

Florida Department of Financial Services

Office of the Chief Financial Officer

State of Florida

MEMORANDUM

Subject: Official Seal and Authorized Use of the Florida Department of Financial Services Logo

Purpose

This memorandum establishes the official designation and authorized use of the seal and logo of the Florida Department of Financial Services (DFS). The purpose of this document is to formally recognize the Department's seal as an official government mark and to affirm the Department's ownership and control of its use.

Authority

The Florida Department of Financial Services operates under the authority of the Chief Financial Officer for the State of Florida and applicable provisions of Florida law governing the administration of state agencies and the official communications of the Department.

Official Department Seals

The Florida Department of Financial Services maintains official seal designs representing the authority of the Chief Financial Officer for the State of Florida and the Department. These seals are used to identify official communications, publications, digital communications, and other materials issued by or on behalf of the Department.

The Department recognizes the following seal designs as official government marks:

1. **Primary Department Seal** – The full-color seal bearing the text “Chief Financial Officer – State of Florida,” representing the official seal used in formal Department communications and publications.
2. **Alternate Department Seal** – A stylized single-color gold rendering of the Department seal used for official digital, ceremonial, and branding purposes where a simplified or monochromatic mark is required.

Both versions of the seal represent the Florida Department of Financial Services and are authorized for official use by the Department.



Authorized Variations

Due to the highly detailed nature of the Department's official seal, certain authorized reproductions may include minor stylistic or technical variations necessary for digital rendering, scaling, or format compliance.

Such permissible variations may include, but are not limited to:

- Simplification or approximation of fine line details, including but not limited to line patterns representing sky, water, vegetation, or background elements
- Minor adjustments to line density, spacing, or continuity required for vectorization or digital optimization
- Use of monochromatic, single-color, or limited color palette versions of the seal
- Format-specific adaptations required to meet technical standards for digital certificates, email authentication frameworks, or similar technologies

All such variations must:

- Preserve the overall design, composition, and recognizable elements of the official seal
- Not materially alter the meaning, symbolism, or identity of the seal
- Remain under the ownership and control of the Florida Department of Financial Services

Any reproduction meeting these criteria shall be considered an official representation of the Florida Department of Financial Services seal.

Ownership and Control

The Florida Department of Financial Services maintains exclusive ownership and control over the official Department seal and associated marks. Use of the seal is restricted to authorized government purposes and may only be used by the Department or with express authorization from the Department.

The Department maintains authority over the approval, publication, and use of the seal in official materials, including printed publications, digital platforms, and electronic communications.

Authorized Digital Use

The Department may authorize the use of its official seal or logo in digital identity technologies intended to authenticate communications originating from the Department. Such technologies may include email authentication frameworks or visual trust indicators designed to help the public recognize legitimate communications from the Florida Department of Financial Services.

The Department affirms that the seal displayed above is an official government mark used to represent the Florida Department of Financial Services and may be used in connection with authenticated electronic communications issued by the Department.

Effective Date

This memorandum is effective upon publication on the official website of the Florida Department of Financial Services.

Approved By

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Chief Financial Officer

State of Florida

Florida Department of Financial Services