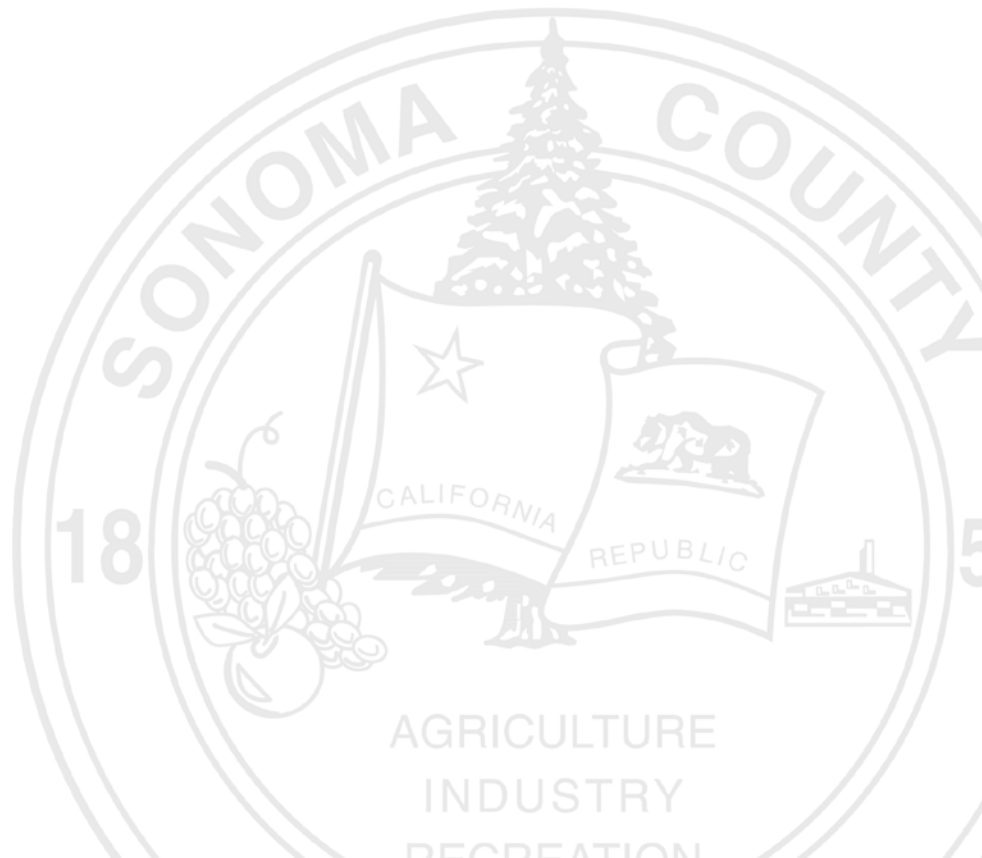


Sonoma County

Brand Guidelines

2023



Welcome to the County of Sonoma brand guidelines

The importance of branding

Building a brand takes vision, passion, boldness and creativity. Making all of the moving pieces and parts cohesive is a dance that needs rhythm and discipline. The discipline comes from the guidelines presented in this document.

Brand guidelines are a set of rules that define the overall look and feel of a brand. These guidelines are fluid - they change and grow as an organization does. They help build a brand identity that an audience can recognize across all platforms. A comprehensive brand style guide outlines everything from typography and color palette to tone of voice and mission statement. By doing so, it provides all of the instructions needed to communicate the right messages in the right manner every time new marketing materials are created. The result? The messaging sent out will feel more whole and connected.

It is impossible to overemphasize the importance of the brand consistency. Endless studies have proven that consistency increases awareness and helps cement an emotional connection to a brand. The more these guidelines are followed, the more a brand will impact it's audience.

About the brand guidelines

It is with excitement that we welcome you to the 2023 Sonoma County brand guide. We have greatly appreciated the involvement, insights and patience of all departments and stakeholders in our effort to arrive at a practical, actionable and sustainable set of recommendations for how the county brand should be communicated. Our hope and expectation is that county content creators will find these templates useful in developing a consistent message for audience(s) and a cohesive brand for the county.

01 Logos

Logo palette	04
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Color Variations	06

Vertical logos

County of Sonoma logo palette



Full color logo



Single color - Black - logo



White logo

Horizontal logos

County of Sonoma logo palette (for website use only)



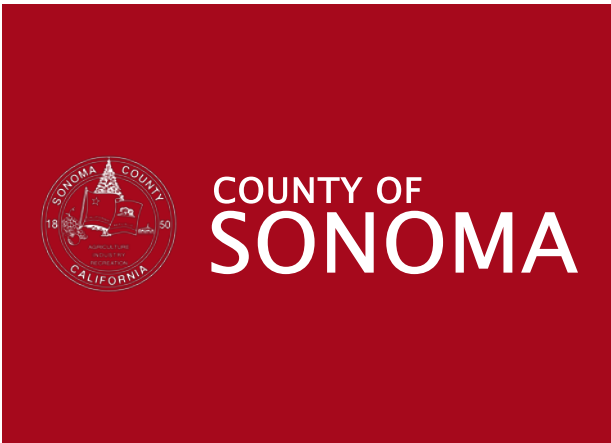
COUNTY OF
SONOMA

Full color logo



COUNTY OF
SONOMA

Single color - Black - logo



White logo

Color variations

Logo color variations usage

Each of the logo color variations showcased on the previous page of this document has a special use. Logos won't always be in full color on a white background, so it's important for a logo suite to include a variety of color options or variations. Use the knowledge below when selecting the logo color variants on materials.

Logo color variants

Full color logo

The full color logo is typically your primary logo because it offers the most impact. "Full color" means two or more colors used in the logo. It is recommended to use the full color logo any time the background color is light enough to support contrast against all of the colors in the logo. Use this as your go-to logo in any format or orientation.

White logo

If a logo is being placed on a darker colored background (like blue, red, black, etc.) the white variation is recommended. The white logo may also be referred to as a "reversed" logo. "Reversing out" a logo means deleting layered sections of the logo and making that logo a single color. Reversed logos include white, solid black and single color logos. Another effective use of white logos are watermarks. To create a watermark, lower the white logo to an opacity of 50% or less. Traditionally, to observe ADA compliance, watermarks should not be lower than 15%. Use this watermark atop solid colored backgrounds, textures, or photos to achieve a branded graphic element to use in marketing materials.

Black logo

The black single-color logo is helpful when trying to be cost effective when printing. They are used by professional printers when creating special treatments on marketing materials like gold foiling, spot gloss varnish, etc. Black logos are easy to scan and use in software to add branding when color is not an option (i.e. invoices). Use the black logo on light pattern, color, texture, or photo backgrounds. Black logos may also be used as a watermark when opacity is lowered to 50% or less. Traditionally, ADA compliance standards recommend not going lower than 15% opacity for print and digital usage.

Type palette

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Font families

All fonts used in the brand

Have you ever struggled to read the font on a brochure or website? With the seemingly infinite number of fonts out there, we chose one that is both readable, visually appealing and cohesive with your brand. It can be used for anything that prints out of your office printer, or a professional printer. On computer monitors, some fonts become difficult to see if not invisible. Some fonts on computer screens are quite a bit harder to read than they are in print due to the lower resolution of computer screens as compared to printed works.

Main use font descriptions

The primary font chosen for print and digital use is Arial, a generic sans-serif typeface that is standard and approachable. The secondary font chosen for print and digital use is Georgia, a traditional serif that is timeless and easy to use. Georgia is not to be used for body copy, only small text call outs, H3 and large number call outs (example: the gold numbers on the section head pages in this guide). These fonts are generic in nature and come pre-loaded on all computer systems. The typefaces are automatically available on Mac and Microsoft systems. The main fonts are used throughout all marketing materials for the County of Sonoma (i.e business systems, canva templates, etc.)

Generic alternates

Generic alternate fonts are provided for when the primary fonts are unavailable. It is recommended to use the primary typefaces only when possible. Generic typefaces should only be used if the primary typefaces are unavailable. Main use fonts (Arial and Georgia) and generic alternates (Verdana and Garamond) should not be used in unison. It is recommended to only use either Arial and Georgia together, or Verdana and Garamond together.

Download fonts here

These fonts below automatically downloaded to all computer systems, and likely do not need to be downloaded. However, the links to download both font families for free are listed below.

[Download Arial](#)

[Download Georgia](#)

[Download Verdana](#)

[Download Garamond](#)

Main use fonts

Primary font

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Secondary font

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Generic alternates

Generic for primary

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

Generic for secondary

Garamond Regular

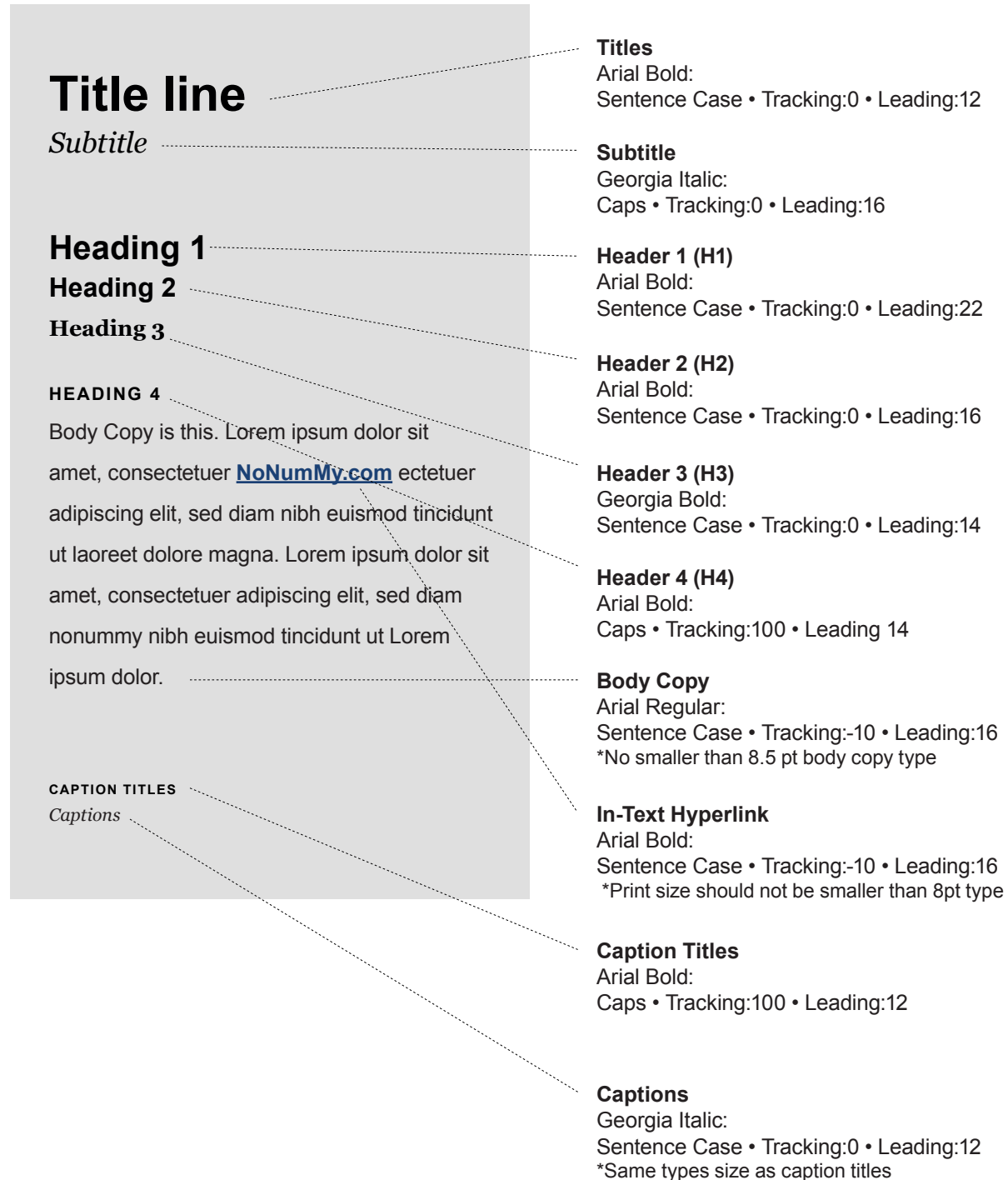
Garamond Italic

Garamond Bold

Garamond Bold Italic

Print type hierarchy

Type styles for printed marketing materials



Digital type hierarchy

Type styles for digital marketing materials

Heading 1

Heading 1

Arial Bold:

Sentence Case • Tracking:0 • Leading:62 • 48pt

Heading 2

Heading 2

Arial Bold:

Sentence Case • Tracking:0 • Leading:56 • 40pt

Heading 3

Heading 3

Arial Bold:

Sentence Case • Tracking:0 • Leading:40 • 30pt

Heading 4

Heading 4

Arial Bold:

Sentence Case • Tracking:0 • 30 • 22pt

Heading 5

Heading 5

Georgia Bold:

Sentence Case • Tracking:0 • Leading:28 • 18pt

Body Copy 1 is this. Lorem ipsum dolor sit amet, consectetur euismod tincidunt ut laoreet dolore

Body Copy 1

Arial Regular:

Sentence Case • Tracking:-10 • Leading:28 • 18pt

Body Copy 2 is this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nibh euismod tincidunt ut laoreet dolore magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Lorem ipsum dolor.

Body Copy 2

Arial Regular:

Sentence Case • Tracking:-10 • Leading:24 • 16pt

*No smaller than 14pt body copy type

[In-Text Hyperlink](#)

In-Text Hyperlink

Arial Bold:

Sentence Case • Tracking:-10

*Web size should not be smaller than 8pt type

NAVIGATION

Navigation

Arial Bold:

Caps • Tracking:100 • Leading:20 • 14

03

Large Call-Outs

Georgia Bold:

Sentence Case • Tracking:32 • Leading:40 • 30pt

*Same types size as captions

Color palette

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Color spaces

Color spaces provided in the palette

This section contains the brand's primary, secondary and tertiary color palettes. The color swatches of the brand palette on the next pages are divided by print and web color spaces. Print color spaces are CMYK and Pantone Matching System (PMS). Digital or web color spaces are RGB and Hex color codes. Knowing what color spaces are and when to use the appropriate color spaces for a project is of the utmost importance. Each color space in your brand is relative to either print or web/digital applications. This page shows information on the four color spaces, the difference between them and when to use certain spaces for either print, web, or digital uses.

Below is a list of color spaces that may be included in the brand palette:

Print color spaces

CMYK



Cyan, Magenta, Yellow, Key Black

CMYK stands for Cyan, Magenta, Yellow and Key Black. These are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen or web use. CMYK colors will be more dense or less bright than RGB and PMS colors because of the limited amount of colors an office printer is capable of printing.

Pantone Matching System (PMS)



Universal print, Spot colors

Pantone is a standardize system for color. Unlike CMYK, A Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors. PMS colors have their own assigned RGB, HEX and CMYK codes assigned to each PMS color. Converting them should only be done by a professional.

Digital color spaces

RGB



Red, Green, Blue

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors because the printer will convert the colors from CMYK to RGB on its own accord. The primary use for RGB is to be the most exact color code for anything on a screen.

HEX



Hexidecimal

Web colors are colors used in displaying pages on the World Wide Web and the methods for describing and specifying those colors. Colors may be specified as an RGB triplet or in hexadecimal format or according to their common English names in some cases. Hex codes are primarily used to type out a RGB color in code for web development. However, due to new design programs for the public, they are used interchangeably. This makes color matching wildly incorrect.

How to use your palette

Primary, secondary, tertiary color usage

In the color palette provided, colors are categorized as primary, secondary and tertiary colors. In the art world, primary, secondary and tertiary colors are defined by types of colors on the color wheel. Remember learning about primary colors in grade school? In the brand world, primary, secondary and tertiary palettes are defined differently.

Every brand needs a robust and definitive palette to pull from when creating materials for an organization. Within that larger palette, a system has been put into place to differentiate and prioritize color usage for the brand. This color system is defined by primary, secondary, and tertiary brand colors within the color palette. These color systems change depending on the brand, and there is not one set way to define palettes. Traditionally, the firm or agency that designs the logo will define this palette breakdown based on the needs of the organization and appropriate usage of color to achieve that goal. This section of the brand guidelines will show how to use the colors provided for the brand.

Rule of thumb: Use this percentage guide when utilizing the entire color palette when creating branded marketing materials. At least one of the primary colors should be utilized about 75% in the material being created. Colors from the secondary palette should hold about 20% of the material, and the tertiary palette should hold about 5% of the marketing material being designed.

Primary colors

Primary colors help to quickly identify a brand and are typically the core colors of the company or organization. Commonly, primary colors are incorporated into a company's logo, however, this wavers when an organization has multiple colors in its logo palette. A company has between one to five primary colors, but there can be more if desired. The primary colors should be used at least once in every deliverable and should hold hierarchy over the secondary and tertiary palettes.

Secondary colors

Secondary colors should accentuate, highlight and/or compliment the primary color or colors. They usually have a range of two to six colors. Companies can decide to have a large secondary palette. However, it's suggested to limit the color palette to help with brand recognition and consistency.

Tertiary colors

The third level of colors in a palette are only used to accentuate primary and/or secondary colors. A favorable reference point is to use these colors to slightly accent a material when primary or secondary colors aren't providing that contrast. Tertiary colors are useful in adding diversity to the palette and applying a "pop" color.

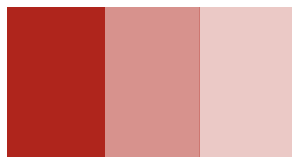
Print color spaces

CMYK and Pantone Matching System (PMS) colors

Sonoma County's brand colors are defined below in the color spaces CMYK and Pantone Matching System (PMS) to be used for all print purposes. When selecting the code to use for a marketing material, remember that CMYK is for anything that will be printed locally or inexpensively. PMS codes will be utilized for professional printing, swag or clothing printing, or large production projects. PMS is especially handy when matching paint colors.

The universal use of black, grayscale and white is available in the brand's color palette. Colors with tri-tones below signify 25%, 50% and 100% approved opacities of that color and color codes. If a color does not show opacity tri-tones, opacity of those colors are not approved for the brand colors.

Primary color palette (core colors)



Red

C=20 M=100 Y=99 K=11
PANTONE 7621 C



Gold

C=23 M=32 Y=80 K=1
PANTONE 7407 C



Black

C=69 M=66 Y=66 K=74
PANTONE Black C



White

C=0 M=0 Y=0 K=0
PANTONE Luminous
White C

Secondary color palette (accent colors)



Blue

C=100 M=66 Y=3 K=38
PANTONE 294 C



Green

C=45 M=4 Y=90 K=0
PANTONE 376 C



Orange

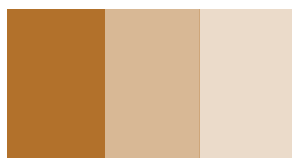
C=0 M=51 Y=100 K=0
PANTONE 144 C



Yellow

C=5 M=13 Y=100 K=0
PANTONE Yellow 012

Tertiary color palette (neutrals)



Brown

C=25 M=58 Y=98 K=10
PANTONE 7572 C



Light Brown

C=33 M=36 Y=63 K=4
PANTONE 4255 C



Tan

C=18 M=31 Y=46 K=0
PANTONE 2311 C



Cream

C=4 M=8 Y=23 K=0
PANTONE 7506 C

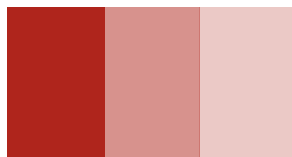
Digital color spaces

RGB and Hex color codes

Sonoma County's brand colors are defined below in the color spaces RGB and Hex to be used for all digital and Web purposes. When selecting the code to use for a marketing material, remember that RGB is for anything that will be on screen ONLY in the final output. Hex codes will be utilized for website design, sending quick codes of the RGB colors (not CMYK), etc. Hex codes come especially handy when designing and coding anything on a website.

The universal use of black, grayscale and white is available in the brand's color palette. Colors with tri-tones below signify 25%, 50% and 100% approved opacities of that color and color codes. If a color does not show opacity tri-tones, opacity of those colors are not approved for the brand colors.

Primary color palette (core colors)



Red

R=181 G=32 B=37
B52025



Gold

R=199 G=165 B=83
C7A553



Black

R=35 G=32 B=31
23201F



White

R=255 G=255 B=255
FFFFFF

Secondary color palette (accent colors)



Blue

R=0 G=62 B=118
003E76



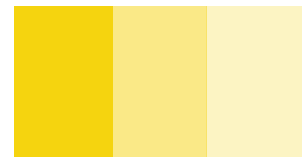
Green

R=153 G=195 B=78
99c34e



Orange

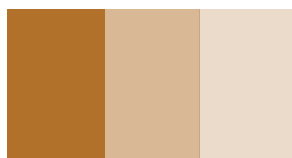
R=247 G=146 B=30
f7921E



Yellow

R=245 G=212 B=15
F5D40F

Tertiary color palette (neutrals)



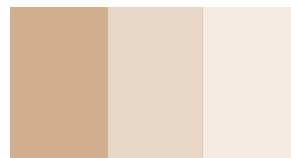
Brown

R=178 G=113 B=43
B2712B



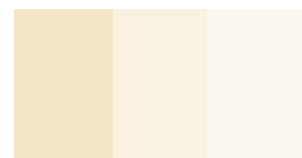
Light Brown

R=171 G=150 B=109
AB966D



Tan

R=209 G=174 B=140
D1AE8C



Cream

R=244 G=230 B=198
F4E6C6

ADA compliance

ADA compliance description and examples

ADA compliant design is for everybody and allows those with all disabilities to view the brand in a way that works for them. Being accessible will help to build a larger and more equitable audience. To create ADA compliant materials, many aspects of accessibility are combined, including color contrasts, type sizes, alt-tags, etc. For this section of the guidelines, some of the color palette has been tested to show what color combinations are accessible and inaccessible.

Rule of thumb: First, text and interactive elements should have a color contrast ratio of at least 4.5:1.

Secondly, color should not be the only indicator for interactive elements. For example, underline links or mark a required field with an asterisk. Lastly, red/green color blindness is the most common, so avoid green on red or red on green. (Think especially about avoiding using red and green for “bad” and “good” indicators).

Lastly, keep in mind that the logo counts as a graphic component, even when there is text in the logo.

Examples of color combinations

In this example, two colors from the primary palette are being shown. Each of the example ratios below show ADA color contrasts acceptable use. Certain color combinations may “pass” all text sizes and graphic components, while others may “fail”. A combination that is completely inaccessible will “fail” in all three options (regular text, large text and graphic components.) Although this is an example, the two colors below are a part of this specific brand package and can be utilized following the information they are showing. To color test additional color combinations, use a color contrast analyzer. Adobe’s contrast analyzer may be used here:

[Color.Adobe.com/Create/Color-Contrast-Analyzer](https://color.adobe.com/Create/Color-Contrast-Analyzer).

Acceptable example ratio 1

Foreground	Contrast Ratio: 4.81:1	WCAG 2.1 Level: AA	
Cream	Regular Text A high color contrast makes anything easier to read	Large Text A high color contrast makes anything easier to read	Graphic Components 
Background			
Red	PASS for 17pt and below	PASS for 18pt and up / 14pt bold and up	PASS for icons and graphics

Acceptable example ratio 2

Foreground	Contrast Ratio: 4.81:1	WCAG 2.1 Level: AA	
Red	Regular Text A high color contrast makes anything easier to read	Large Text A high color contrast makes anything easier to read	Graphic Components 
Background			
Cream	PASS for 17pt and below	PASS for 18pt and up / 14pt bold and up	PASS for icons and graphics

ADA compliance

Acceptable color combinations (continued)

Acceptable ratio 3

Foreground

Cream

Background

Black

Contrast Ratio: 11.34:1

WCAG 2.1 Level: AAA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

Acceptable ratio 4

Foreground

Black

Background

Cream

Contrast Ratio: 11.34:1

WCAG 2.1 Level: AAA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

Acceptable ratio 5

Foreground

Black

Background

Gold

Contrast Ratio: 5.83:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

Acceptable ratio 6

Foreground

Gold

Background

Black

Contrast Ratio: 5.83:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

ADA compliance

Acceptable color combinations

Acceptable ratio 7

Foreground

Blue

Background

Yellow

Contrast Ratio: 7.79:1

WCAG 2.1 Level: AAA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

Acceptable ratio 8

Foreground

Yellow

Background

Blue

Contrast Ratio: 7.79:1

WCAG 2.1 Level: AAA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

Acceptable ratio 9

Foreground

Orange

Background

Blue

Contrast Ratio: 4.81:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

Acceptable ratio 10

Foreground

Blue

Background

Orange

Contrast Ratio: 4.81:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



PASS for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

ADA compliance

Unacceptable color combinations

Unacceptable ratio 11

Foreground

Green

Background

Red

Contrast Ratio: 1.06:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



FAIL for 17pt and below

PASS for 18pt and up / 14pt bold and up

PASS for icons and graphics

Unacceptable ratio 12

Foreground

Gold

Background

Cream

Contrast Ratio: 1.89:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



FAIL for 17pt and below

FAIL for 18pt and up / 14pt bold and up

FAIL for icons and graphics

Unacceptable ratio 13

Foreground

Gold

Background

Red

Contrast Ratio: 1.92:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



FAIL for 17pt and below

FAIL for 18pt and up / 14pt bold and up

FAIL for icons and graphics

Unacceptable ratio 14

Foreground

Red

Background

Blue

Contrast Ratio: 2.13:1

WCAG 2.1 Level: AA

Regular Text

A high color contrast makes anything easier to read

Large Text

A high color contrast makes anything easier to read

Graphic Components



FAIL for 17pt and below

FAIL for 18pt and up / 14pt bold and up

FAIL for icons and graphics

Logo usage

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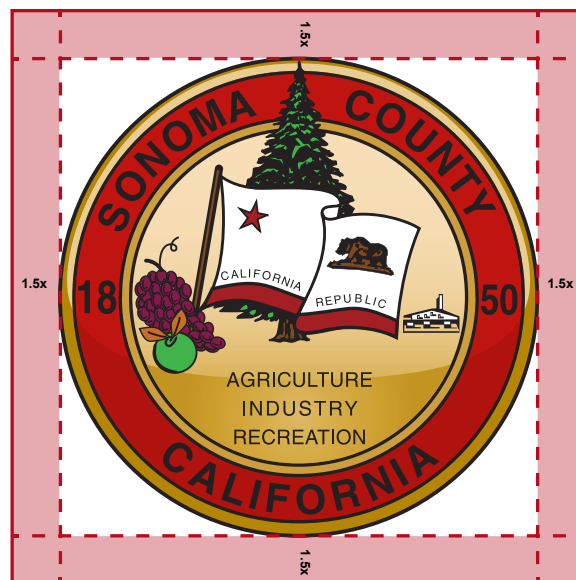


Negative space

Clear space around logo

There should be white space (clearance) or negative space around the logo to ensure integrity. The minimum amount of clearance is defined by the width of the letter “C” in the word “California” or “County” in the logo below. The white space around the logo should calculate out to the amount of one of the amount of the “x” in the outside of the dashed lines. When placing these logos in documents and designs, no object should ever go inside the light red area on the outside of the logo.

C = 1x For Example: 1.5x = **C** or **8**



Red Space Around the Logo = Clear Space

Minimum display sizes

Print and web sizes

The logo should always be prominently displayed; the size will be relative to the material format and its dimensions. When using the logos, they should be no smaller than the sizes shown below for print and web purposes. All logo compositions are to be no smaller than dimensions shown by width for all horizontal logos, vertical logos and symbols to preserve the integrity and legibility of the logo marks.

Minimum print sizes

Full Color: 1 inches wide



Minimum web size

Full Color: 75 pixels wide



Black: .625 inches wide



Black: .625 inches wide



White: .625 inches wide



White: .625 inches wide



Unacceptable usage

The logo “don’ts”

Do not change the colors of logos

Do not use unapproved colors and tones in the branding.
Do not use any colors that are not defined as part of the primary, secondary, or tertiary brand colors located in Section 3, page 14. Do not change the color of the logo.
Do not use any old logo marks.



Do not change the tonal values

Do not change the opacity or tonal values of the colors that are in the brand mark. Never change the colors or elements other than the approved provided marks. This does not include using the entire full color logo at 10%-100% opacity.



The logo should not appear on an unapproved background

The full color logo should be displayed atop a lighter background or image to preserve the integrity of the mark. The full color logo must contrast the background color, photo, or texture it is placed on top of to remain ADA compliant. No old brand patterns should be used in the brand. The full color logo should appear on a light image, texture, pattern, photo, or background color within the brand palette.



Do not skew or stretch logo

The logo may never be stretched to “fit.” The horizontal and vertical compositions are provided to negate the use of stretching or skewing the mark. Use the horizontal or vertical logo to fit spaces when needed.



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Template introduction

How to download and use the County of Sonoma templates

Templates

A variety of helpful ADA compliant templates are available on the County of Sonoma employee intranet, including:

- Business system (County Administrator's Office and co-branded)
 - Business cards
 - Letterhead
 - Email signature
 - Envelopes
- Marketing materials
 - Posters (3 different options)
 - Flyers (3 different options)
 - Postcards (4 different options - mailing and non-mailing backs)
- Social media (3 different options each)
 - Facebook/twitter size
 - Instagram size
- Newsletter header
- Press release header
- Powerpoint template (3 different options)
- Video graphics
 - Open card
 - End card
 - Lower third graphic
 - Side panel graphic
 - Zoom background

Template instructions

Step one: *download all files*

1. Download the "County Administrator's Office - business system templates" or the "co-branded department business system templates" folder on a computer desktop or other specified folder

- Download the County Administrator's Office and co-branded files here: [Intranet \(log in required\)](#)

Once downloaded to your desktop, right click on the PDF file and open the PDF with the application *adobe acrobat*.

2. If *adobe acrobat* is not a standard application listed on the drop down:

- Hover over the option "open with >"
- Select *Adobe Acrobat* as the application to open the PDF

3. Open the business card PDF file with *adobe acrobat*

Step two: *follow instructions per template on the next pages*

Step three: *save the documents as a PDF*

4. Select "file" from the top navigation bar on the left-hand side of the screen
5. Select "save as"
6. Change the file name to include the first and last name of the person's card

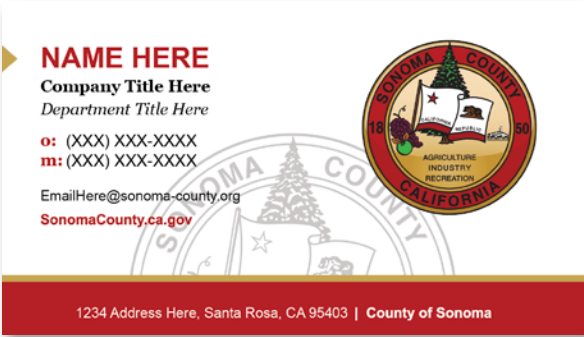
Business card template

Sample business card for County Administrator's Office

County Administrator's Office business card template



Front



Back

County Administrator's Office sample business card



Front



Back

Business card template

How to use the County Administrator's Office business card template

County Administrator's Office PDF business card template instructions

Please follow the instructions below to use the PDF form template.

Step one: *edit the mission statement*

The front of the business card is the first page of the PDF.

1. The front of the business card (displayed above) is the first page of the PDF
2. To edit the mission statement, highlight the white center justified text and delete.
3. Type in the preferred message

Step two: *edit the contact information on the back of the business card*

The back of the business card is the second page of the PDF

4. To edit, enter contact information to the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
 - Please note that the full name needs to be written in all caps
5. Use these same steps above to enter in all other contact information
 - Including company title, department title, office, mobile, email and physical address
6. Please note the type will get smaller when typing more than one line on company and department titles

Step three: *edit settings to add the pink line to show when printed*

7. Choose file > print.
 - In the print dialog box, click the summarize comments button. Choose a layout and other options as needed.
8. Click print comment summary.

Letterhead

Sample letterhead for County Administrator’s Office

County Administrator’s Office letterhead template



OFFICE OF THE COUNTY ADMINISTRATOR

County of Sonoma
575 Administration Drive - Room 104A
Santa Rosa, CA 95403-2888

P: (XXX) XXX-XXXX
F: (XXX) XXX-XXXX

NAME ONE LONGER NAME
Title of the person

NAME ONE LONGER NAME
Title of the person

NAME ONE LONGER NAME
Title of the person

NAME ONE LONGER NAME
Title of the person

Memorandum

DATE: Month, Day, Year

TO: Department Name and/or Agency Name

FROM: First Name Last Name, Company Title Here

SUBJECT: Subject Title Here

Header One Goes Here

Subheader here

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Sincerely,

PLACE SIGNATURE HERE

NAME HERE
Company Title Here
P: (XXX) XXX-XXXX
F: (XXX) XXX-XXXX
EmailHere@sonoma-county.org

SonomaCounty.ca.gov

Page 1

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Page 2

County Administrator’s Office letterhead sample



OFFICE OF THE COUNTY ADMINISTRATOR

County of Sonoma
575 Administration Drive - Room 104A
Santa Rosa, CA 95403-2888

P: (707) 555-5554
F: (707) 555-5554

MICHAEL WESTEN
Communications Director
Phone 555-5554
Project Manager
Jesse Fortes
Assistant City Manager
Sue Ake
Planning Director

Agenda

DATE: December 18, 2023

TO: Department of Child Support Services

FROM: Michael Westen, Communications Director

SUBJECT: Weekly Board Meeting

Focus Groups For the Rebrand of Sonoma County

Dear Assembly Member Madeline Westen,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignis-

Sincerely,



Michael Westen
Communications Director
P: (555) 555-5554
F: (555) 555-5555
Michael.Westen@sonoma-county.org

SonomaCounty.ca.gov

Page 1

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Page 2

Letterhead template

How to use the County Administrator's Office letterhead template

County Administrator's Office letterhead word template instructions

Please follow the instructions below to use the word document template.

Step one: *edit the header*

1. Double-click inside of the header area to activate header/footer.
2. Update the header contact information by highlighting the verbiage and typing over it
 - The editable contact information in the header are:
 - Physical address, phone number, fax number and full name and department titles
 - The uneditable items in the header are:
 - "County Administrator's Office," "Office of the County Administrator," and the full color Sonoma County logo
 - Simply delete any information that is unnecessary
 - Please note, the footer is uneditable
3. Once your header information is updated, deactivate the header/footer editing capabilities by:
 - Double-click on the outside of the letter or press "esc" twice

Step two: *type letter*

The letterhead is currently 3 pages. The first page includes a the header; congruent pages include footer only. As more pages are necessary, they will be automatically be added.

4. Add title of letter by typing over "memorandum or letterhead title"
 - Please note title needs to be styled in all capital letters
 - Example: today's agenda
 - If type style and/or formatting changes, the use "title" from the styles pane
5. Add date by typing over "date: month, day, year"
 - Please note "date" needs to be type set in all capital letters
 - Please note "month, day, year" needs to be styled in sentence case
 - Example: date: may 09, 2023
 - If type style and/or formatting changes, the use "h3" from the styles pane
6. Add header one (if applicable) by typing over "header-one - h1"
 - Example: Sonoma County internal meeting
 - If type style and/or formatting changes, the use "h1" from the styles pane
7. Add subheader (if applicable) by typing over "h2"
 - Example: logo, templates and brand update
 - If type style and/or formatting changes, the use "h2" from the styles pane
8. Add body of letter by typing over placeholder content "lorem ipsum dolar sit amet,...."
 - If type style and/or formatting changes, the use "normal" from the styles pane

Step three: *edit signature block*

9. Move the grouped signature block to the end of the letter
10. Double-click inside of the grouped signature block and begin editing all personal contact information

CONTINUED ON NEXT PAGE ►

Letterhead Template

How to use the County Administrator's Office letterhead template (continued)

11. Place the signature image file inside of the gray placeholder:

- Double-click on the gray placeholder labeled "PLACE SIGNATURE HERE" inside the grouped signature box
- To insert signature image file:
 - Go to the top navigation bars and click on the navigation drop down: Select Insert > Picture > Picture from file
 - Select the signature image file and click okay to place the file inside of the gray placeholder rectangle
 - As long as the gray rectangle is highlighted, the signature image file will be automatically placed inside the gray box uniformly
 - Simply delete the gray rectangle logo placeholder box behind the image file

Troubleshooting: *Adding extra pages to the letterhead document*

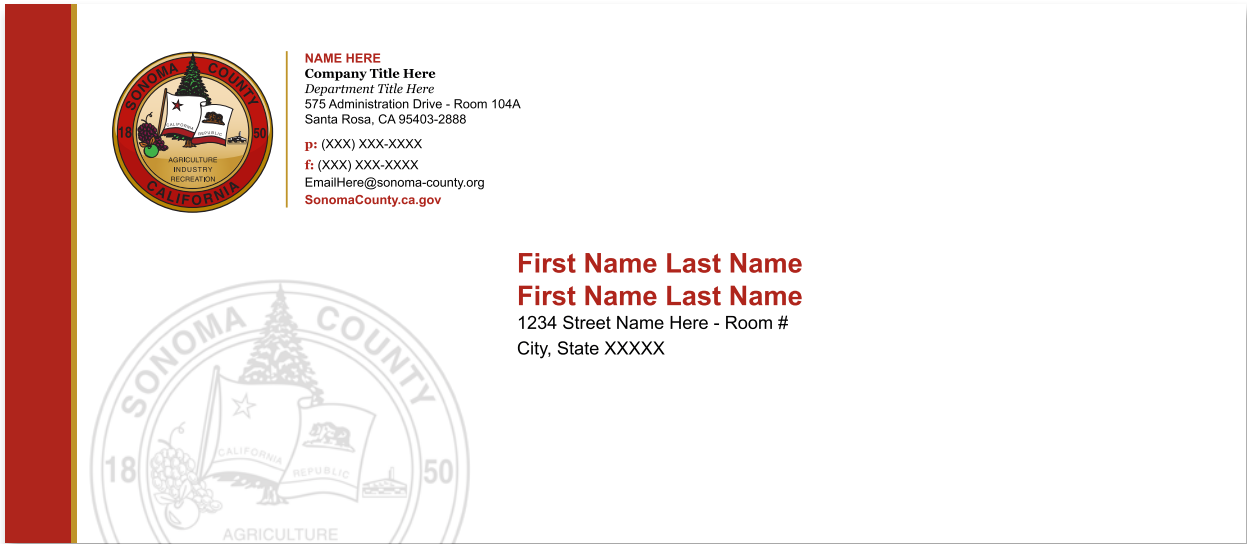
If at any time the header gets added back to any page past page 1 of the letterhead:

1. Move cursor at the end of the page before the last page typed on
2. Go to the top navigation bars and click on the navigation drop down: select layout > breaks > select "next page"
3. Double-click inside of the header/footer area on the last page typed on
4. Underneath "header & footer" tools, SELECT the check box "different from first page"
5. DESELECT "Link to Previous" (in the same tool area)
 - Troubleshooting steps 1-5 insures that all pages past page 1 on are disconnected from the first page of the document. These steps set page 1 with headers, while all other pages have no header.
6. If at any time these steps are not working, or there are issues with the headers/footers. Follow the directions [here](#)

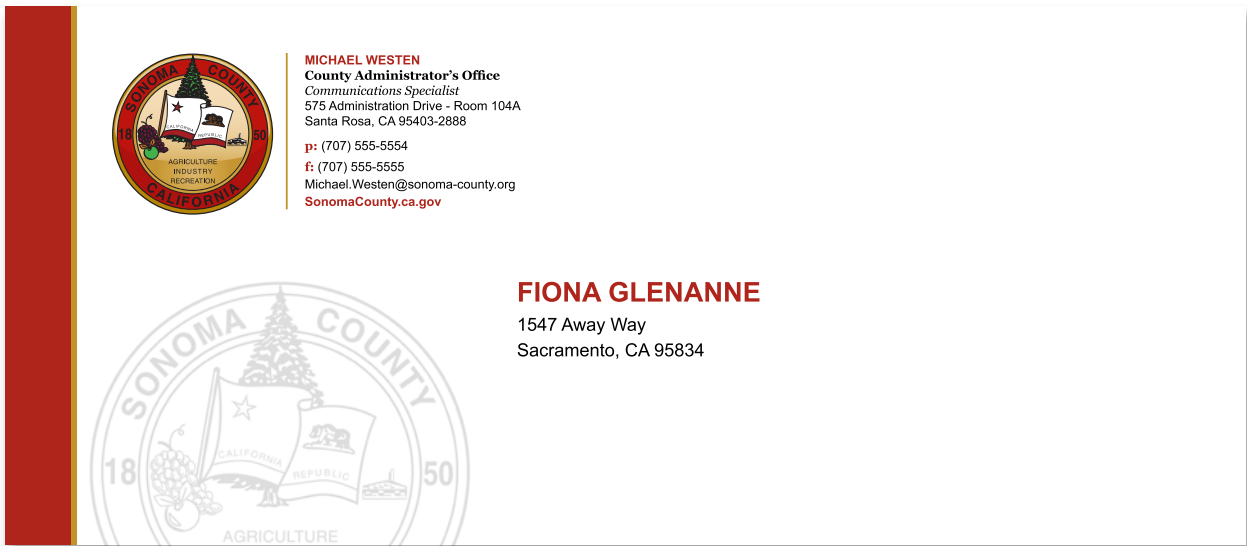
Envelope Template

Sample envelope for County Administrator’s Office

County Administrator’s Office envelope template



County Administrator’s Office envelope sample



Envelope template

How to use the County Administrator's Office envelope template

County Administrator's Office PDF envelope template instructions

Please follow the instructions below to use the PDF form template.

Step one: *edit County Administrator's Office sender's information on the envelope*

The one page in the PDF is the front of the envelope.

1. Enter County Administrator's Office contact information (on the top left corner of the envelope) into the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
2. Use these step one above to enter in all other contact information
 - Including company title, department tile, physical address, phone number, fax number (if applicable) and email
 - Please note the type will get smaller when typing more than one line on company and department titles

Step two: *edit the receiver's information on the envelope*

3. Enter receiver's contact information (in the middle of the envelope) into the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
4. Use step two, number 3, to enter in the receiver's physical address

Step three: *edit settings to add the pink line to show when printed*

5. Choose file > print.
6. In the print dialog box, click the summarize comments button.
 - Choose a layout and other options as needed.
7. Click print comment summary.

Email signature template

Sample signature for County Administrator's Office

County Administrator's Office email signature template



County Administrator's Office email signature sample



Email signature template

How to use the County Administrator's Office email signature template

County Administrator's Office PDF email signature instructions

Please follow the instructions below to use the PDF form template.

Step one: *edit County Administrator's Office contact information on the email signature*

1. Enter County Administrator's Office contact information (on the left side of the email signature) into the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
2. Use these step one above to enter in all other contact information
 - Including company title, department tile, office number, mobile number and email
 - Please note the type will get smaller when typing more than one line on company and department titles

Business card template

Sample business card for co-branding

Co-branded business card template



Front



Back

Co-branded sample business card



Front



Back

Business card template

How to use the co-branded business card template

Co-branded PDF business card template instructions

Please follow the instructions below to use the PDF form template.

Step one: *edit the mission statement*

The front of the business card is the first page of the PDF.

1. Highlight the “mission statement” or the white center justified text and delete
2. Type in the preferred message

Step two: *change the pink lines on the front of the business card to match department branding*

3. Click on the tool “comment” to open the comment tool pane on the right-hand of the window
 - If the “comment” tool is not in the right-hand side of the window:
 - Click on the button “tools” on the right-hand side of the “home” table in the top navigation bar
 - Select the “share and review” tool labeled “comment” on the third row down, the third column in
4. Once the “comment” pane is open, click on the pink line on the left-hand side of the county logo
 - A pink circle will pop up in the edit navigation (third bar down from the top of the window frame)
5. Click on the pink circle and an assortment of generic colors will appear on a pull-down menu
 - To edit the color to a hex code color:
 - Select the gear icon in the top right-hand corner of the color selection pull-down menu
 - The “polygon properties” pop-up window will appear on screen
 - Select “fill color” option and a second “colors” pop-up window will appear on screen
 - Type the hex color code to change the color to an alternate color selection that matches the department’s branding
6. Exit out of the “colors” pop-up window and revert back to the “polygon properties” window.
7. Select “okay” to apply the change of color
8. Repeat step two, numbers 4-8, to change the second pink line on the right-hand side on the front of the card, the pink triangle on the back of the card and the pink line on the footer of the back of the card.
 - Please note that both of these lines need to match all other color edits on the card

Step three: *edit the contact information on the back of the business card*

The back of the business card is the second page of the PDF

9. To edit, enter contact information to the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
 - Please note that the full name needs to be written in all caps
10. Repeat step three to enter in all other contact information
 - Including company title, department title, office, mobile, email and physical address
 - Please note the type will get smaller when typing more than one line on company and department titles

Step four: *change the pink line and the pink triangle to match department branding and front of card*

Repeat step two, numbers 4-8, to change the pink triangle on the back of the card and the pink line above the red footer. Please note that both of these lines need to match all other color edits on the card, letterhead and envelope

CONTINUED ON NEXT PAGE ►

Business card template

How to use the co-branded business card template (continued)

Step five: *place in the department vertical logo (if applicable)*

11. Click the clear box with the gray photo icon on the right-hand side of the contact information
12. The “select image” pop-up window will appear. Click the “browse” button on the top right-hand side of the pop-up window
13. Another finder window will open up to search the computer’s files for a department logo
14. Search the computer files to find the vertical (preferable) department logo
15. Once selection is made, click on the button “select” in the bottom right-hand corner of the window to apply the image of the logo (.pngs and .eps are recommended)
16. Select “okay” in the bottom right-hand corner of the “select image” window
17. To replace the logo, repeat step five, numbers 11-16.

Step six: *edit settings to add the pink line to show when printed*

18. Choose file > print.
19. In the print dialog box, click the summarize comments button. Choose a layout and other options as needed.
20. Click print comment summary.

Letterhead template

How to use the co-branded letterhead template

Co-branded letterhead Word template instructions

Please follow the instructions below to use the Word document template.

Step one: *edit the header*

1. Double-click inside of the header area to activate header/footer.
2. Update the header contact information by highlighting the verbiage and typing over it
 - The editable contact information in the header are:
 - Co-branded logo, department name, physical address, phone number, fax number and full names and department titles
 - The uneditable items in the header are:
 - County of Sonoma logo
 - Simply delete any information that is unnecessary
3. Add vertical department logo (if applicable) by double-clicking on the gray rectangle labeled “place co-branded logo here”
 - To insert department logo image file:
 - Go to the top navigation bars and click on the navigation drop down: select insert > picture > picture from file
 - Select the department logo image file and click okay to place the file inside of the gray placeholder rectangle
 - As long as the gray rectangle is highlighted, the signature image file will be automatically placed inside of the gray box uniformly
 - Simply delete the gray rectangle logo placeholder box behind the image file

Step two: *edit footer*

4. Click the cursor inside of the footer area while the header/footer editing capabilities are still active
 - The one editable item in the footer is:
 - Pink line
 - The uneditable items in the header are:
 - County of Sonoma logo watermark, gold lines, sonoma URL
 - Simply delete colored line if unneeded
5. Change the color of the pink line (located above the red bottom footer bar) to the department’s primary color (preferably a single color from the department logo)
 - Change the pink line to the departments primary color:
 - Double-click on the pink line and the “shape format” top navigation window will open as well as the “format shape” side panel
 - Select the “fill” accordion drop-down from the “format shape” side panel window
 - “Solid fill” will be toggled to “on” and the color and transparency window will appear
 - Click on the color button drop-down (paint bucket with pink under bar) to showcase “theme colors”
 - Select any of the colors on the main page
 - Change the colored line to a unique color from the brand palette:
 - Select “more colors...” From the “theme colors” pop-up window to open “colors” pop-up window
 - Type in the hex color code of the color wanting to be utilized; select okay.

CONTINUED ON NEXT PAGE ►

Letterhead Template

How to use the co-Branded Letterhead Template

6. Once your header and footer information is updated, deactivate the header/footer editing capabilities by:

- Double-clicking on the outside of the letter or press “esc” twice
- Please note that both of these lines need to match all other color edits on the card, letterhead and envelope

Step three: type letter

The letterhead is currently 3 pages. The first page includes a the header; congruent pages include footer only. As more pages are necessary, they will be automatically be added.

7. Add title of letter by typing over “memorandum or letterhead title”

- Please note title needs to be styled in all capital letters
- Example: today’s agenda
 - If type style and/or formatting changes, the use “title” from the styles pane

8. Add date by typing over “date: month, day, year”

- Please note “date” needs to be type set in all capital letters
- Please note “month, day, year” needs to be styled in sentence case
- Example: date: may 09, 2023
 - If type style and/or formatting changes, the use “h3” from the styles pane

9. Add header one (if applicable) by typing over “header-one - h1”

- Example: Sonoma County internal meeting
- If type style and/or formatting changes, the use “h1” from the styles pane

10. Add subheader (if applicable) by typing over “h2”

- Example: logo, templates and brand update
- If type style and/or formatting changes, the use “h2” from the styles pane

11. Add body of letter by typing over placeholder content “lorem ipsum dolar sit amet,....”

- If type style and/or formatting changes, the use “normal” from the styles pane

Step four: edit signature block

12. Move the grouped signature block to the end of the letter

13. Double-click inside of the grouped signature block and begin editing all personal contact information

14. Place the signature image file inside of the gray placeholder:

- Double-click on the gray placeholder labeled “place signature here” inside the grouped signature box
- To insert signature image file:
 - Go to the top navigation bars and click on the navigation drop down: select insert > picture > picture from file
 - Select the signature image file and click okay to place the file inside of the gray placeholder rectangle
 - As long as the gray rectangle is highlighted, the signature image file will be automatically placed inside the gray box uniformly
 - Simply delete the gray rectangle logo placeholder box behind the image file

Troubleshooting: adding extra pages to the letterhead document

If at any time the header gets added back to any page past page 1 of the letterhead:

1. Move cursor at the end of the page before the last page typed on

CONTINUED ON NEXT PAGE ►

Letterhead template

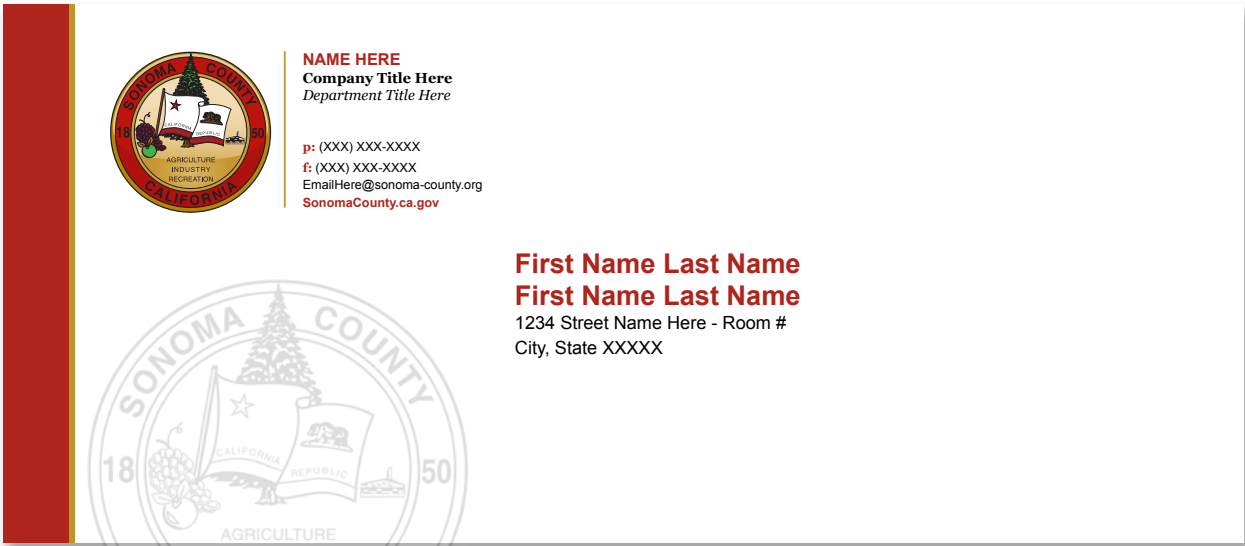
How to use the co-branded letterhead template

2. Go to the top navigation bars and click on the navigation drop down: select layout > breaks > select “next page”
3. Double-click inside of the header/footer area on the last page typed on
4. Underneath “header & footer” tools, select the check box “different from first page”
5. Deselect “link to previous” (in the same tool area)
 - Troubleshooting steps 1-5 insures that all pages past page 1 on are disconnected from the first page of the document. These steps set page 1 with headers, while all other pages have no header.
6. If at any time these steps are not working, or there are issues with the headers/footers. Follow the directions [here](#)

Envelope template

Sample envelope for co-branded

Co-branded envelope template



Co-branded envelope sample



Envelope template

How to use the co-branded envelope template

Co-branded PDF envelope template instructions

Please follow the instructions below to use the PDF form template.

Step one: *edit co-branded sender's information on the envelope*

The one page in the PDF is the front of the envelope.

1. Enter County of Sonoma contact information (on the top left corner of the envelope) into the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
2. Use these step one above to enter in all other contact information
 - Including company title, department tile, physical address, phone number, fax number (if applicable) and email
 - Please note the type will get smaller when typing more than one line on company and department titles

Step two: *edit the receiver's information on the envelope*

3. Enter receiver's contact information (in the middle of the envelope) into the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
4. Use step two, number 3, to enter in the receiver's physical address

Step three: *change the pink line on the left-hand side of the envelope to match department branding*

5. Click on the tool "comment" to open the comment tool pane on the right-hand of the window
 - If the "comment" tool is not in the right-hand side of the window:
 - Click on the button "tools" on the right-hand side of the "home" table in the top navigation bar
 - Select the "share and review" tool labeled "comment" on the third row down, the third column in
6. Once the "comment" pane is open, click on the pink line on the left-hand side of the county logo
 - A pink circle will pop up in the edit navigation bar (third bar down from the top of the window frame)
7. Click on the pink circle and an assortment of generic colors will appear on a pull-down menu
 - To edit the color to a hex code color:
 - Select the gear icon in the top right-hand corner of the color selection pull-down menu
 - The "polygon properties" pop-up window will appear on screen
 - Select "fill color" option and a second "colors" pop-up window will appear on screen
 - Type the hex color code to change the color to an alternate color selection that matches the department's branding
8. Exit out of the "colors" pop-up window and revert back to the "polygon properties" window.
9. Select "okay" to apply the change of color
 - Please note that both of these lines need to match all other color edits on the card, letterhead and envelope

Step four: *place in the department vertical logo (if applicable)*

10. Click the clear box with the gray photo icon on the right-hand side of the sender's contact information
11. The "select image" pop-up window will appear. Click the "browse" button on the top right-hand side of the pop-up window

CONTINUED ON NEXT PAGE ►

Envelope template

How to use the co-branded envelope template (continued)

12. Another finder window will open up to search the computer's files for a department logo
 13. Search the computer files to find the vertical (preferable) department logo
 14. Once selection is made, click on the button "select" in the bottom right-hand corner of the window to apply the image of the logo (.Pngs and .Eps are recommended)
 15. Select "okay" in the bottom right-hand corner of the "select image" window
 16. To replace the logo, repeat step four, numbers 11-16
- Step five:** *edit settings to add the pink line to show when printed*
17. Choose file > print.
 18. In the print dialog box, click the summarize comments button.
 - Choose a layout and other options as needed.
 19. Click print comment summary.

Email signature template

Sample email signature for co-branded

Co-branded email signature template



Co-branded email signature sample



Email signature template

How to use the co-branded email signature template

Co-branded PDF email signature instructions

Please follow the instructions below to use the PDF form template.

Step one: *edit co-branded contact information on the email signature*

The one page in the PDF is the front of the envelope.

1. Enter county of sonoma contact information (on the top left corner of the envelope) into the light blue highlighted form fields:
 - Click on the form field, highlight the text or select all (cmd/ctrl + a) and delete
 - Type in full first and last name
2. Use step one to enter in all other contact information
 - Including company title, department tile, physical address, phone number, fax number (if applicable) and email
 - Please note the type will get smaller when typing more than one line on company and department titles

Step two: *change the pink line on the left-hand side of the email signature to match department branding*

3. Click on the tool “comment” to open the comment tool pane on the right-hand of the window
 - If the “comment” tool is not in the right-hand side of the window:
 - Click on the button “tools” on the right-hand side of the “home” table in the top navigation bar
 - Select the “share and review” tool labeled “comment” on the third row down, the third column in
4. Once the “comment” pane is open, click on the pink line on the left-hand side of the contact information
 - A pink circle will pop up in the edit navigation bar (third bar down from the top of the window frame)
5. Click on the pink circle and an assortment of generic colors will appear on a pull-down menu
 - To edit the color to a hex code color:
 - Select the gear icon in the top right-hand corner of the color selection pull-down menu
 - The “polygon properties” pop-up window will appear on screen
 - Select “fill color” option and a second “colors” pop-up window will appear on screen
 - Type the hex color code to change the color to an alternate color selection that matches the department’s branding
6. Exit out of the “colors” pop-up window and revert back to the “polygon properties” window.
7. Select “okay” to apply the change of color
 - Please note that both of these lines need to match all other color edits on the card, letterhead and envelope

Step three: *place in the department vertical logo (if applicable)*

8. Click the clear box with the gray photo icon on the left-hand side of the contact information
9. The “select image” pop-up window will appear. Click the “browse” button on the top right-hand side of the pop-up window
10. Another finder window will open up to search the computer’s files for a department logo
11. Search the computer files to find the vertical (preferable) department logo
12. Once selection is made, click on the button “select” in the bottom right-hand corner of the window to apply the image of the logo (.Pngs and .Eps are recommended)
13. Select “okay” in bottom right-hand corner of the “select image” window

CONTINUED ON NEXT PAGE ►

Email signature template

How to use the co-branded email signature template (continued)

14. To replace the logo, repeat step three, numbers 8-14

Step five: *edit settings to add the pink line to show when printed*

15. Choose file > print.

16. In the print dialog box, click the summarize comments button.

- Choose a layout and other options as needed.

17. Click print comment summary.

Canva Templates

All Canva template instructions

Template Usage

These templates have been designed in Canva.

If department has Canva account:

If a department has their own Canva account, request a templates folder for access and use. Please email PublicAffairs@sonoma-county.org to request access and the files will be shared directly to that department's Canva account.

If department does not have a Canva account:

If your department does not have a Canva account, Canva is an easy to use, free, online graphic design tool. Departments can use it to create and edit social media graphics, presentations, posters, videos, logos and more. For more information, visit: [Canva.com](https://www.canva.com)

These templates are intended to be tailored to meet your needs, resize, add your department logo and branding, etc. The text and photos in these templates are placeholders only, and should be updated.

Sample poster templates



Option 1



Option 2



Option 3

Flyer Templates

Sample flyer templates



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SonomaCounty.ca.gov

Option 1



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SonomaCounty.ca.gov

Option 2



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Option 3

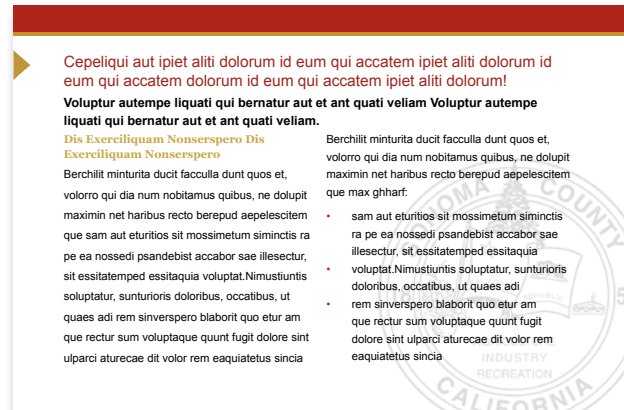
Postcard templates

Sample postcard templates

Postcard fronts



Option 1

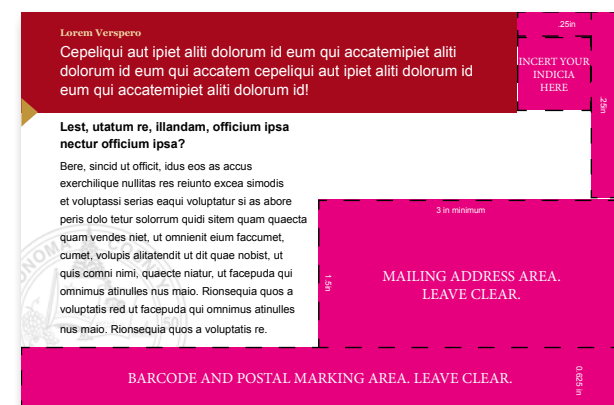


Option 2

Postcard backs



Option 1 - Without Mailing Information



Option 2 - With Mailing Information

Social media post templates

Sample social media post templates

Social media post - Instagram size



Option 1



Option 2



Option 3

Social media post templates

Sample social media post templates

Social media post - Facebook, Linked In and Twitter size



Option 1



Option 2



Option 3

Newsletter header templates

Sample newsletter header templates

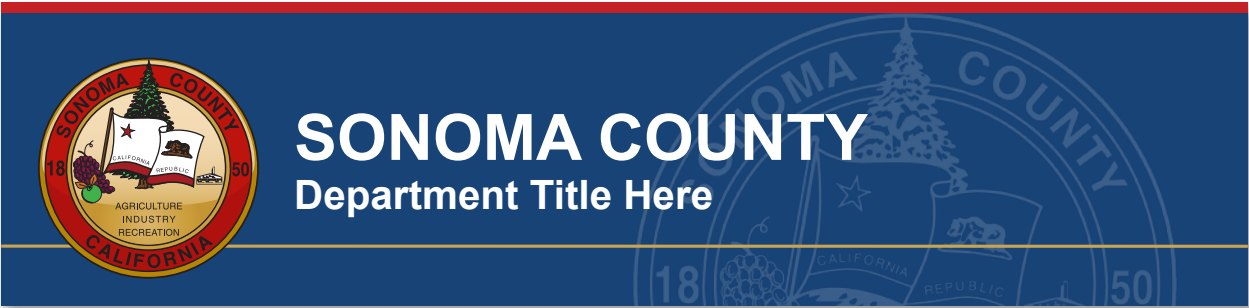
Newsletter header



Press release header templates

Sample press release header templates

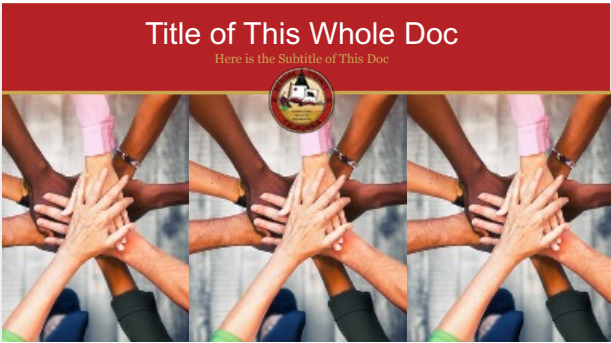
Press release header template



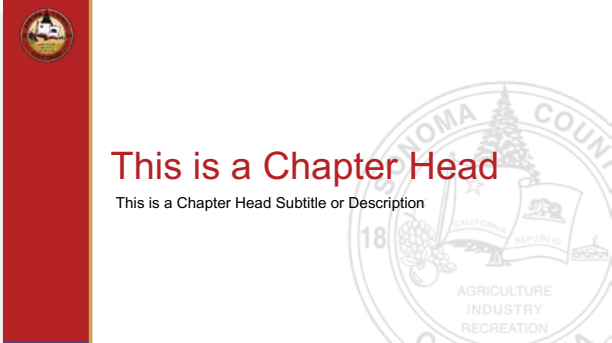
PowerPoint template

Sample PowerPoint templates

PowerPoint template - option 1



Front cover page



Chapter header page



Body copy page

PowerPoint template

Sample PowerPoint templates

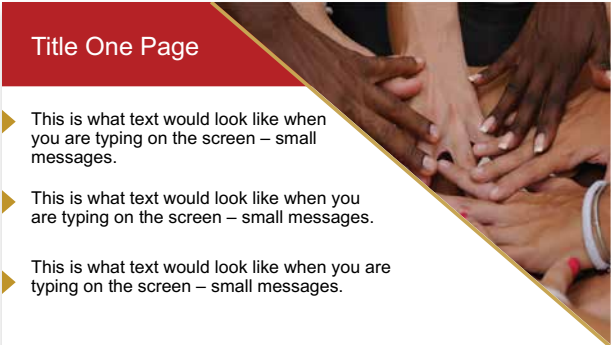
PowerPoint template - option 2



Front cover page



Chapter header page



Body copy page

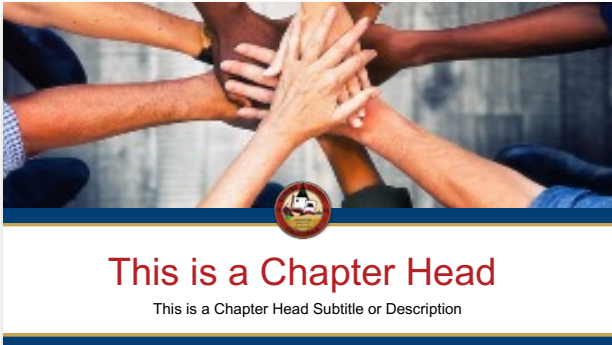
PowerPoint template

Sample PowerPoint templates

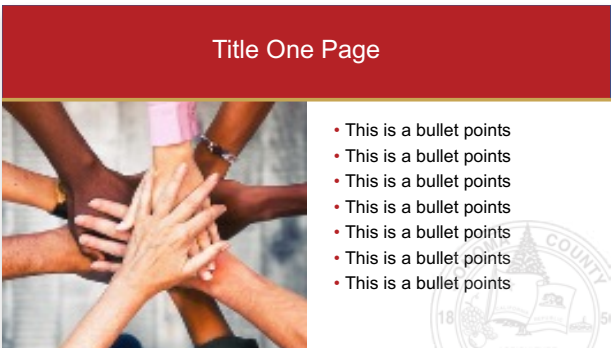
PowerPoint template - option 3



Front cover page



Chapter header page



Body copy page

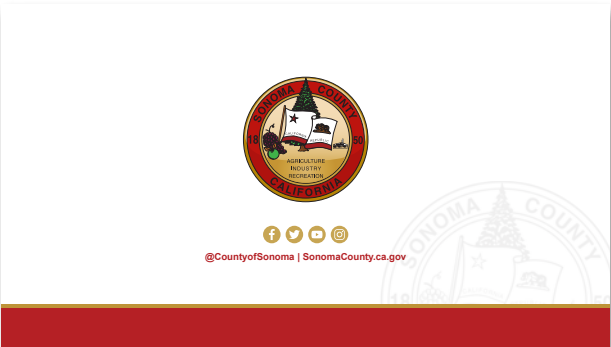
Video templates

Sample video templates

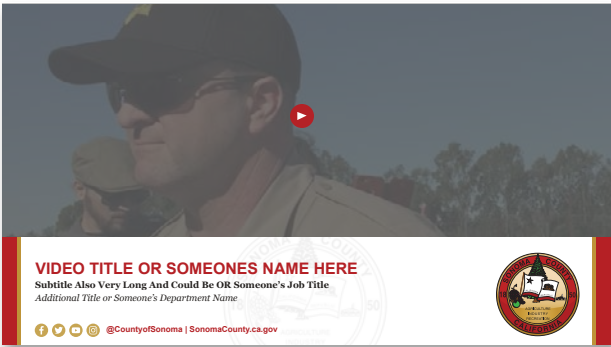
Video templates



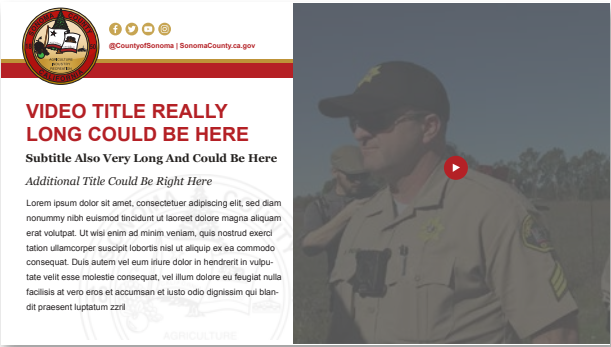
Open card



End card



Lower third graphic



Half-screen graphic



Zoom background graphic

CREATED BY



(916) 446-1082

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