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To: Board of Commissioners

Re: Goodhue County Seal

Commissioners,

In November 2023, the County Board implemented the County Branding Guidelines to govern usage of all County logos and the seal. During the rebranding process, the seal was left untouched due to the nature of its contents.

The current seal iteration features the Minnesota state flag. However, in early 2023 the State of Minnesota began a process to change that same flag. The County, knowing the potential for the State flag to change, decided against including the seal in the rebranding process. Instead, the County opted to budget for a potential revision of the seal in 2024 if the State flag were to change. As of May 12th, 2024, the State flag officially changed.

Shortly after Goodhue County reached out to Trajectory Brands, the redesign firm Goodhue County contracted with for the rebrand, and asked for seal mockups with the same organization of the current seal but with adherence to the new branding guidelines and inclusion of the new State Flag.

The mockups underwent several iterations due to consult with the Administration & Human Resources teams, Management Team, and the Communications Committee.

Recommendation

It is the recommendation of the Communications Committee and staff to approve the attached seal designs and approval to update the Branding Guidelines accordingly.

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