree Mills, Chair, Board of County Commissioners
- Nicolle Shalley, County Attorney
- Ali Tretheway, Procurement Coordinator
- Tisha Whitehurst, Executive Director Levy County Visitors Bureau

Watermark Inc., a social media company, facilitated the branding design process for Levy County. The cost was \$3,200. In April 2024, Watermark met with the Levy County Committee to solicit input about what makes Levy County unique. Based on the feedback, Watermark drafted and presented a series of designs to the committee. The committee provided a few rounds of feedback, eventually leading to the draft logo and brand guidelines.

Brand Guidelines

The purpose of brand guidelines is to provide instructions on how to use Levy County's proposed new brand logo, colors, typography, and imagery consistently across all social media platforms to establish the tone of voice and style of communication that should be used when interacting with our customers. While branding is more than a logo, 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. Using a uniform countywide brand helps increase the public's awareness of the wide variety of services offered by Levy County.

Implementation

If the Board of County Commission approves the proposed Levy County Brand Guidelines, staff can update the new website accordingly. New business cards, apparel, and other tangible items can be purchased as needed and would follow the new brand guidelines. As the Levy County Seal will also remain in use, there is no need to replace any materials that are currently in use.