



**Title:** Brand Identity Guide  
**Effective Date:**  
**Amended:**  
**Issuing Authority:** Board of Commissioners  
**Responsible Officer:** County Administrator/CAO

**Category:** 100  
**Number:** 115

### Purpose

To formulate clear and precise standards for use of the County of Saginaw logo and identity elements. Consistent use of the brand guide, designated logos and branding elements strengthen their value and the County's ability to protect them from unauthorized use.

### Responsibility

The County of Saginaw Board of Commissioners shall be responsible for the implementation, and the County Administrator shall be responsible for the adherence of this policy.

### Scope

The County of Saginaw logo and brand elements may only be used by departments and employees in strict accordance with this policy.

### Policy

- County departments and individuals are required to use the County of Saginaw logo and branding elements in connection with their respective official County business.
- County departments and individuals may use the County of Saginaw logo and branding elements only as outlined in the County of Saginaw Brand Identity Guide.
- Neither the County of Saginaw logo, name or elements may be used in any manner that could adversely affect the County's image or standing.
- No County department or individual employee may use the County of Saginaw logo or branding elements for anything that is something other than official County of Saginaw business.
- The logo and branding elements may not be used in any way that states or implies endorsement of a product, service, political stance, gives a false impression, is misleading, or could cause confusion.

### Administrator/CAO Legal Counsel Review

The Administrator/CAO has determined that this Policy, as submitted to the Board of Commissioners, contains the necessary substance in order to carry out the purpose of the policy. County Civil Counsel has determined that this Policy, as submitted, contains content that appears to be legal activities of the County of Saginaw Board of Commissioners.

Approved as to Substance:

Approved as to Legal Content:

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Saginaw County Administrator/CAO

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Saginaw County Civil Counsel