

BOARD OF COUNTY COMMISSIONERS OF CITRUS COUNTY, FLORIDA
Citrus County Courthouse
Room 100, 110 N. Apopka Avenue, Inverness, FL 34450

AGENDA

April 12, 2022 9:00 AM

Ronald E. Kitchen Jr., Chair, District 2	Angela Vick, Clerk of the Circuit Court
Ruthie Davis Schlabach, 1st Vice Chair, District 3	Charles R. Oliver, County Administrator
Holly L. Davis, 2nd Vice Chair, District 5	Denise A. Dymond Lyn, County Attorney
Jeff Kinnard D.C., Commissioner District 1	
Scott Carnahan, Commissioner, District 4	

MISSION

Citrus County Government is a value-driven organization dedicated to responsive citizen service by providing quality programs, services and facilities to build a strong community and promote the best quality of life for our citizens.

All persons desiring to address the County Commission will be asked to limit their comments to the specific subject being discussed.

The Board gives citizens multiple opportunities for **PUBLIC INPUT**. All members of the public wishing to speak at the "Open To The Public" portion of a meeting will have three (3) minutes per person to make their request or presentation or five (5) minutes if they represent an organization with the appropriate documentation on file with the Clerk of Courts. If the request or presentation deals with a matter that requires investigation by County Staff, the Chairman will refer it to the County Administrator to follow-up with the person making the request.

Any person who decides to appeal any decision of the Governing Body with respect to any matter considered at this meeting will need a record of the proceedings and for such purpose may need to provide that a verbatim record of proceeding is made which record includes testimony and evidence upon which the appeal is to be based. (Section 286.0105 Florida Statutes)

Any person requiring reasonable accommodation at this meeting because of a disability or physical impairment should contact the County Administrator's Office, Lecanto Government Bldg., 3600 W. Sovereign Path, Suite 267, Lecanto, FL 34461 (352) 527-5210, TTY (352) 527-5312 at least two days before the meeting.

A. CALL TO ORDER

A.1. Invocation

A.2. Pledge of Allegiance

A.3. Roll Call

B. WORKSHOP COMMUNICATIONS STRATEGY

B.1. Discussion and Presentation on Communications Strategy

Discussion and presentation on Communications Strategy.

C. OPEN TO THE PUBLIC

D. UPCOMING MEETINGS

- | |
|--|
| 1. Regular Meeting: Tuesday April 12, 2022 at 1:00 PM , Citrus County Courthouse, Room 100, 110 N. Apopka Avenue, Inverness, FL 34450 |
|--|

E. UPCOMING WORKSHOPS AND SPECIAL MEETINGS

Workshop: Residential Road Resurfacing Tuesday April 26, 2022 at 9:00 AM , Citrus County Courthouse, 110 N. Apopka Avenue Room #100, Inverness, Florida 34450
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F. ADJOURN



AGENDA MEMORANDUM

FROM:	Charles R. Oliver, County Administrator				
SUBJECT:	Discussion and Presentation on Communications Strategy				
AGENDA DATE:	April 12, 2022				
<u>BRIEF OVERVIEW:</u> Communications Strategy					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Discussion and presentation on Communications Strategy.					

CITRUS COUNTY COMMUNICATIONS

P R E S E N T A T I O N

Tuesday, April 12, 2022



COMMUNICATIONS STAFF



**VERONICA
KAMPSCHROER**

Communications Manager/
Public Information Officer



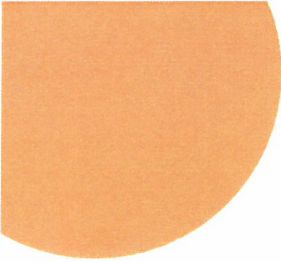
**MILES
SAUNDERS**

Communications
Specialist II



**CHARLES
CARVER**

Audio Visual
Technician



COMMUNICATIONS SERVICES

PUBLIC INFORMATION

- Community Outreach
- Press Releases
- Public Speaking
- Special Events Planning

WEB MANAGEMENT

- CMS Management
- Content Management
- Training
- Web Design

AUDIO VISUAL SUPPORT

- Meeting Facilitation
- Special Events Support
- Teams Integration
- Video Production

CONTENT CREATION

- Photo/Video Library
- Publications
- Social Media
- Website

ADA COMPLIANCE

- Accessibility
 - Compliance
 - Documents
 - Websites
- 

FY2021-2022 BUDGET

Branding & Marketing Strategy	\$20,000
Audio Visual Equipment	\$10,000
Communications Services	\$5,918
PDF Remediation	\$5,000
Office Supplies, Printing, & Postage	\$3,150
Promotional/Marketing Materials	\$2,250
Staff Training & Travel	\$1,885
Vehicle Services	\$1,125
General Liability Claims	\$446
TOTAL:	\$51,609

Personnel Costs: \$189,287

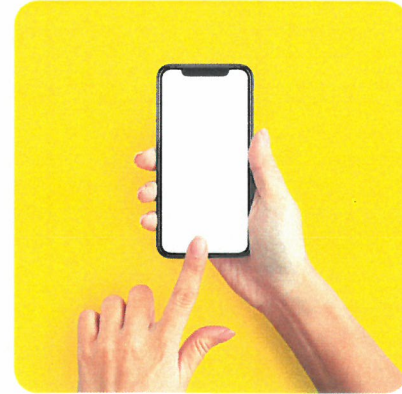
COMMUNICATIONS



BRANDING



**PUBLIC
RELATIONS**



MARKETING

BRANDING

WHAT IS BRANDING?

Key brand elements such as logo, color scheme, typography, and other design components that makes a brand stand out from competitors, and recognizable to consumers.





MARKETING

WHAT IS MARKETING?

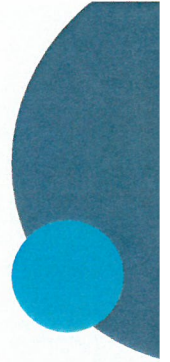
The action or business of promoting and selling products or services, including market research and advertising.

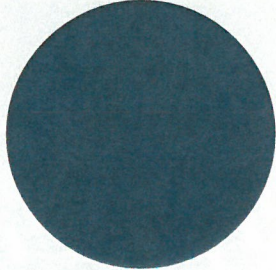
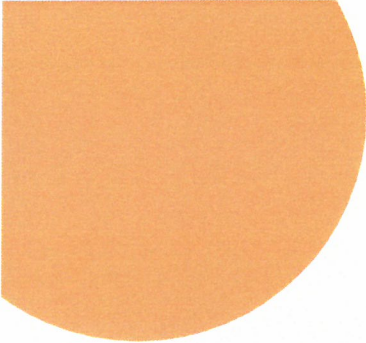


PUBLIC RELATIONS

WHAT IS PR?

A strategic communication process that builds mutually beneficial relationships between organizations and their publics





BRANDING & MARKETING STRATEGY

Creative Services (Branding)

- Brand Identity/Strategy
- Content Creation
- Image Campaigns
- Logo Design

Marketing Services (Marketing)

- Marketing Campaigns
- Marketing Plan
- Social Media Positioning
- Targeted Mailings

Public Engagement (Public Relations)

- Citizen Engagement
 - Community Relations
 - Crisis Communications
 - Special Events
- 

CURRENT BRANDING

CITRUS COUNTY SEAL



Juiced for
CITRUS

DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS



citrus
LIBRARIES



CITRUS COUNTY
**ECONOMIC
DEVELOPMENT**

Other brands to consider:

- Community Services
 - Animal Services
 - Library Services
 - Parks & Recreation
 - Transit Services
- Economic Development
- Tourism Bureau
- City of Crystal River
- City of Inverness
- Surrounding Counties



BRANDING

PUBLIC BRANDING

tends to focus on the organization's relationship within a community.

PLACE BRANDING

focuses on particular geographical spots, highlighting focused physical and emotional elements that give the area a specific meaning.



THE PURPOSE OF BRANDING

01

COMMUNICATION

Brands communicate via logos, slogans, and feelings and, as such, are inputs into a process.

02

PERCEPTION

Brands are perceptual in that they communicate to a consumer's tastes, characteristics, and overall values

03

ENHANCED VALUE

Brands can enhance value through developing brand equity and creating repeat customers.

04

RELATIONSHIPS

Brands build relationships via personality, and relationships can be enhanced or severed, depending on organizational choices.

PRIMARY AUDIENCES



**CURRENT
CITRUS COUNTY
RESIDENTS**



**BUSINESS &
PROFESSIONAL
GROUPS**



**PROSPECTIVE
CITRUS COUNTY
RESIDENTS**



**FLORIDA
RESIDENTS**



BRANDING IS...

WHO YOU ARE

THE ORGANIZATION'S PERSONALITY

HOW YOU STAND APART

YOUR PROMISE TO STAKEHOLDERS



BRANDING IS NOT...

A LOGO, TAGLINE, OR COLLATERAL

CREATED & PACKAGED

CONTROLLED FULLY BY ORGANIZATION OR STAKEHOLDERS



BRANDING

BRAND/STYLE GUIDES

Usually includes the following:

- Logo usage and guidelines
- Color palette and guidelines
- Font usage and guidelines
- Signature/business card guidelines
- Website & social media content guidelines
- Key messaging
- Tone of voice

The background features a collage of various design-related terms in a light blue, hand-drawn font, including 'USABILITY', 'FLASH', 'BANNER', 'STYLE', 'PRODUCT', 'SOFTWARE', 'WEBSITE', 'IDEA', 'WEB DESIGN', 'CODE', 'CREATIVITY', 'CONTENT', 'DEVELOPER', 'ADVERTISING', 'RESOURCE', 'STANDARD', 'BROWSER', 'RESEARCH', 'CONCEPT', 'USER', 'IMPACT', 'MODERN', 'DES', and 'TREND'. There are also several decorative elements: a large dark blue semi-circle in the bottom left, a large orange circle in the bottom right, a small orange circle in the top left, and a blue and dark blue abstract shape in the top right.

BRANDING EXAMPLES

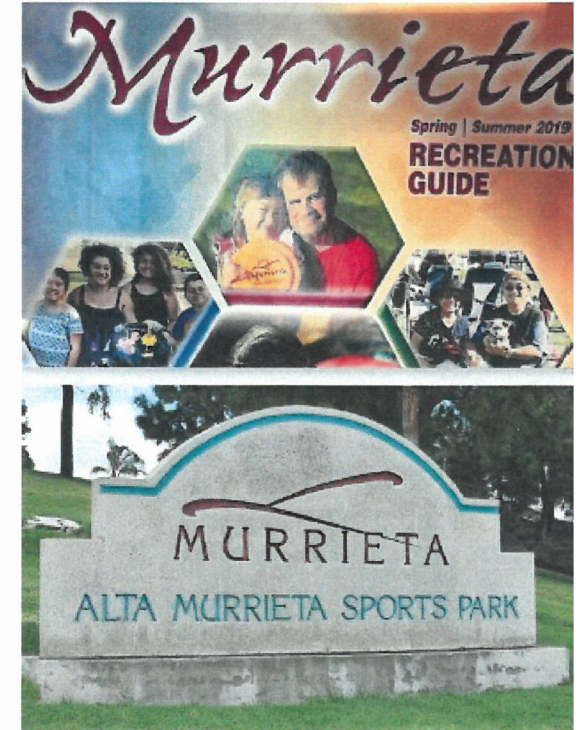
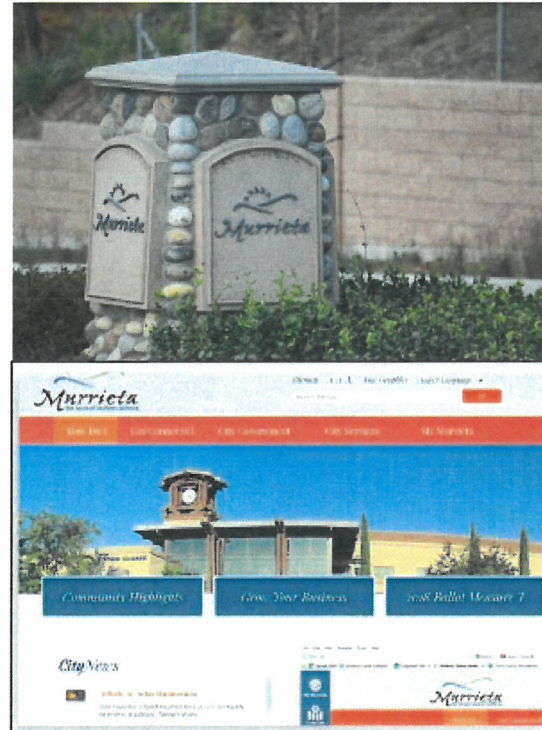
EMBRACE YOUR HISTORY

WHILE MOVING FORWARD



Murrieta
the future of southern california

Murrieta
a great place to grow



ADAPTING THE BRAND



CITY OF MURRIETA  *Connected by Community*

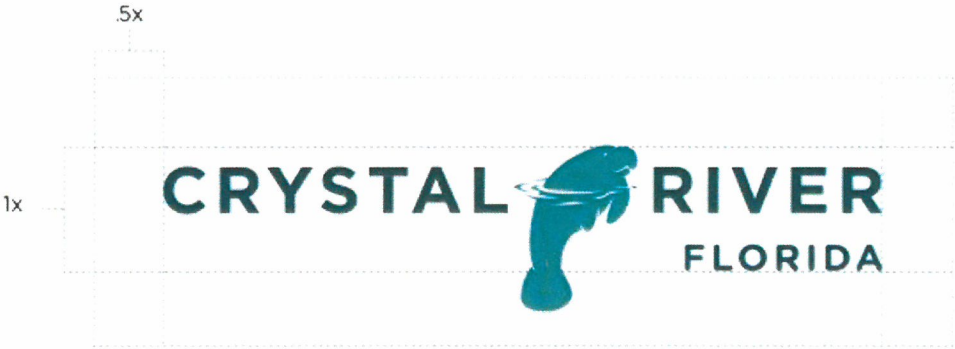
DISCOVER CRYSTAL RIVER FLORIDA BRAND GUIDELINES

LOGO USAGE

To determine how much clear space to give our logo to breathe, the height of the logotype was used. Half of the logotype's height is the minimum clear space needed.

For print use, our logo should never shrink to less than 1 inch wide.

For web use, the minimum size is 100 pixels wide.



PMS 316 C					
C	100	R	0		
M	56	G	70		
Y	55	B	79		
K	39	#00464F			

PMS 7710 C					
C	80	R	0		
M	12	G	165		
Y	29	B	181		
K	0	#00A5B5			



Minimum width
1in. or 100px



The round manatee device can be used alone as a design element and can work in any colors in the provided color palette.

LOGO USAGE

Experimenting with the placement and application of our logo is always encouraged, but here are some basic guidelines for general use.

CORRECT COLOR USE



Standard logo for light backgrounds



Color knockout for dark backgrounds



Acceptable use on light photography

CORRECT B&W USE



Standard black for light backgrounds



Black knockout for dark backgrounds



Acceptable use on dark photography

INCORRECT USE



Incorrect color, never outline logo



Avoid using logo on similar colors



Do not distort or rearrange logo elements

PMS 158C



PMS 197C



PMS 1235C



PMS 382C



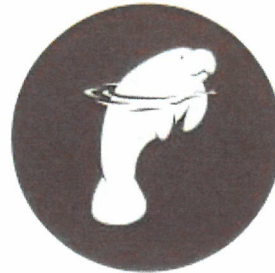
COLORS

The colors chosen to represent Crystal River are a combination of natural tones designed to blend in with the environment and bold, brilliant hues guaranteed to stand out. Rather than competing with one another, they act as ideal compliments that draw out the differences in one another in a positive, powerful way.

PMS 353C



PMS 161C



PMS 170C



PMS 7689C



FONTS

Just like colors and images, type helps to set the tone for a brand. So, for Crystal River, two typefaces have been chosen.

Archer

Bold and striking, but without the rigid formality of heavier serif typefaces, Archer will be used as a headline font for ads, billboards and other materials. It's available in many different weights and variations, which provides additional flexibility as well.

Gotham Book

A clean, sans serif typeface, Gotham is featured in the brand's new logo and then does double-duty as its body copy font. It reproduces well at virtually any size, and is easy enough to read to be used in everything from short bits of ad copy to multi-page brochures.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 123456789**

KEY MESSAGES

Unique Manatee Interaction This is the only place in the world this experience is found, and we will

promote and protect it as the rare gift it is. **Natural Beauty** Everything in and around Crystal River depends on the environment, which

we will eagerly share and endeavor to save. **Endless Adventure** On TVs, tablets, smartphones and more, everyone has seen

the joy of outdoor adventure. Here, they can actually live it for themselves. **Heritage & History** Crystal River is a modern travel

destination that hasn't lost its love for the past. It's proud of where it was, and progressive enough to know where it needs to go. **Friendliness**

The river is gorgeous. The manatees are amazing. The adventures are plentiful. But it's the warm, welcoming people who make Crystal River feel like home.



IMAGERY

There's no shortage of beauty to photograph in Crystal River, but capturing it correctly is key. Images representing the brand should feel genuine, spontaneous and unadulterated. No Photoshop mastery here (well, at least not much), just real images of the real Florida as it was meant to be—and of the real emotions visitors feel when experiencing it.

CITRUS LIBRARIES BRAND GUIDELINES

Color Guidelines

Primary Palette:

Our primary palette is one of our core brand assets. It consists of the colors used in our logos and on our library cards. Card Blue serves as a contrasting backdrop for our brighter colors like Citrus Orange, Classic Teal, and Leaf Green. Use these colors in most cases.

Secondary Palette:

Like our primary palette, our secondary colors are designed to draw stark contrast with one another. These colors should only be used to support and never overpower those colors in the primary palette.

Card Blue

(PMS 5395)

CYMK
100/70/0/80

RGB
0/9/60

HEX
00093c

Citrus Orange

(PMS 182)

CYMK
0/50/100/0

RGB
247/148/29

HEX
f7941d

Classic Teal

(PMS 7473)

CYMK
77/5/47/0

RGB
0/175/158

HEX
00af9e

Leaf Green

(PMS 382)

CYMK
29/0/99/0

RGB
193/216/49

HEX
c1d831

Flamingo Red

(PMS 179)

CYMK
0/79/96/0

RGB
241/93/39

HEX
f15d27

White

CYMK
0/0/0/0

RGB
255/255/255

HEX
ffffff

Black

CMYK
100/100/100/100

RGB
0/0/0

HEX
030000

Gray

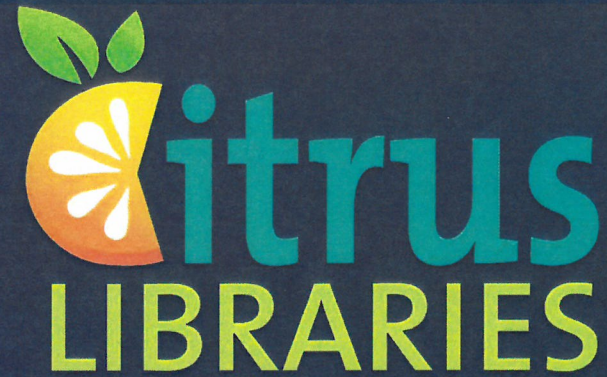
CYMK
6/5/0/19

RGB
191/193/206

HEX
bfc1ce

Primary Logo:

The Citrus Libraries logo stands at the center of our brand. Our logo, with its bold color scheme and iconic orange slice, helps the public recognize that each branch draws and lends strength to a single, united entity. The orange slice bears five seeds inside; these symbolize the five branches of the library system. Our primary logo should be used in most situations.



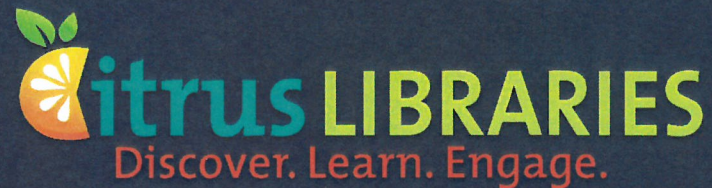
Secondary Logo:

While our primary logo should be used whenever possible, periodically a design dictates that a wider but shorter logo would be more legible. In these scenarios, please use our secondary logo.



Tertiary Logo:

The primary and secondary logos should be the logos used a majority of the time. However, in some instances we want to include something extra in a design, such as the slogan. This variation of the logo should only be used after checking with the Library Public Relations Coordinator.



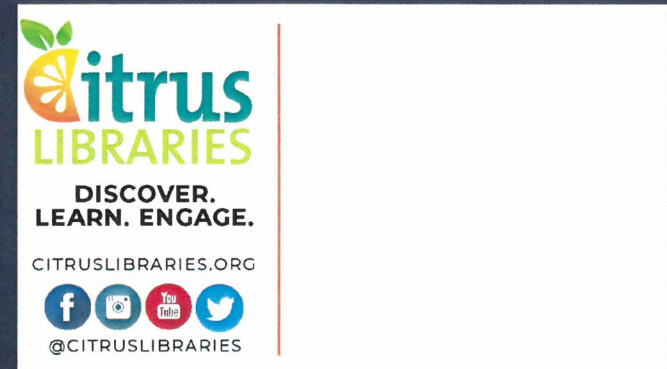
Orange Slice Logo:

The orange slice, on its own or with the abbreviation CCLS, should be used as sparingly as possible. This logo exists to reinforce our brand, but should never serve as a replacement for the primary logo.



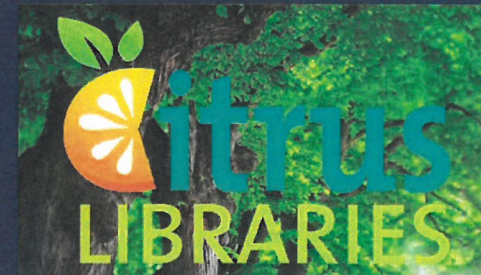
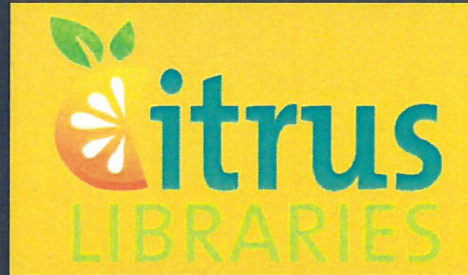
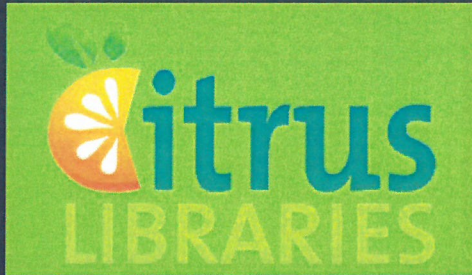
Business Card Design:

The business cards for all employees have three pieces of brand information. The first is the primary logo in full color. The next is the slogan. The last is our website and social media information. On the right side of the card, the Senior Secretary adds the employee's contact information.



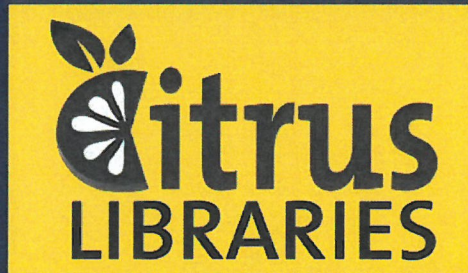
When to Use Black and White Logos:

When designing a piece in grayscale, whether to reduce the price of printing or when some other factor would limit the use of color, it is always better to use one of the Black or White logos included in this package. Our Primary, Secondary, and Orange Slice Logos all come with Black or White options so that you may choose which will fit your design best.



Use of Contrast:

Occasionally, when branding a piece with our logo, we will encounter colors that are very close to those used in our logos. Or, perhaps, our background contains many different colors. When this happens, it may benefit the designer to create a higher level of contrast by selecting a Black or White logo, even if the rest of the piece being designed in color. In the three examples above, the Citrus Libraries Logo is difficult to see but, in the three examples below, we are able to clearly pick out the logo -- thanks to the high level of contrast.



Using Our Fonts:

Uniformity of type helps to reinforce the brand established through our colors and logos. To keep things simple, we have selected three fonts from the same family to represent our tone and message.

Bahnschrift Regular is the workhorse of our font family. Simple and with an easily readable weight, Bahnschrift should be used the most frequently in the body of most pieces. If there is a long block of text, this font will usually be the best choice.

Bahnschrift Semibold is a heavier version of Bahnschrift Regular and will be used relatively less frequently. Reserved for mostly paragraph headers and minor titles within pieces, this font brings a touch more heft to the table, drawing the eye without demanding too much.

Bahnschrift Bold is just that: the boldest font in the family. This font demands attention and should be reserved only for headline titles or lettering on signage meant to be read from a distance.

Bahnschrift Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@\$\$

Bahnschrift Semibold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@\$\$

Bahnschrift Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@\$\$

Alignment:

Most of our user base is accustomed to reading from left to right; therefore, we use left-aligned type in all of our layouts. Not only does this make our message easier to interpret at a glance, it also brings modernity and consistency to our brand. Avoid using right and center alignment unless the format leaves you with no other choice.

Discover.

Learn.

Engage.

Tone of Voice:

We, as a library system, serve a wide variety of people in our community; proper use of tone can be an important tool in communicating with a diverse audience.

As an institute of education, we encounter people on all stretches of the road of the English language -- from those just learning to read, to those with advanced degrees in the language, and everyone in between. To reach the largest audience, we should always use language that is easy to comprehend. Complex words may seem more efficient for getting a message across, but we risk alienating those with a growing vocabulary.

When it comes to tone, the most important element to keep in mind is positivity. As a library, we are here to serve our community on their own personal path to education. Language should always be as encouraging, inviting, and friendly as possible.

CURRENT BRAND GUIDELINES



COLORS FROM
COUNTY SEAL



COUNTY SEAL AS LOGO

Franklin Thin
Franklin Light
Franklin Medium
Franklin Bold
Franklin Black

SANS SERIF FONT

Times New Roman

SERIF FONT

MARKETING**FL. STATE STATUTE 106.113**

(1) As used in this section, the term:

(a) “Local government” means:

1. A county, municipality, school district, or other political subdivision in this state; and
2. Any department, agency, board, bureau, district, commission, authority, or similar body of a county, municipality, school district, or other political subdivision of this state.

(b) “Public funds” means all moneys under the jurisdiction or control of the local government.



MARKETING**FL. STATE STATUTE 106.113**

(2) A local government or a person acting on behalf of local government may not expend or authorize the expenditure of, and a person or group may not accept, public funds for a political advertisement or electioneering communication concerning an issue, referendum, or amendment, including any state question, that is subject to a vote of the electors. This subsection does not apply to an electioneering communication from a local government or a person acting on behalf of a local government which is limited to factual information.





MARKETING

FL. STATE STATUTE 106.113

(3) With the exception of the prohibitions specified in subsection (2), this section does not preclude an elected official of the local government from expressing an opinion on any issue at any time.

QUESTIONS?

EMAIL

veronica@citrusbocc.com

WEBSITE

www.citrusbocc.com

PHONE

(352) 586-2407