

# Exhibit B: Community Submissions for Seal Redesign Consideration

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1

Hi there,

I like the middle of Design 2 with the surrounding circle of Design 4.

Thanks,

Amanda Armitage



Outside circle of this one.



Middle of this one

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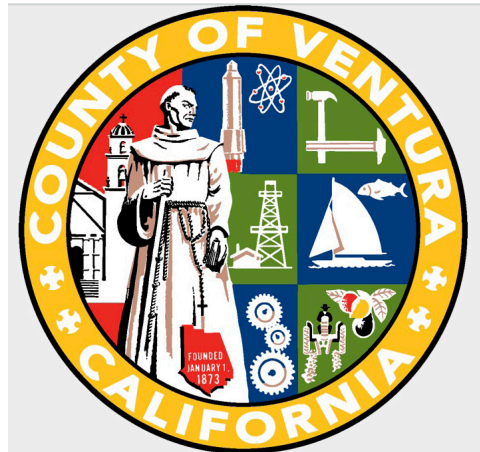
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I like design 6 the best, but it needs the EST 1873 somewhere. Design 8 has that, but too busy with the other icons

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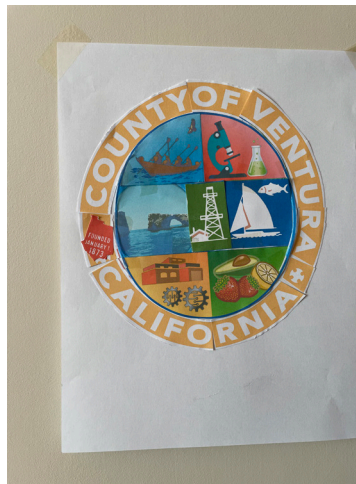
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### County of Ventura Seal Survey

04.28.2022  
To whom it may concern,  
I have chosen designs 2 and 8. The reason I chose these designs is for several reasons.  
First, design 2 is unique, in that at the bottom of the outer border (circle) of the seal is broken by the placement of a ribbon banner. This design element draws the viewer's eye to it for this very reason. Very smart design idea, kudos to the designer!  
The other reason I chose design 2 is for its incorporation of this lands original inhabitants (aka Chumash) and the depiction of them in the form/ canoe.  
It carries a feeling of honor and respect of the land we now call Ventura County.  
Design 8 is unique in that, the lower half of the inter-circle shows one of Ventura County most important assets: agriculture and the workers who work in the fields to ensure that the food grown, picked and packaged is made available not only to Ventura County but Worldwide!  
I am submitting a "Comp idea" seal revision design (A rough draft).  
I have incorporated the bottom half of design #8 into the bottom of design #2. Again this is a rough draft idea but the idea here is 1. To show the uniqueness of Ventura county and 2. To offer a clean, easy to read icon/seal and imagery easily read by the viewer (i.e. non-cultured).  
Please find sample image idea below.  
Thank you for this opportunity.  
John (Jay) Heninger  
VC Assessor Office



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My preferred design includes the arch rock at the east end of Anacapa Island. I'd like to suggest that the arch image be reversed. The view presently on the design is of the arch viewed from the back side, a view only seen from a boat. If the image were reversed it would be the view of the arch seen from shore.

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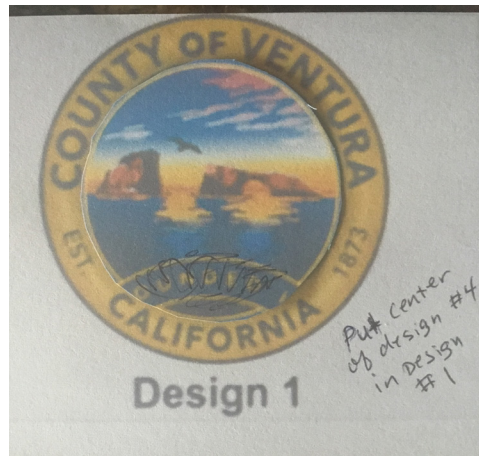
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- Design 8 is my first choice; however, I feel it should be "County of Ventura" vs. "Ventura County"
- For my second choice, I agree with a co-worker's opinion that the scene in Design 6 be superimposed into the circle of Design 5.
  - However, for either choice, I'm not certain the depiction of two farmworkers is a valid depiction. I support farmworkers, but that scene makes it appear idyllic (with only two people, and pretty scenery). Maybe the farm land only?

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2. Please select your second choice for the County seal.  
Por favor seleccione su segunda opción para el sello del condado.



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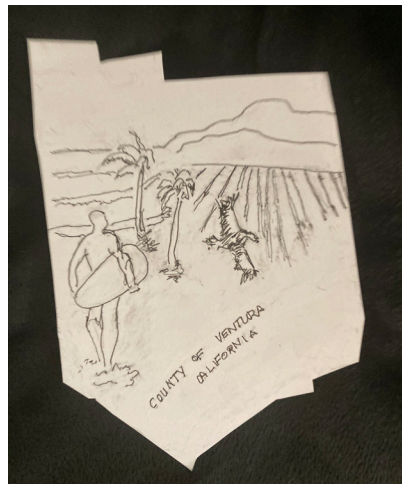
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Jenna Miller  
jenna@jennamiller.com

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Jenna Miller  
jenna@jennamiller.com

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May 7, 2022

Dear Ventura County Board of Supervisors:

I submitted the above Ventura County seal concept under separate cover, but I also wanted to explain a bit about my design....

First off, this is a mock-up using handy clip-art to illustrate subjects and basic layout. If this was to be selected, all art will need to be redone professionally in a consistent style.

I was inspired to take a shot at a design after finding the current candidate designs to be generally unappealing. My approach was to focus on key natural elements, plus human-use elements that are of greatest importance and unlikely to change in the foreseeable future.

Plainly agriculture is the landscape most visible on the landscape and steeped in history, so I have represented the typically most valuable crops. Next, I feel the Port of Buenos Aires and Mt. Hugo-Naval Air Station are key elements and likely to endure.

On the nature front, nothing defines Ventura County more than the iconic California Condor and Channel Islands. I included Mt. Pinos because it represents the highest point in the County and symbolizes the County's mountainous nature... despite it not being as familiar as Topogoso (Hess) Peak or Sandstone (Alter) Peak.

I included labels, such as Mt. Pinos' elevation and the area of the County, plus labeled the key features, so as to offer useful information in addition to pure graphics. In all cases, I've strived to make the images very clear, unambiguous, and readable at a distance.

When looking at the current and proposed seals, it is not at all clear to me what gears, lightbulb, microscope, book, book, ruler/hammer, or building means. Even the image of people rowing a boat, while presumably historical Chumash people, does not make absolutely clear what is being represented.

I have been living continuously in Ventura County for over eight years, as a homeowner in Port Buenos Aires and now Santa Paula. I also lived at times with my parents in Ventura, who were residents for over 40-years. I feel as though I know the County pretty well! And I have been a multimedia design/producer for over 13 years.

Thank you for your consideration, and please do not hesitate to contact me with questions and/or additional information.

Regards,

*Scott Palamar*

Scott Palamar  
214 Woodhill Rd  
Santa Paula 93060  
386-6886  
scott@palamar.com

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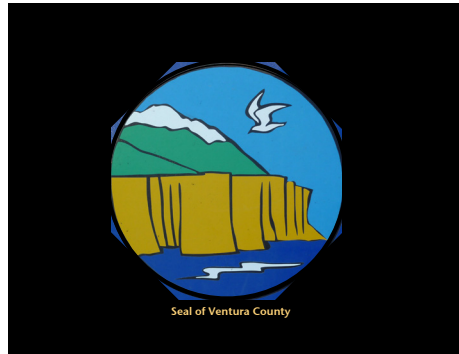




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Bird = Vinny  
the vulture  
(new mascot)

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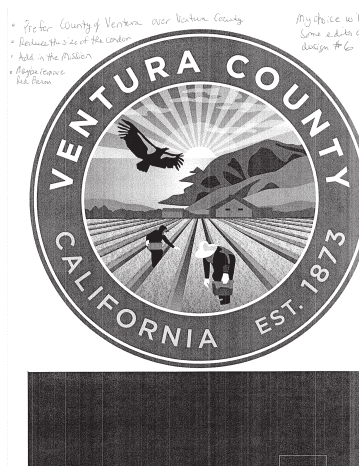


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Prefer 6 or 8 w/following adjustments

1. Use "County of Ventura" instead of "Ventura County"
2. Use the colorway of Design 4—blues seem to fit better than the darker greys given our proximity to the ocean. Not a graphic designer so I just brightened it a bit but prefer font for VC in white and bird and mountains to be appropriate colors.



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I think a seal designed like this would be the best option for the county. Recognition of farmworkers, recognition of the chumash with the islands in the background, a mountain lion, and a snowy plover. All are vital to the county. The county has done so much to serve the public health of farmworkers and the chumash. I feel it is crucial they be recognized on the seal. The county will be home to the largest wildlife corridor, demonstrating the county's dedication to the health and prosperity of the entire wildlife, hence why I included the mountain lion. Lastly, the snowy plover is an endangered species that nests here in the county's beaches. Recognizing the snowy plover in the seal would increase awareness of the health of the snowy plover. Thank you for your consideration. I will support any seal that recognizes both farmworkers and the chumash.

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The inside circle of # 6 inside # 8

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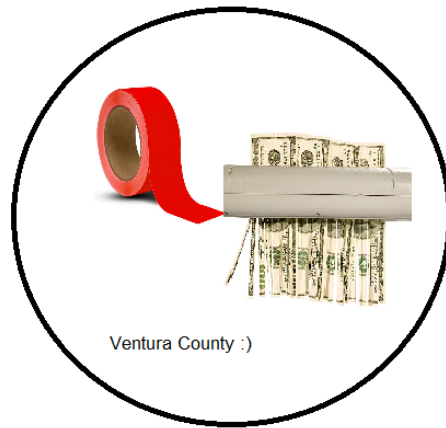




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*The following submissions included content not pertaining to the County seal redesign or had offensive content:*

**3, 12, 15, 18, 25, 29, 32, 37, 39, 45, 57, 61, 62, 64, 74, 77, 79**