



# COUNTY of VENTURA

## Board of Supervisors

**SUPERVISOR  
LINDA PARKS**  
Second District

**MEMBERS OF THE BOARD**  
LINDA PARKS  
MATT LAVERE  
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ROBERT O. HUBER  
CARMEN RAMÍREZ, CHAIR

May 24, 2022

Board of Supervisors  
County of Ventura  
800 South Victoria Avenue  
Ventura, CA 93009

**Subject:** Recommendation of Supervisor Linda Parks and Supervisor Carmen Ramirez to Receive and File Community Input on Designs for an Updated County Seal and Selection of New County Seal; Adoption of Resolution adopting New County Seal and Establishing Guidelines for Permissible Use of County Seal

**Recommendation:**

1. Receive and file County Seal Survey Data
2. Select New County Seal
3. Adopt Resolution adopting New County Seal and Establishing Guidelines for Permissible Use of County Seal
4. Direct the County Executive Office and County Counsel to take any steps necessary to register, trademark or otherwise protect the County's new seal if authorized by law

**Discussion:**

There has been discussion of updating the County's seal for several years including by the County Executive Office in 2020. On October 12, 2021, the Board formally approved exploration of a new design for the County Seal. On April 15, 2022, the Board approved the launch of a new webpage and community survey on updating the County Seal to seek community input. The draft designs and survey were made available to the public April 15, 2022 to May 17, 2022, at [www.ventura.org/seal](http://www.ventura.org/seal) along with an option for the public to submit their own designs. There were 15,739 responses to the community survey and 79 new proposed designs submitted by members of the community.

The survey indicated a clear preference for Design #4 which depicts the distinctive arch of Anacapa Island with an artistic reflection of the sun in the surrounding ocean and a gull flying above. Pasawap<sup>h</sup> hoti is the Chumash word for Arch Rock. It means 'house of the cormorant.' Arch Rock was also known as 'atwaštimoʔo.

The second choice for a new design was Design #6 which depicts a landscape of farmland with farmworkers, a barn in the background with hills and a sky with a condor, and rays of the

sun setting in the ocean that play off the rows of farm crops below. Both include the name of our county and the date of incorporation.


Exhibit A shows the nine seals that were voted on in the survey. Exhibit B shows the public submittals of designs we received. Exhibit C is a full report of survey data and social media analytics. Exhibit D is a Resolution that establishes the guidelines and prohibitions regarding uses of the County seal. It is contemplated that the new County seal will be gradually brought on board to reduce costs. The attached resolution directs the County Executive Office to incorporate the guidelines and prohibitions of the resolution into the County's Administrative Policy Manual without a need to come back for approval of the initial policy by the Board. The policy should include further details about the new County seal implementation to be instructive to departments about its phase in and timeframe.

There were many creative and thoughtful submittals and we wish to thank the public for their participation. We would like to also thank the graphic artists who designed the seals that were in the survey: Carol Gravelle, John Galan, and Matthew Kreiger with the GSA Creative Services team.

The Seal Design Committee recommends Design #4 or Design #6 which are also the public's top two choices for our County's new seal. The Committee also recommends that the text displayed on the seal be stated as County of Ventura instead of Ventura County should Design #6 be selected, as shown on Exhibit E. Upon receiving and filing of this report it is recommended that the Board of Supervisors selects Design #4 or Design #6 as our new County Seal and adopt the attached Resolution, Exhibit D.

If you have any questions, please contact Supervisor Parks at (805) 214-2510 and Supervisor Ramirez at (805) 654-2613.

Sincerely,



Linda Parks  
Supervisor, District 2



Carmen Ramirez  
Supervisor, District 5

- Exhibit A – Seal Designs
- Exhibit B – Public Submittals
- Exhibit C – Survey Data and Social Media Analytics
- Exhibit D – Resolution
- Exhibit E – Revised Design #6