



COUNTY OF SAN MATEO
TECHNOLOGY SERVICES DEPARTMENT

NEW LOGO

- **Symbolism of the Logo:**
The network of lines and nodes represents the infrastructure, systems, and partnerships that support Countywide services.
- **People at the Center:**
The central user icon reinforces our commitment to people-first technology and excellent customer service.
- **Design Language:**
The clean, bold wordmark communicates clarity, accessibility, and professionalism.
- **Our Brand in Action:**
This design signals our transformation into a **service-driven, human-centered** department.