Town of Upper Marlboro

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MEMORANDUM

To: Board of Town Commissioners

From: John Hoatson, Town Clerk

Date: Monday, July 18, 2022

Re: Town Seal Versus Logo

Commissioners,

As the Town of Upper Marlboro works to create a branding strategy, it is important to identify the difference between a seal and logo. Many municipalities and organizations make a common mistake using the seal as a logo. The Town of Upper Marlboro is not exempt from making this mistake.

Town Seal:

The Town Seal reflects the prestige, founding values & authenticity of the Town. The seal of any municipality has a default meaning which is clearly identified.

The seal of Upper Marlboro is used most on legal documents of the Town such as ordinances and resolutions. You will also see the Town Seal on contracts executed by the Board of Town Commissioners.

Logo:

Logo on the other hand represent the Town's promise to the residents of the Town (stakeholders). The Town of Upper Marlboro can pour meaning into creating a logo as part of a unifying brand strategy with cohesive messaging. The logo should be something exciting that people want to be part of.

The logo would be used on Town stationary, website, social media and marketing items. The Town of Upper Marlboro logo would also be used as the main branding for the Town.

See Examples Below:

City of Fredericksburg, Virginia:

Seal: **Logo:**

Town of North Beach, Maryland:

Seal: **Logo:**

City of Norfolk, Virginia:

Seal: **Logo:**