

STATE OF GEORGIA

COUNTY OF CLAYTON

RESOLUTION NO. 2020-117

A RESOLUTION AUTHORIZING CLAYTON COUNTY TO IMPLEMENT A NEW BRAND LOGO FOR THE PURPOSE OF PROMOTING A MARKETING IMAGE FOR THE COUNTY IN THE COMMUNITY; TO SET FORTH THE PROPER USAGE OF THE BRAND LOGO AND COUNTY SEAL; TO AUTHORIZE THE CHAIRMAN TO EXECUTE ANY DOCUMENTS RELATING THERETO, AND OTHERWISE TO PERFORM ALL ACTS NECESSARY TO ACCOMPLISH THE INTENT OF THIS RESOLUTION; TO PROVIDE AN EFFECTIVE DATE OF THIS RESOLUTION; AND FOR OTHER PURPOSES.

WHEREAS, Clayton County (the "County") desires to implement a new County community logo (the "Logo") as the marketing image for the County; and

WHEREAS, the Logo is intended to be used on all collateral signage designed and to convey the progressive image of the County's brand; and

WHEREAS, the Logo is also intended to be utilized, as appropriate, on all marketing, promotional, informational and informal material, including websites, uniforms, brochures, and other collateral material; and

WHEREAS, the Logo is intended to be used on department materials to bring cohesiveness to County information. Such materials should include the "Cc: Clayton connected" logo and exclude the County seal; and

WHEREAS, the County currently has a seal that is to be reserved for legal representation of the County, including official County documents or legal correspondence from the Chairman, members of the Board of Commissioners, and other Clayton County elected officials; and

WHEREAS, the County seal will continue to be used to mark all items of a permanent and lasting nature and will not be used as a casual logo or identity, a design element in recruitment materials, marketing or a decorative element; and

WHEREAS, the County may use the Logo in conjunction with the County seal, but when the Logo is used with the County seal, or any other logo, the other logo should not exceed the size

of the County Logo; and

WHEREAS, the County desires to set forth additional rules and requirements for use of the Logo to include position requirement, color, palette and other regulations to ensure uniformity and proper decorum for use of the Logo and use of the County seal; and

WHEREAS, the Board of Commissioners deems it in the best interest of Clayton County, and the County will best be served by implementing the new Logo for the reasons set forth herein,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF
CLAYTON COUNTY, GEORGIA AND IT IS HEREBY RESOLVED

Section 1. The Board of Commissioners hereby authorizes Clayton County to implement a new County community logo as the marketing image for the County. The logo will be utilized, as appropriate, on all marketing, promotional, informational and informal material, including websites, uniforms, brochures, and other collateral material. The County seal will continue to be utilized for all items related to official Clayton County Board business and all items of a permanent and lasting nature.

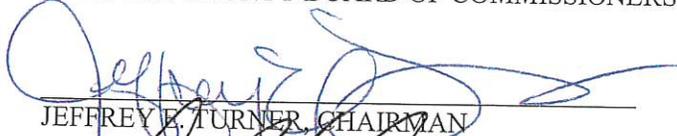
Section 2. The Board of Commissioners hereby authorize the Chairman to execute all necessary documents, and otherwise to perform all acts necessary to accomplish the intent of this Resolution. The guidelines for implementation are more fully depicted in Exhibit "A" attached hereto.

Section 3. This Resolution shall be effective on the date of its approval by the Board of Commissioners.

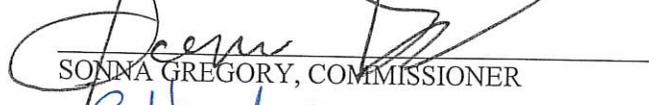
SO RESOLVED, this the 7 day of July, 2020.

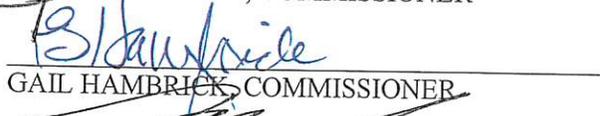
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CLAYTON COUNTY BOARD OF COMMISSIONERS


JEFFREY E. TURNER, CHAIRMAN


DEMONT DAVIS, VICE CHAIRMAN


SONNA GREGORY, COMMISSIONER


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ATTEST:


BRENDA B. JAMES, CLERK