# Brand decision worksheet (Sample County, made up)

Eight of the eleven columns on the AI's Decision Worksheet tab. The Our choice and Approved by columns are left blank for the office. The Excel file also has contrast ratios, suggested colors, and the 16-item Inventory tab.

| # | Topic | Decision | What we use now (and where) | Suggestion | Why (one line) | Our choice | Approved by (name and date) |
|---|---|---|---|---|---|---|---|
| D-01 | Colors | Main brand color (green) | #1D5C4D on the website (header, links), logo, home page flyer, email signature, and letterhead (the last two sampled from pictures). A second, lighter green, about #2A6B5A, on the Facebook graphic (GUESSED from the screenshot). | Use #1D5C4D everywhere. Retire #2A6B5A. | It's the logo's green, it's already on most items, and white text on it passes at any size. | | |
| D-02 | Colors | Accent color (orange) | #E07A2F on the website (header stripe, buttons), logo, flyer, and email signature. A second, brighter orange #F28C28 on the News page button and, about the same, on the Facebook graphic (GUESSED from the screenshot). | Use #E07A2F only, and only for stripes, lines, and shapes. Don't use orange for text or behind text. Retire #F28C28. | It matches the logo; the second orange looks almost the same but fails contrast even worse. | | |
| D-03 | Colors | Button color | Orange buttons with white text: #E07A2F ("Apply to be a poll worker," Poll Workers page) and #F28C28 ("More news," News page). | Green buttons #1D5C4D with white text (7.81:1). If you'd rather keep orange, use dark text #222222 on #E07A2F (5.30:1). | White on orange fails WCAG 2.1 AA, the standard the federal ADA rule sets for county websites. | | |
| D-04 | Colors | Main text color | #222222 on the website, letterhead footer, and email signature name (the last two sampled from pictures). #282828 in the logo ("Supervisor of Elections"). Black #000000 in all four PDFs. | Use #222222 for all body text in web pages, documents, and email. Leave the logo as it is. | It's already the website standard and reads well everywhere. | | |
| D-05 | Colors | Secondary (gray) text color | #555555 in the email signature (job title, phone and email line; sampled from the screenshot). #9A9A9A for the "Last updated" note on the website home page. | Use #555555 for all gray text. Retire #9A9A9A. | #9A9A9A is too faint for many readers; #555555 is already in use and passes easily. | | |
| D-06 | Colors | Light background tints and lines | #F3F7F5 behind the website's main content, #E7EEEB behind the footer, #C9D3CF for table lines, white #FFFFFF for pages and tables (all from the website code). | Keep #F3F7F5 and #E7EEEB for backgrounds and #C9D3CF for lines. Never use them for text. | They already work with the text colors; this just writes the rule down. | | |
| D-07 | Colors | Print color values (for the print shop) | None found. The letterhead photo's green looks like #1D5C4D, but a photo can't show the real ink color. | Ask your print shop or designer for CMYK and Pantone (PMS) matches for #1D5C4D and #E07A2F, and add them here. | Hex codes are screen colors; printers need CMYK or Pantone numbers to match them. | | |
| D-08 | Fonts | Main font (body text) | Website: "Segoe UI," then Arial (from the code). Segoe UI is only on Windows, so phone and Mac visitors see Arial or their phone's own font. PDFs: Helvetica (from the files; shows as Arial on most PCs). Email signature, letterhead, flyer, and the small text on the Facebook graphic: looks like Arial (GUESSED from pictures). | Arial for everything staff make (Word, Outlook, PDFs, social graphics, print). On the website, list Arial first: Arial, Helvetica, sans-serif. | Arial is on every office PC and works in Outlook, and most of your items already use it. | | |
| D-09 | Fonts | Heading font | Website: bold "Segoe UI"/Arial, except the 5 News pages, which switch headings to Georgia, a serif font (from the code). PDFs: Helvetica Bold (from the files). Letterhead and flyer: looks like Arial Bold (GUESSED). Facebook headline: looks like Georgia (GUESSED). Logo lettering: looks like Segoe UI Bold (GUESSED). | Arial Bold for all headings. Remove Georgia from the News pages and social graphics. Never retype the logo; always use the logo file. | One font family makes every item look like it came from the same office. | | |

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| D-10 | Logo | Where the logo must appear | Only in the website header. Not on the letterhead (text only), email signature, flyer, Facebook graphic, or any PDF. The website has no favicon (browser-tab icon). Social media profile pictures weren't in the pictures provided, so they weren't checked. | Put the full-color logo on the letterhead, voter guides and other PDFs, and email signatures. Use the sun icon as the website's browser-tab icon and your social profile pictures. | Printed and emailed items should look as official as the website. | | |
| D-11 | Logo | Logo files and versions | One file: logo.png (960 × 300 pixels, full color, with an orange tagline line). On the green header it sits in a white box, and the tagline is about 5 px tall there. No vector file, white version, or icon-only version found. | Get a vector master file (SVG or EPS) and approve three versions: full color; all white for green backgrounds; icon only (the sun) for small spaces. Leave the tagline off small uses. | A vector file prints sharp at any size, and each version has a clear job. | | |
| D-12 | Office name | Full name (first mention) | "Sample County Supervisor of Elections" on the website header, footer, browser tabs, Contact page, voter guide, and news releases. Also seen: "SAMPLE COUNTY ELECTIONS" (letterhead); "Sample Co. Supervisor of Elections" (email signature, 2096 news item); "SC Elections Office" (Facebook graphic, News page); "Sample County" alone (news release browser tabs). | "Sample County Supervisor of Elections" the first time the office is named, on every item. | It matches the logo and website, and "supervisor of elections" is the title Florida law uses (s. 98.015, F.S.). | | |
| D-13 | Office name | Short name (later mentions) | "Supervisor of Elections Office" (news releases, canvassing board notice); "our office" (voter pages); "SC Elections Office" (Facebook, News page); "Sample Co." (email signature, 2096 news item). | After the first full mention, say "the Supervisor of Elections Office" or "our office." Stop using "SC" and "Sample Co." | "SC" is also South Carolina's abbreviation, and shortcuts look unofficial. | | |
| D-14 | Office name | Website browser-tab titles | Most pages: "Page name \| Sample County Supervisor of Elections." News releases: "Headline \| Sample County." Five pages show only the office name: Home, Register, Candidates, Public Notices, and Potential Ineligibility. | "Page name \| Sample County Supervisor of Elections" on every page (Home can be the office name alone). | Browser tabs and search results then say what the page is and who it's from. | | |
| D-15 | Key terms | Vote-by-mail | "vote-by-mail ballot" (home page, news, canvassing notice, voter guide); "Vote by Mail" (menu); "Vote by mail" (page heading). The Vote by Mail page also links "Learn more about absentee ballots" to a missing page (404, "File not found"). | "vote-by-mail" before a noun ("vote-by-mail ballot"); "vote by mail" as an action ("you can vote by mail"). Never "absentee." Fix or remove the broken link. | Florida law says "vote-by-mail ballot" (s. 101.62, F.S.); "absentee" is the old term. | | |
| D-16 | Key terms | Registration deadline | "Registration deadline (book closing)" (home page); "book closing" alone (Register page, results pages); "Book closing (registration deadline)" (voter guide). | Say "registration deadline" first. Add "(book closing)" once per page if you want the legal term. | Voters know "registration deadline"; "book closing" is the legal term (s. 97.055, F.S.) few people recognize. | | |
| D-17 | Key terms | Election names and capital letters | "Special Election" and "special election" both appear, sometimes on the same page. "General Election" and "Election Day" are always capitalized. | Capitalize the full name of a specific election ("March 10, 2099 Special Election," "2098 General Election") and "Election Day." Use lowercase for general uses ("a special election"). | One simple rule ends the mix. | | |
| D-18 | Key terms | Voter ID wording | "Bring a photo ID with your signature" (Early Voting page) vs. "Bring a current photo ID with your signature" (Election Day page). | Use the same phrase on both pages, such as "Bring a current and valid photo ID with your signature." | The same ID rule (s. 101.043, F.S.) should read the same way everywhere. | | |

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| D-19 | Key terms | Link wording | “Click here” on the home page (poll workers) and the Register page (paper application). | Make the link say where it goes, like “Apply to be a poll worker” or “Paper registration application (PDF).” | Screen reader users often skip from link to link, and “click here” tells them nothing. | | |
| D-20 | Key terms | Dates and times | Full dates on the website and PDFs (“Saturday, February 28”); short dates on graphics (“Feb. 28”). Times as “8:00 a.m.” (Register, Contact, canvassing notice) and “9 a.m.” (most other pages). | Write times like “9 a.m.” and “4:30 p.m.” (no “:00”). Use full month names in text; short forms like “Feb. 28” only on graphics. | It matches most of your pages and is easy to scan. | | |
| D-21 | Tone | Voice | Voter pages: plain and friendly, talking to “you.” News releases: formal, third person. Notices: formal. Facebook graphic and flyer: short and upbeat. Letterhead: all capital letters. Email signature: neutral. | Plain, friendly, and direct: “you” for voters, “we” or “our office” for the office. News releases and legal notices can be more formal but still plain. No all caps except in the logo. | Most of your voter pages already sound this way, and plain language works for every voter. | | |
| D-22 | Contact details | Web address | The website itself, plus a short link, samplecounty.example/vote, for ballot requests (Vote by Mail page, Jan. 20 release). No web address on the letterhead, email signature, flyer, Facebook graphic, or voter guides. | Pick one main web address and print it on the letterhead, email signature, voter guides, and every graphic. Keep samplecounty.example/vote as the one short link for ballot requests. | Every item should point people back to the official source. | | |
| D-23 | Contact details | Main phone number | “(555) 010-0100” on almost every web page, the letterhead, and the email signature. “(555) 010-0199” in the current voter guide and the 2096 news item. “555-0100” in the Jan. 20, 2099 release (missing “010”). | “(555) 010-0100” everywhere, written that way, and tap-to-call on the website. Fix the Jan. 20 release. Replace 010-0199 in the voter guide unless it's a working line you want voters to use (then say what it's for). | Voters should see one number they can trust. | | |
| D-24 | Contact details | Office address | “123 Example Street, Sampleton, Florida” (footer, Contact). “123 Example Street, Sampleton, FL” (letterhead). “123 Example St, Sampleton” (Jan. 20 release). “123 Example Street, Sampleton” (canvassing notice, Public Records). No ZIP code anywhere. | “123 Example Street, Sampleton, FL” plus your ZIP code on every item. Spell out “Street.” | People mail forms to this address, and the ZIP code is missing everywhere. | | |
| D-25 | Contact details | Email addresses | elections@samplecounty.example (footer, Contact, email signature). records@samplecounty.example (Public Records page). | Keep both: elections@ for general questions, records@ for public records requests. | They're already consistent; this just makes it official. | | |
| D-26 | Contact details | Branch, room, and team names | Only one office appears: 123 Example Street, Sampleton. No branch offices are named on the website, PDFs, or pictures. Rooms and teams named: “Training Room B,” “Poll Worker Office,” “Communications Office,” “Records Custodian,” all using (555) 010-0100. Early voting sites are named the same way on every page (“Sample County Main Library,” “Example Civic Center,” “Placeholder Park Recreation Center”). | If you have branch offices, give each one official name, address, and hours, and list them on the Contact page. Keep the team and site names as they are. | None were found to check, and voters can't visit a branch they can't find. | | |

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| D-27 | Contact details | Office hours | Register page: "Monday through Friday, 8:00 a.m. to 4:30 p.m." (in-person registration). Contact page: "Monday through Friday, 8:30 a.m. to 5:00 p.m." No hours on the letterhead, email signature, or voter guide. | Confirm your real hours and show one hours line, written the same way, on the Contact page, Register page, and voter guide. | Both meet the state minimum (open 8+ hours a day, starting by 9 a.m.; s. 98.015(4)(a), F.S.), so only your office knows which is right. | | |
| D-28 | Contact details | Early voting dates and hours (March 10, 2099 Special Election) | Home page: "Saturday, February 28 through Sunday, March 8, 2099." Early Voting page and voter guide: through "Saturday, March 7, 2099," 9 a.m. to 5 p.m. Flyer: "Feb. 28 to March 7." Facebook: "starts Saturday, Feb. 28." | Confirm the last day of early voting and correct whichever is wrong (most items say Saturday, March 7). | Voters act on whatever date they see first. | | |
| D-29 | Contact details | Social media handles | Footer: Facebook @SampleCountyVotes, Instagram @SampleCountyVotes, X @SampleCoVotes (plain text, not links). The Facebook graphic signs off "SC Elections Office" with no handle. | Keep all three handles. List them the same way everywhere, make them links in the footer, and put the handle on graphics instead of "SC Elections Office." | X usernames can't be longer than 15 characters, so @SampleCountyVotes (17) won't fit there. | | |
| How to read the contrast numbers | | | | | | | |
| Contrast ratio = how much a color stands out against white, from 1:1 (no difference) to 21:1 (black on white). White text on a color has the same ratio as that color on white. | | | | | | | |
| WCAG 2.1 AA (the accessibility standard in the federal ADA rule for county websites and online documents) asks for at least 4.5:1 for normal text, and 3:1 for large text (18 pt, or 14 pt bold) and for icons and shapes. Text inside a picture counts too. Logos are exempt. | | | | | | | |
| Sample County has more than 100,000 registered voters (2098 results page), so the rule's April 26, 2027 compliance date for governments of 50,000 or more people applies. | | | | | | | |
| Sources (all checked October 1, 2026) | | | | | | | |
| Office website: http://localhost:8765/ (all 22 pages in its sitemap, plus logo.png, flyer.png, and 4 PDFs). Colors and fonts read from the page code and the PDF files. | | | | | | | |

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| Pictures in this folder: “Photo - printed letterhead.png,” “Screenshot - Facebook post graphic (Feb 2099).png,” “Screenshot - staff email signature.png.” Colors sampled from pixels; fonts identified by eye. | | | | | | | |
| Contrast formula and minimums: W3C, Understanding WCAG 2.1 Success Criterion 1.4.3, Contrast (Minimum). | | | | | | | |
| ADA Title II web rule: WCAG 2.1 AA for state and local government websites and online documents. For governments of 50,000 or more people, the compliance date is April 26, 2027 (extended April 20, 2026). U.S. Department of Justice, ada.gov. | | | | | | | |
| s. 98.015, F.S. (supervisor of elections; office open at least 8 hours a day, Monday through Friday, starting by 9 a.m.). Online Sunshine. | | | | | | | |
| s. 97.055, F.S. (registration books close on the 29th day before an election). Online Sunshine. | | | | | | | |
| s. 101.62, F.S. (vote-by-mail ballots; requests for a mailed ballot due by 5 p.m. on the 12th day before an election). Online Sunshine. | | | | | | | |
| s. 101.043, F.S. (identification required at polls). Online Sunshine. | | | | | | | |
| X Help Center, username rules (usernames can't be longer than 15 characters). | | | | | | | |