



AGENDA REPORT
February 12, 2019

**Board Discussion: Consideration and Solicitation of Ideas for New County
Logo, District 3**

SUBJECT:

Consideration and solicitation of ideas for new county logo

FISCAL IMPACT:

Negligible. Physical items which include the logo, such as business cards and vehicle markings, will be replaced during normal product cycles.

For reference, in the early 2000s, it appears that the City of Palm Bay expended approximately \$40,000 for a marketing consultant to design and select a new logo.

DEPT/OFFICE:

District 3

REQUESTED ACTION:

Board discussion of ideas for a new logo, and solicitation of ideas for creation at little or no cost.

SUMMARY EXPLANATION and BACKGROUND:

Due to circumstances outside of the County's control, Brevard County's logo must be updated to conform to evolved standards.

Attached are some ideas for potential style directions. It is requested that the Board offer its input and, should any members so choose, submit their proposals for a decision at a future date.

ATTACHMENTS:

Description

- ▯ **Logo Design Suggestions 1**
- ▯ **Logo Design Suggestions 2**



Tammy Rowe, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Tammy.Rowe@brevardclerk.us

February 13, 2019

M E M O R A N D U M

TO: John Tobia, District 3 Commissioner

RE: Item J.9., Board Discussion: Consideration and Solicitation of Ideas for New County Logo

The Board of County Commissioners, in regular session on February 12, 2019, discussed consideration and solicitation of ideas for new County Logo, but took no formal action.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK

Tammy Rowe

Tammy Rowe, Deputy Clerk

/cmw

cc: Each Commissioner
County Attorney
County Manager



Contrast Ratio: 9.16:1



Contrast Ratio: 8.87:1



Contrast Ratio: 9.98:1



Contrast Ratio: 10.75:1



Contrast Ratio: 11.88:1



Contrast Ratio: 13.78:1



Contrast Ratio: 11.88:1



Contrast Ratio: 10.75:1



Contrast Ratio: 11.22:1



Contrast Ratio: 11.22:1



Contrast Ratio: 11.22:1



Contrast Ratio: 11.22:1