

Flagler County's Official Seal and Proposal for a New Logo



This is the Official Flagler County Seal, an official emblem that has been with the County for over 92 years. The seal reflects our roots and was developed when we incorporated as a county in 1917. The County Commission cherishes the heritage of our county, and in fact has made preservation of our heritage a priority in the recently adopted Strategic Plan.

Use / overuse of the seal actually detracts from the value and prestige of the seal which is intended for official, legal and ceremonial purposes as stated in the Florida Statutes. On the other hand, a logo could express the County Commission's image with art and type that is distinctive and intended to be used with photos, on colored backgrounds, and on paper as well as other imprinted items. Logos can have variations to provide flexibility for different uses and reproduction processes, while still meeting graphic standards. Typically, seals are confined to a circular shape and do not provide the instant recognition of a logo.

Over the years, Flagler County has adopted some department logos to help identify or brand its services. In these instances in particular, the logos have never replaced the prominence of the county seal, nor were they intended to do such. Some logos currently used by the county are below.



The Flagler County Seal will not change and will always reflect our heritage. However, a logo could be modified as the dynamics of the community change, or to reflect the vision of the current elected officials. The proposed logo will be used to create recognition in its publications and marketing materials, its economic development initiatives, and at specific locations. The goal is to create a logo that will embody the spirit of the County, while creating a stronger brand and image of the area's natural beauty to those less familiar with what we have to offer.

Creation Costs: Who better to come up with a logo for the County Commission than our own Flagler County citizens and students? That is why the County Commission is planning to sponsor a logo contest, similar to the process that was used when the City of Palm Coast and the Flagler County Educational Foundation developed their logos. A small amount of prize money would be awarded to the winners as an incentive for entering. We know that we have a lot of great talent in our community, so we won't have to spend large amounts of money on a consultant to create a logo for us.

Implementation Costs: No decisions have been made on how the new logo would be used except for on our letterhead. We plan to cross that bridge when we come to it. Again, the logo is meant to be a starting point for branding the County Commission's recently adopted vision and our community to those unfamiliar with all the great things we have to offer.

Currently, our letterhead features a picture of the government services building and the seal. While it is an attractive building, it's actually quite impersonal and not reflective of Flagler County. A staff member designs our letterhead and creates templates for our departments to use. We do not use an outside printing company to buy letterhead in bulk. We print as needed from our computers. Our envelopes are also very plain and printed in black and white, featuring the return address only. Our vehicles have a low cost magnet or sticker affixed to them and a decision will be made in the future whether or not to replace them with a new logo. The Commission may choose to only utilize the logo going forward for vehicles and other areas.



The State has the Great Seal of the State of Florida, but many of its departments have its own logos as well to promote their vision, their identity. And these in no way diminish the prominence of our state's seal. The logos have changed over the years while the Florida seal has not. Here are some examples.



Many counties have a logo, in addition to an official seal. Here are some examples of logos (seals were not readily available because they are used for their prominence, not publicity):

