



**LEVY COUNTY BOARD OF COUNTY COMMISSIONERS    COMMISSIONERS**  
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**To:** The Board of County Commissioners  
**From:** Mary-Ellen Harper, County Manager  
**Date:** December 17, 2024  
**Subject:** Branding Guidelines

During the December 10, 2024, Board of County Commission Meeting, the Board asked me to investigate the cost of adopting a multi-color logo compared to a single-color one. I reached out to two different printing companies for prices. Both companies informed me that their printing is entirely digitized, and because of that, the cost is exactly the same if we order something printed in a single color versus multiple colors. The printers further explained that in the past, when each color was set up and printed separately, there was an additional cost for extra colors, but that is not the case with digital printing.

Levy County is becoming increasingly more reliant on electronic communication whenever possible. As it relates to in-house printing, the cost to print a black and white document in the Board of County Commission Office is .006, and a color copy is .037. Staff members can print any document in black and white instead of as a color at any time. The average monthly cost of all copies made in the Board of County Commission Office last fiscal year was \$119.31.

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.