

# County of Santa Clara

Office of the County Executive  
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San Jose, California 95110



DATE: March 11, 2022

TO: Board of Supervisors  
Jeffrey V. Smith, County Executive

FROM: Steve Preminger DocuSigned by: STEVE.PREMIINGER  
Director, Office of Strategic and Intergovernmental Affairs 27EF4C399CA0455

Maria Leticia Gomez DocuSigned by: Maria Leticia Gomez  
Director of Communications and Public Affairs F1871F18A8D6411

**SUBJECT: Reportback Relating to Updating the County Logo and Branding Efforts**

At the February 11, 2020 (Item No. 15) Board of Supervisors meeting, the Board approved a referral from Supervisor Chavez directing the Administration to provide an update to the Board by March 10, 2020, regarding the status of work on a new County logo, website, and social media channels branding and other related County branding efforts, including adoption of a branding management structure. The Administration prepared a reportback as requested. However, March 2020 was the start of the County's response to COVID-19 in Santa Clara County and Administration held report to a date uncertain. At the September 20, 2020, Board of Supervisors meeting, the Board received a report relating to the Web portal transformation initiative.

For the better part of the past two years, the Office of Communications and Public Affairs has primarily focused on supporting COVID-19 response activities. This included new efforts to raise awareness about County activities through expanded use of social media channels. Additionally, most of the COVID-19 information sent by the County or used to promote public health messaging included the County seal, which solidified recognition of it as an identifying mark for the County of Santa Clara. As such, further efforts on the logo that had been prepared by the Office of Communications and Public Affairs are no longer being pursued.

Please feel free to contact Steve at [steve.preminger@ceo.sccgov.org](mailto:steve.preminger@ceo.sccgov.org) or 408/299-6468 or Leticia at [marialeticia.gomez@ceo.sccgov.org](mailto:marialeticia.gomez@ceo.sccgov.org) or 408/299-5154 if you have any questions about this information.

cc: Miguel Márquez, Chief Operating Officer  
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