County of Orange Events
Standards, Guidelines and Branding Suite

This document provides standards and guidance for selecting, creating and using branded promotional materials and items ("promotional items") for County events. It complements the County Events Policy adopted by the Board of Supervisors on June 23, 2015. (Attachment A)

It is the intent of the County that events organized under this policy serve a public purpose of the County of Orange and meet the social needs of the population of Orange County. Promotional items intended for giveaway at these events should clearly brand the County of Orange and be of nominal value, such as notepads, magnets, pencils, pens, mugs, key chains, flashlights, chip clips and shopping bags.

Attachment B provides examples of the County seal, ocgov.com logo and other identifying elements for branding County informational banners, table skirting and canopies, as well as identification apparel worn by County employees.

The following standards apply to promotional items that are purchased pursuant to the County Events Policy:

Appearance Standards
- The official seal of the County of Orange and the ocgov.com logo must be used on all promotional items unless the size or configuration of the promotional item does not accommodate both the seal and logo.
- If the size/configuration does not allow for both, use the seal first. If the seal does not fit, it is acceptable to use only the ocgov.com logo. (See images in Attachment B.)
- If neither the seal nor the logo can be accommodated because of the item’s size, include in text “County of Orange,” “ocgov.com” or both.
- Use of the Supervisor’s name and/or District is optional but permissible. If the Supervisor’s name is used, it must be used in conjunction with the official County seal and/or “County of Orange” but the name cannot be larger or more prominent than the County branding elements (seal and ocgov.com logo).
- The Supervisor’s County phone number and/or District email may be added to the item in the same or smaller font size.
Distribution Standards

- Promotional items are intended for public events, where they are distributed in public locations via a table or booth or handed out.
- Promotional items may not be distributed at political events or in conjunction with campaign activities.
- To ensure compliance with the Mass Mailing Act (Attachment C), advance review by County Counsel is mandatory for all promotional items to be mailed or distributed in a private location, where the promotional item includes a County elected official's name, photo and/or other reference to the elected official.
- Advance review by County Counsel is mandatory for all promotional items that include the elected official's name, photo and/or other reference to the elected official after he/she has become a candidate for office. See Fair Political Practices Regulation 18901.1: Campaign Related Mailings Sent at Public Expense (Attachment D).
- County promotional items are intended for free distribution and must not be sold.

Guidelines for Event Planning

The items shown in Attachment B—including banners, table skirting and canopies—depict the intended visual identity system used to brand the County’s presence at official events. The recommendations are intended to apply to items purchased from each supervisorial district’s County events budget.

Recommended marketing items that may be branded include:
- Retractable, stand-up banner
- Pop-up canopy
- Table skirt
- Apparel
- Printed event promotion materials

Vendor selection will be determined by the County Events Coordinator (OC Community Events Manager) in compliance with the Contract Policy Manual.

Approved:  
CEO Frank Kim  
Date: 12/30/15
County Events Policy & Procedure

I. PURPOSE

The purpose of this Policy & Procedure is to plan and implement a master calendar of events to promote County programs to local residents.

II. POLICY

County events are defined as events, programs or activities that fall within the scope of business for County departments or agencies, and are branded as events sponsored by the County of Orange. These events shall be planned on an annual basis in conjunction with the County's budget cycle. The annual calendar of events may be augmented by unanticipated events. The events shall employ consistent County branding to maximize the name recognition of the County, increase public participation and promote County events as effectively as possible.

III. PROCEDURE

A. In anticipation of the annual budget process, departments will provide the OCCR/Event Coordinator's office (EC) with a calendar of planned County events for the coming year by January 1st.

B. The list will be reviewed by the EC's office and shared with Board offices by January 15th.

C. Board offices will review the calendar and may request supplemental or amended County events.

D. Requests for changes to the County event calendar will be submitted to the EC's office by February 15th.

E. A comprehensive Master Events Calendar containing County events planned by County departments and those requested by Board offices will be compiled by the EC's office and will be presented for approval, with appropriate findings, including any findings required by Government Code Section 26227, as an exhibit to the County's budget.

F. County events requested outside of the budget process will be coordinated directly with the EC's Office, subject to County policies and procedures. Any County event requested outside of the budget process that does not exceed the EC's budget is not subject to Recommendation No. 9 of the "Procurement Subcommittee Initial Recommendations" as approved by the Board on June 17, 2014. (Attachment A)
G. The EC's office will work with each department to calculate the time and resources required to hold the supplemental or amended events (i.e. staff time, fee waivers and program materials). Departments will add these revised events to the County events calendar and identify the incremental cost to be charged to the EC's events program budget. Departments will report the cost information to the EC's office.

H. The EC's event budget may be used for costs associated with County events, subject to applicable County policies, including collateral promotional materials, promotional items and related promotional expenses, provided they are consistent with the County's branding and include the name of the County and the County logo.

Additionally, the event budget may be used for collateral promotional materials and promotional items associated with other County events or activities that promote the County of Orange. Such expenditures will be coordinated directly with the EC's Office, are subject to applicable County policies, and shall be consistent with the County's branding and include the name of the County and the County logo.

I. Throughout the year the EC's office will monitor the County Master Events Calendar and publish upcoming opportunities for Board involvement in order to elevate the public's awareness and participation in County events.

IV. SOLICITATION OF FUNDS

A. Under Government Code Section 26227, the use of County time and resources to solicit private funds for County events may be authorized with Board approval if the use of County time and resources is deemed to "meet the social needs of the population of the county."

B. Donations obtained for a County event, program or activity may be considered "behested payments" under Government Code Section 82015(b)(2)(B)(iii) and may be subject to reporting as such. Questions regarding behested payments should be directed to County Counsel.

C. Requests for fundraising to be performed by County staff shall be included in the Master Events Calendar pursuant to Section III. E. Solicitation to be performed by County staff for County events requested outside of the approved Master Calendar will require separate Board approval.

D. A member of the Board of Supervisors' ability to solicit funds in accordance with applicable law is not limited or restricted by this Section IV.

Adopted: June 23, 2015, Item #S77A
Retractable Standing Banner

Rough Mock-up

WELCOME

COUNTY OF ORANGE
CALIFORNIA

Supervisor Name District

- Standard dimensions: 24"w x 80"h
- Prominently feature official County of Orange seal
- May include Supervisor name and District
- Feature photo montage or illustration reflecting County services
- Corporate Communication staff can provide design assistance. Contact ruth.wardwell@ocgov.com

ocgov.com
- Prominently feature official County of Orange seal on top four panels.

- Display ocgov.com logo on four header panels

- Color: Blue or select from color palette (see attached).
Table Skirt

Rough Mock-up

Product Photo Example

- Prominently feature seal
- Use ocgov.com logo
- Color: Blue or select from color palette (attached).
Apparel

Rough Mock-ups

- Use the County seal

Optional: Supervisor
  Name
  District
COLOR PALETTE

- Dark Gray: 0/0/0/75
  Light Gray: 0/0/0/40
- Dark Green: 70/10/100/50
  Light Green: 70/10/100/0
- Dark Orange: 5/60/100/0
  Light Orange: 5/35/85/0

COLOR PALETTE

- Dark Gray: 0/0/0/75
  Light Gray: 0/0/0/40
  Dark Green: 40/10/50/0
  Light Green: 0/0/10/0
- Dark Green: 70/10/100/50
  Light Green: 70/10/100/0
Prohibited Mass Mailings

The following information provides guidance on restrictions contained within the Act related to mass mailings sent at public expense under Regulation 18901. While it is not possible to address all types of mailings here, public agencies and elected officers are encouraged to request advice for specific guidance. When requesting advice on a specific item, a sample of the mailing must be provided. There are laws outside of the Act that may apply to certain mailings, such as the misuse of public funds, so it is important to also contact your agency’s legal counsel.

Which Mailings are Prohibited?

A mailing is prohibited under the Act if each of the following criteria is met, unless the item meets one or more exceptions.

(1) Delivery. A tangible item, such as a newsletter or brochure, is delivered, by any means, including by transmission of a fax, to a person’s residence, place of employment or business, or post office box. Note: Emails, website postings, text messages, and recorded telephone messages/robocalls are not considered tangible items and therefore, not subject to the Act’s mass mailing at public expense restrictions.

(2) Item Features an Elected Officer. The item sent either features an elected officer affiliated with the agency (by including the officer’s photo or signature, or singling out the officer by the manner his or her name or office is displayed), or the item includes a reference to an elected officer affiliated with the agency and the item is prepared or sent in cooperation with the elected officer.

(3) Public Moneys. Any of the costs of distribution are paid for with public moneys, or if public funds are not used for the actual distribution, in excess of $50 in public moneys is used to design, produce, or print the item and the design, production, or printing is done with the intent of sending the item other than as permitted by Regulation 18901.

(4) Mass Mailing. More than 200 substantially similar items are sent in a calendar month, excluding any item sent in response to an unsolicited request.

Exceptions - Permissible Mailings

Letterhead - A mailing in which an elected officer’s name appears only in the letterhead or logotype of the stationery, forms, and envelopes of the agency, or in a roster listing containing the names of all elected officers of the agency is permissible. The names of all elected officers must appear in the same size, font type, color, and location. The item may not contain an elected officer’s photo, signature, or any other reference to the officer.

Meeting Announcement - A "public meeting" announcement sent only to an elected officer’s constituents is permitted so long as the meeting is directly related to the elected officer’s governmental duties and he or she intends to attend. The item may not contain the elected officer’s photo or signature and may include only a single mention of the elected officer.
**Event Announcement** - An announcement of any official agency event or events for which the agency is providing the use of its facilities or staff, or other financial support is permitted. The item may not contain the elected officer’s photo or signature and may include only a single mention of the elected officer.

**Normal Agency Business Practices**

The following items are not restricted by the Act’s mass mailing prohibition.

- Press releases sent to members of the media
- Any item sent in the normal course of business from one governmental entity or officer to another governmental entity or officer
- Any intra-agency communication sent in the normal course of business to employees, officers, deputies, and other staff
- Tax bills, checks, and similar documents, in any instance where use of the elected officer’s name, office, title, or signature is necessary to the payment or collection of the funds
- A telephone directory, organization chart, or similar listing or roster that includes the names of elected officers as well as other individuals in the agency sending the mailing
- Business cards that do not contain an elected officer’s photo or more than one mention of the elected officer’s name

**Constituent Requests**

Responses to unsolicited requests are not subject to the Act’s mass mailing restrictions. “Unsolicited request” means a written or oral communication that specifically requests a response and that is not requested or induced by the elected officer or any third person acting at the officer’s behest. If a person requests continuing information, an elected officer may send multiple responses directly related to that subject for up to 24 months.

*Example:*

A city councilmember received calls from 50 constituents with questions related to a nearby retail shopping center project. The councilmember may send a response (e.g., flyer), which directly addresses their questions, to those 50 people. The 50 flyers would not be subject to the Act’s mass mailing restrictions and therefore, could contain the councilmember’s photo and/or signature. In addition, the 50 flyers would not count toward the 200 item per calendar month limit, so the councilmember could send the flyer (or a substantially similar item) to up to 200 other constituents.

**Frequently Asked Questions**

**Q.** A city would like to send a newsletter by email, which contains pictures of the mayor and city council members at a groundbreaking ceremony. Is this permissible?

**A.** Yes. Emails are not considered “tangible” and therefore, not subject to the Act’s mass mailing prohibitions. However, there may be laws outside of the Political Reform Act that apply, such as the misuse of public funds.
Q. A State Senator plans to send a town hall meeting announcement by mail. One side of the item will include the meeting details and include one use of the Senator’s name. The reverse side will be prepared with the Senator’s name only in the return address of the mailer. Is the mailing permissible?

A. Yes. Each mention of the Senator’s name falls within applicable exceptions (meeting announcement and letterhead/envelope).

Q. A school district publishes a newsletter mentioning the activities of its elected board members, which is funded in part by district funds and in part through advertising revenues. Each month the newsletter is mailed to all employees of the school district, homes of the students, and various other community members. Is it permissible to include information related to various events at school sites throughout the district and note the school board members who were in attendance?

A. No. Assuming that more than 200 newsletters are mailed, this item meets the four criteria of a prohibited mass mailing.

Q. A City Chamber of Commerce sends a bi-monthly newsletter mentioning the names of city council members to its 500 members and certain other business contacts and city officials. The Chamber receives money directly from the city as part of the city’s budget for economic enhancement projects, and indirectly, through a lease subsidy. Would it be permissible for the Chamber to include photos of city council members in the newsletter?

A. Yes. Since the city does not expressly provide funding for the production, publishing, or distribution of the newsletter, the “public moneys” criteria is not met so the mailing is permissible.

Q. The State Treasurer wishes to advertise a college savings bond program by placing ads in newspapers of general circulation. Is this permissible?

A. Yes. A person who subscribes to newspapers or other periodicals published by persons other than elected officers shall be deemed to have made unsolicited requests for materials published in those subscription publications; therefore, the Act’s mass mailing restrictions do not apply.

Q. A county supervisor would like to send an announcement to each of her constituents’ homes with information about an upcoming special event sponsored by the county. One side of the mailer will be in English, the reverse side will be in Spanish, and the county supervisor’s name will be included on both sides. Is this mailing permissible?

A. Yes. Identical items in two different languages would be considered two different mailings; therefore, the officer’s name may be mentioned once on each side.

Q. A city councilmember plans to send a mailer inviting constituents to a neighborhood meeting. The councilmember’s name is only mentioned once but the mailer also references the councilmember’s district. Is this mailing permissible?

A. No. The mention of the councilmember’s district is considered a second reference to the councilmember; therefore, the mailing is prohibited.

Q. A city councilmember would like to send a flyer on his letterhead to constituents who surround a particular retail shopping center. The councilmember’s name is included only in the letterhead, but the flyer includes other references to the councilmember such as “I” and “we.” Is this mailing permissible?

A. No. Although generally a mailing sent on an elected officer’s letterhead falls under the “letterhead” exception, this exception does not apply if the item makes any other reference to the elected officer. The Commission has determined that using pronouns such as “I” and “we” are considered additional references to the elected officer.
§ 18901.1. Campaign Related Mailings Sent at Public Expense.

(a) Except as provided in subdivision (b), a mailing is prohibited by Section 89001 if all of the following criteria are met:

(1) The item sent is a tangible item, such as a written document, videotape, record, or button and is delivered, by any means, to the recipient at his or her residence, place of employment or business, or post office box.

(2) The item sent either:

(A) Expressly advocates the election or defeat of a clearly identified candidate or the qualification, passage, or defeat of a clearly identified measure, as defined in Regulation 18225(b)(1).

(B) When taken as a whole and in context, unambiguously urges a particular result in an election.

(3) Public moneys are paid for either of the following:

(A) The costs of distributing the item.

(B) Costs, exceeding $50, that are reasonably related to designing, producing, printing, or formulating the content of, the item including, but not limited to, payments for polling or research and payments for the salary, expenses, or fees of the agency's employees, agents, vendors, and consultants, and the costs are paid by the agency with the intent of sending the item other than as permitted by this regulation.

(4) More than two hundred substantially similar items are sent during the course of an election, including items sent during the qualification drive or in anticipation of an upcoming election, but excluding any item described in subdivision (b).

(b) Notwithstanding subdivision (a), a mailing of the following items is not prohibited by Section 89001:

(1) An agency report providing the agency's internal evaluation of a measure sent to a member of the public upon the individual's request.

(2) A written argument sent to a voter in the voter information pamphlet.

(3) A communication clearly and unambiguously authorized by law.

(c) For the purposes of subdivision (a)(2)(B), an item unambiguously urges a particular result in an election if it meets either of the following criteria:

(1) It is clearly campaign material or campaign activity such as bumper stickers, billboards, door-to-door canvassing, or other mass media advertising including, but not limited to, television or radio spots.
(2) When considering the style, tenor, and timing of the communication, it can be reasonably characterized as campaign material and is not a fair presentation of facts serving only an informational purpose.

(d) For purposes of subdivision (a)(4), an item is "substantially similar" to another item if both items expressly advocate or unambiguously urge the election or defeat of the same candidate or measure.

(e) For purposes of subdivision (c)(2), when considering the style, tenor, timing of an item, factors to be considered include, but are not limited to, whether the item is any of the following:

1. Funded from a special appropriation related to the measure as opposed to a general appropriation.
2. Is consistent with the normal communication pattern for the agency.
3. Is consistent with the style of other communications issued by the agency.
4. Uses inflammatory or argumentative language.

(f) A mailing sent at public expense that features, or includes the name, office, photograph, or other reference to, an elected officer affiliated with the agency which produces or sends the mailing may also be prohibited under Section 89001 as provided in Regulation 18901.


HISTORY


(Register 2009, No. 39).