

MEMORANDUM

DATE	April 1, 2025
TO	California Veterinary Medical Board (Board)
FROM	Justin Sotelo, Policy Specialist
SUBJECT	Agenda Item 21. Update, Discussion, and Possible Action Regarding the Board's Logo

Effective January 1, 2025, Senate Bill 1526 (2024), the Senate Business, Professions and Economic Development Committee's omnibus bill took effect. Among other things, the bill renamed the Veterinary Medicine Practice Act, the Veterinary Medical Board, and the Veterinary Medical Board Contingent Fund, respectively, the "California Veterinary Medicine Practice Act," the "California Veterinary Medical Board," and the "California Veterinary Medical Board Contingent Fund." The primary reason for the name change was to distinguish the Board from other state veterinary medical boards. Also, it is common for regulatory boards to have the state name in the official agency name.

As a result of the name change, in January, Board staff sought the services of the Department of Consumer Affairs' Publications, Design and Editing (PDE) office to update the Board's logo. Instead of considering a complete redesign, PDE was asked to incorporate the letter "C" and "California" into the existing logo design.

PDE provided Board staff with options, labeled 1 and 2 in the attachment. Additionally, Board staff created two options for consideration, labeled 3 and 4 in the attachment.

Action Requested: If the Board approves of any of the four proposed logo redesigns, please entertain a motion to finalize the logo.

Attachment

1. Board Logo Redesign Options

Original Logo



1



2



3



4

