SAMPLE COUNTY
Supervisor of Elections
Fictional office for demonstration

Brand Board

How our office looks and sounds in posts and graphics

From our public website, Oct. 1, 2026 · Sources on page 2 · **DRAFT until the office approves it**

Colors

From our website's style code. **Uses** = how many times the color is set in that code across all 22 web pages. Every page header is green with an orange stripe.

Primary green #1D5C4D	Accent orange #E07A2F	Text charcoal #222222	Light background #F3F7F5	White #FFFFFF
RGB 29, 92, 77 **44 uses · all 22 pages** **Where:** header, links, logo, flyer **Use for:** backgrounds, headlines	**RGB** 224, 122, 47 **44 uses · all 22 pages** **Where:** header stripe, buttons, logo **Use for:** stripes, highlights	**RGB** 34, 34, 34 **22 uses · all 22 pages** **Where:** all body text **Use for:** body text	**RGB** 243, 247, 245 **22 uses · all 22 pages** **Where:** main page background **Use for:** soft backgrounds	**RGB** 255, 255, 255 **110 uses · all 22 pages** **Where:** header text, buttons, tables **Use for:** text on green, logo box

Text on color: white on green, yes (7.8:1) · charcoal on orange, yes (5.3:1) · charcoal on white or light, yes (14.7:1 or more) · white on orange, only large bold text (3.0:1) · orange text on green, no (2.6:1).

Also in the code: #E7EEEB footer background (RGB 231, 238, 235; 22 uses) and #C9D3CF table lines (RGB 201, 211, 207; 22 uses). **Avoid:** #F28C28, a second orange on our 5 News pages only (5 uses; use #E07A2F), and #9A9A9A gray on the homepage "Last updated" line (22 uses; too light to read, 2.6:1).

Fonts

- **Segoe UI** is our font. It's the main font on all 22 web pages. Use **Segoe UI Bold** for headlines.
- **Backup: Arial**. Our site names it as the fallback, and our homepage flyer appears to use it.
- **Avoid Georgia** and other serif fonts. Only our 5 News pages use Georgia, for headings.

Logo

- **File:** "Sample County Supervisor of Elections logo.png" in this folder (960 × 300 pixels, see-through background), copied from our website.
- On green or on a photo, set it on a **white box with rounded corners**, the way our website header does.
- Don't stretch, recolor, or crop it. **Alt text:** "Sample County Supervisor of Elections logo"

Graphics

- **Our look:** green background, white bold headline, orange stripe, like our homepage flyer and the top of every web page.
- **One message and one date** per graphic, with short dates like our flyer's: "Feb. 28 to March 7."
- **Add alt text** to every graphic you post. Our homepage flyer doesn't have any yet.

Voice and tone

Plain, warm, and direct. Talk to "you." Call ourselves "we" or "our office." Use short sentences and exact dates and times. Contractions are fine. Real examples from our site:

> *"Polls are open from 7 a.m. to 7 p.m. If you're in line at 7 p.m., you can vote."* — Election Day page
>
> *"Poll workers help their neighbors vote during early voting and on Election Day."* — Poll Workers page
>
> *"We want everyone to be able to use this website. If something doesn't work for you, call (555) 010-0100."* — Accessibility page
>
> *"Vote March 10"* — homepage flyer

News releases are more formal. They use third person and lead with the Supervisor's title and name: *"Sample County Supervisor of Elections Pat Placeholder reminds voters that…"* — news release, Jan. 20, 2099

Handles, hashtags, and sign-off

- **Handles** (footer of every page): Facebook @SampleCountyVotes · Instagram @SampleCountyVotes · X @SampleCoVotes (shorter on X).
- **Hashtags: none.** Our website uses no hashtags, and no posts were available to review for this draft. Don't add one until the office approves it. Approved: _____
- **Sign-off:** we don't have a set one. Our pages end with where to get help: *"Questions? Call the Poll Worker Office at (555) 010-0100."* End posts the same way: **Questions? Call (555) 010-0100.**

Words we use and words we don't

Say this	Not this	Why
vote-by-mail ballot; vote by mail	absentee ballot; mail-in ballot	Florida law's term (s. 101.62, Fla. Stat.).
Sample County Supervisor of Elections, then "our office"	SC Elections Office; Sample Co.; SOE	"SC" can mean South Carolina. "SOE" is insider shorthand.
registration deadline (book closing)	"book closing" on its own	Book closing is jargon. Our homepage pairs it with plain words.
Election Day	election day	Always capitalized on our site.
poll worker	volunteer	Poll workers are paid (see our Poll Workers page).
7 a.m. to 7 p.m.; 6:30 p.m.	7AM–7PM; 7:00 a.m.	Our site's style: lowercase a.m./p.m. with periods; skip ":00."
Link text that says where it goes: "Apply to be a poll worker"	"Click here"	Screen reader users hear links out of context.
(555) 010-0100; 123 Example Street	555-0100; 123 Example St	Shown on every page. Confirm (555) 010-0199 before using it.

Where each item came from

Everything on page 1 comes from our public website, read on Oct. 1, 2026: the 22 web pages listed in our sitemap (http://localhost:8765/sitemap.xml), both voter guide PDFs, the logo, and the homepage flyer. Addresses below are on our site (http://localhost:8765). No posts from our social media accounts were available to review, so every quote comes from our website.

Item on page 1	Where it came from	Notes
Colors and hex codes	The style code at the top of all 22 pages. It names four brand colors: brand-primary #1D5C4D, brand-accent #E07A2F, brand-text #222222, brand-light #F3F7F5.	Same code on every page.
How often ("uses")	Rules per page: green 2 (header background, links); orange 2 (header stripe, buttons); white 5 (header text, header links, logo box, button text, tables); charcoal 1 (body text); light 1 (main background); #E7EEEB 1 (footer); #C9D3CF 1 (table lines); #9A9A9A 1 ("Last updated"). #F28C28: 1 rule on the 5 News pages.	Each style rule that sets the color counts once, after following the color names. 44 uses = 2 rules × 22 pages.
Logo and flyer colors	/logo.png and /flyer.png (homepage)	Both use green #1D5C4D, orange #E07A2F, and white. The logo's gray lettering is #282828.
Colors and fonts to avoid	#F28C28 and Georgia: one extra style rule on /news/ and its 4 articles. #9A9A9A: the "Last updated" line on the homepage.	Only 5 of 22 pages use #F28C28 and Georgia, so this draft treats them as leftovers. Ask the web team.
Contrast numbers	Worked out with the WCAG 2.1 contrast formula (W3C).	Normal text needs 4.5:1 or more. Large text (18 pt, or 14 pt bold) needs 3:1.
Fonts	Style code, all 22 pages: "Segoe UI", Arial, sans-serif. Voter guides use Helvetica: /documents/voter-guide-2099-special.pdf and /documents/voter-guide-2094-general.pdf.	Fonts inside the logo and flyer pictures were judged by eye.
Logo file	/logo.png, saved in this folder as "Sample County Supervisor of Elections logo.png"	Exact copy (checked byte for byte). PNG, 960 × 300 pixels, see-through background.
Logo rules	Header code on every page: white background with rounded corners; alt text "Sample County Supervisor of Elections logo."	"Don't stretch, recolor, or crop" is standard logo practice, not from our site.
Graphics look	/flyer.png on the homepage, and the header code (green with a thick orange bottom stripe).	Flyer text: "Vote March 10," "Library District referendum," "Early voting Feb. 28 to March 7."
Voice and tone quotes	/voters/election-day.html; /poll-workers.html; /accessibility.html; /flyer.png; news release /news/2099-01-20-vote-by-mail-request-deadline.html	Quoted word for word. Talking to "you" and using contractions: Register, Vote by Mail, and Election Day pages.
Social handles	Footer of every page, for example /contact.html.	Plain text, not links. No posts were available to review.
Hashtags	Searched all 22 pages and both voter guides.	None found, and none were made up.
Sign-off	/poll-workers.html ("Questions? Call the Poll Worker Office at (555) 010-0100.") and /news/2099-02-02-vote-by-mail-ballots-mailed.html ("Media contact: Communications Office, (555) 010-0100.")	The suggested sign-off follows this pattern. It is not a quote.
Words list	Full name: header and footer of every page. Florida law: s. 101.62, Fla. Stat. (Online Sunshine). "absentee ballots": /voters/vote-by-mail.html. "SC Elections Office": /news/. "Sample Co.": /news/2096-10-01-early-voting-sites.html. "Click here": homepage and /voters/register.html. "555-0100" and "123 Example St": /news/2099-01-20-vote-by-mail-request-deadline.html. Poll worker pay: /poll-workers.html.	Times: 19 of 25 on-the-hour times skip ":00." "mail-in ballot," "SOE," and "volunteer" are not on our site; they were added as common slips.

Check before you copy from our website: it disagrees with itself here

- **Early voting end date:** the homepage says "through Sunday, March 8, 2099." The Early Voting page, the 2099 voter guide, and the flyer say it ends Saturday, March 7.
- **Office hours:** the Register page says "8:00 a.m. to 4:30 p.m." The Contact page says "8:30 a.m. to 5:00 p.m."
- **Phone:** (555) 010-0100 is on every page. (555) 010-0199 is in the 2096 early voting release and the 2099 voter guide. The Jan. 20, 2099 release says "555-0100."
- **Broken link:** "Learn more about absentee ballots" on the Vote by Mail page goes to a page that doesn't exist (/voters/absentee.html).
- **Smaller fixes:** the social handles in our footer aren't clickable links; the homepage flyer has no alt text; two pages say "Click here"; the "Last updated" gray is too light.