SEDGWICK COUNTY

Brand Guide

Revised 2026

This is the approved brand guide for Sedgwick County, which details specific instructions and guidelines for communicating with the public on behalf of the County. Adhering to these guidelines ensures that Sedgwick County communications maintain the level of professionalism our citizens have come to expect.

Per Resolution 1-1985, the Sedgwick County seal/logo is the property of Sedgwick County and may not be reproduced without permission. The same goes for all other seals, logos and symbols in this guide.

For questions about this guide, please contact Strategic Communications at 316-660-9373 or communications@sedgwick.gov.

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2025 LOGO UPDATE FOR ADA COMPLIANCE

During the website refresh process, it was determined that the blue text in the previous incarnation of the logo did not have the contrast necessary to meet ADA compliance. Going forward, the Sedgwick County logo has been modified to have navy text.

The file library on Eline will be updated with the ADA compliant logo beginning January 2026.

Previous Version

Updated Version

USING THE SEAL/LOGO

Adequate space should be kept between the Sedgwick County seal/logo and other graphic elements/text.

The minimum clear space around the seal/logo is 0.25 inches.

The minimum acceptable size of the seal/logo (for print usage) is 0.5 inches.

The seal/logo may ONLY be used in one of the four ways below. If the seal/logo needs to be used in another color (i.e. metallic or foil stamping) please contact the Strategic Communications Office for approval.

Full Color

One Color Black

One Color
Pantone 7463C

Reversed White

Printing in Black and White?

ALWAYS use the single color (black or white) seal/logo. Never print the seal/logo in grayscale.

IMPROPER USE OF THE SEAL/LOGO

Sedgwick County...
working for you

Do not use the seal/logo with "Working for You" tagline. It is no longer used.

Do not use the non-ADA compliant logo.

Do not distort the seal/logo.

Do not use low resolution files.

Do not add shadows, glows, or any other effects to the seal/logo.

Do not rotate the seal/logo.

Do not use the seal/logo in grayscale.

SEDGWICK COUNTY SEAL/LOGOS/BADGES/PATCHES

All Sedgwick County Department seals, logos, badges and patches should be treated with the same respect and guidelines as the official Sedgwick County seal/logo. Please contact robin.fertner@sedgwick.gov before using department seal/logos on any materials.

Metropolitan Area Building & Construction Department

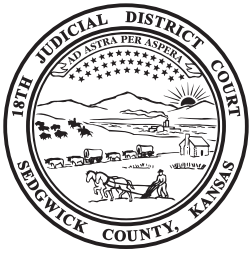
Wichita-Sedgwick County Metropolitan Area Planning Department

COMCARE

A Certified Community Behavioral Health Clinic

OTHER SEDGWICK COUNTY BADGES/SEALS/LOGOS

The badges, seals and logos on this page are all managed by entities outside of Sedgwick County Strategic Communications. They should be treated with the same respect and guidelines as the Sedgwick County Seal/Logo. Please contact these organizations directly for any questions about the use of the badges/seals/logos .



The Sedgwick County Zoo and Exploration Place have their own communications teams and branding. Please reach out to those organzations directly for questions regarding the use of their seals/logos.

DEPARTMENT NAMES *preferred layout*

With the Seal/Logo

SEDGWICK COUNTY
Health Department

This is the preferred layout for listing department names. The department name can be used with or without the Sedgwick County seal/logo.

If used without, the seal/logo should still be present on the design piece or webpage in a location that will be seen before the department name.

Without the Seal/Logo

SEDGWICK COUNTY — URW Medium, All caps

Health Department — URW Condensed Medium

Image files for department names are available on eline, or by request from Strategic Communications.
Contact Strategic Communications for more information at communications@sedgwick.gov or 316-660-9373.

COLOR PALETTE

Primary

Pantone 7463C
R0 G43 B73
C100 M80 Y43 K45
#002B49

Pantone Process Blue C
R0 G130 B202
C100 M35 Y7 K0
#0082CA

Pantone 2975C
R149 G212 B 233
C39 M2 Y5 K0
#95D4E9

The color blue is associated with the feelings of stability, productivity, serenity and trust - all feelings Sedgwick County hopes to inspire in our citizens. Thus, our primary palette is made entirely of blues. In Sedgwick County communications, these blues should always be the main source of color.

Using the color palette helps build consistency in external communications.

Secondary

The secondary color palette uses brighter colors that all work well with blue. These secondary colors should be used sparingly, as accent colors to support and enhance the primary color palette.

Pantone 728C
R205 G161 B118
C20 M37 Y58 K0
#CDA176

Pantone 109C
R255 G209 B0
C1 M16 Y100 K0
#FFD100

Pantone 7531C
R123 G103 B86
C47 M52 Y64 K21
#7B6756

Pantone 704C
R161 G43 B47
C25 M95 Y85 K19
#A12B2F

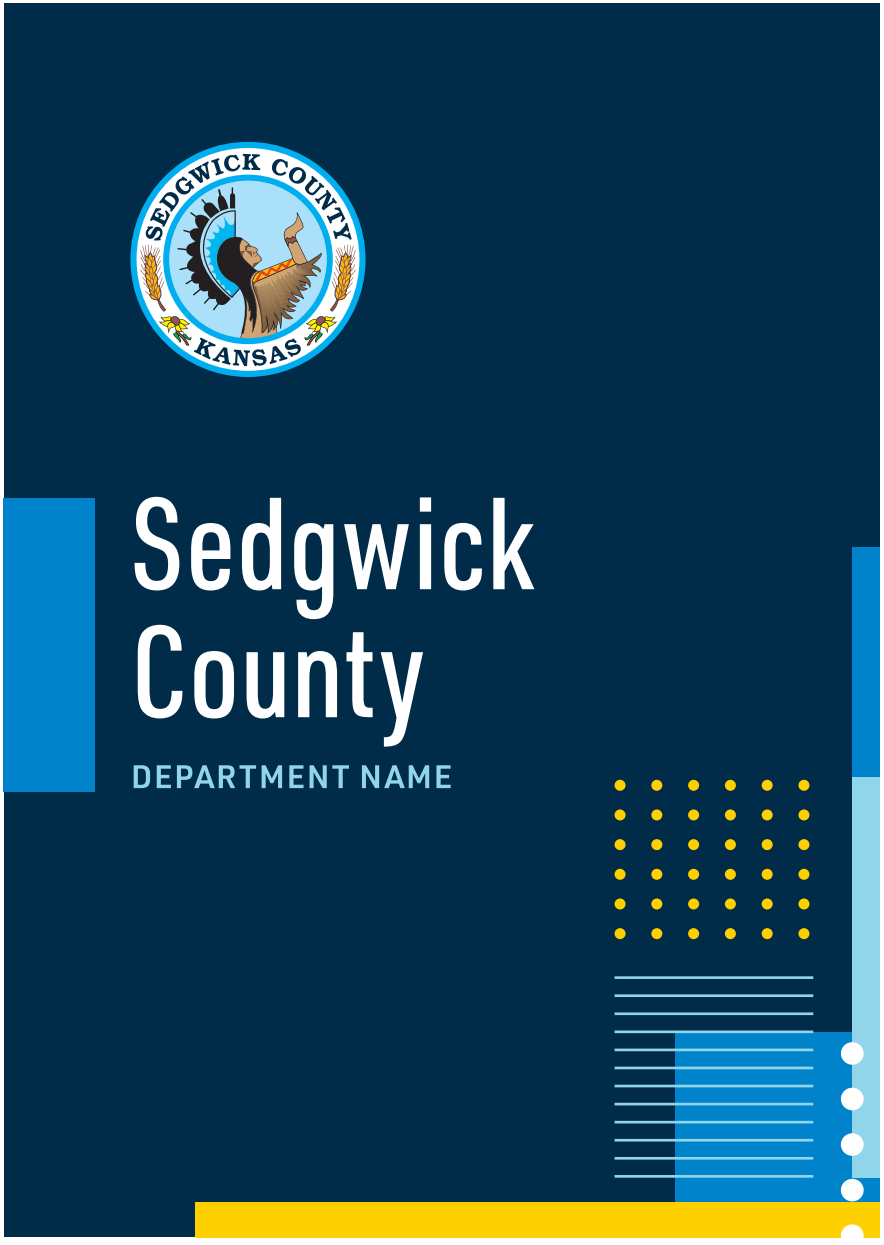
Pantone 7480C
R0 G188 B112
C87 M0 Y78 K0
#00BC70

Pantone 7661C
R143 G108 B149
C49 M63 Y20 K1
#8F6C95

Pantone 7413C
R224 G132 B51
C9 M57 Y92 K1
#e08433

Pantone 142C
R243 G189 B72
C4 M27 Y83 K0
#F3BD48

COLOR PALETTE *in action*



When using the color palettes, aim to have **75%** of the design in the **primary color palette**, and **25%** from the **secondary**.

Primary Colors

Accent Color from Secondary Palette

TYPOGRAPHY

EXTERNAL COMMUNICATIONS

Available from Adobe Fonts with an Adobe license

URW DIN

Light | Regular | **Medium** | **Demi** | **Bold** | ***Italic*** | **Condensed**

abcdefghijklmnopqrstuvwxyz

INTERNAL COMMUNICATIONS

SEGOE UI

Light | Semilight | Regular | **Semibold** | **Bold** I *Italic*

abcdefghijklmnopqrstuvwxyz

INTERNAL COMMUNICATIONS

OPEN SANS

Light | Regular | **Semibold** | **Bold** I ***Italic***

abcdefghijklmnopqrstuvwxyz

External communications are designed pieces created with the intent of communicating directly to the public. Examples include brochures, posters, long-term signage and website graphics. All external communications must go through Strategic Communications for review.

Internal communications include temporary or internal signage, the body of letters/other routine correspondence, or anything else that isn't being specifically designed for the public to view.

EMAIL SIGNATURES

All Employees should have their email signatures set up as seen below. **An example is available on Eline to copy and paste.** Fonts should be Segoe UI, 10 pt. If you need assistance setting this up, or have any questions, contact Strategic Communications for more information at communications@sedgwick.gov or 316-660-9373.

STANDARD EMAIL SIGNATURE

First Name Last Name | Title | Sedgwick County Department or Division
p: (316) 660-0000 | sedgwickcounty.org | Facebook | X | YouTube | Instagram

WITH ADDRESS (BY REQUEST ONLY)

First Name Last Name | Title | Sedgwick County Department or Division
p: (316) 660-0000 | sedgwickcounty.org
100 N. Broadway, Suite 610 | Wichita, KS 67202 | Facebook | X | YouTube | Instagram

COMMON QUESTIONS:

Can my department include physical addresses or fax numbers in our email signature?
If that information is needed to better serve the public or provide information to outside vendors/partners, then contact communications@sedgwick.gov or 316-660-9373 for an alternative signature template.

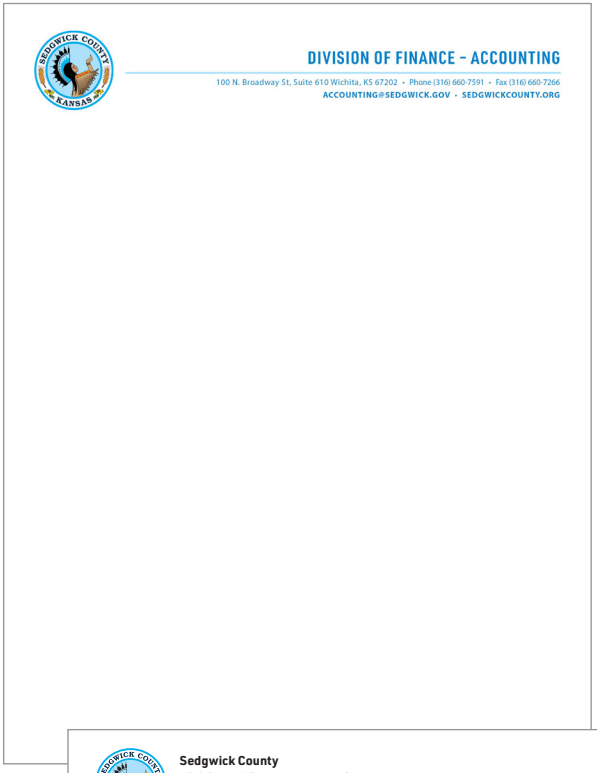
Can I add backgrounds or patterns to my email?
No. This creates readability and accessibility issues.

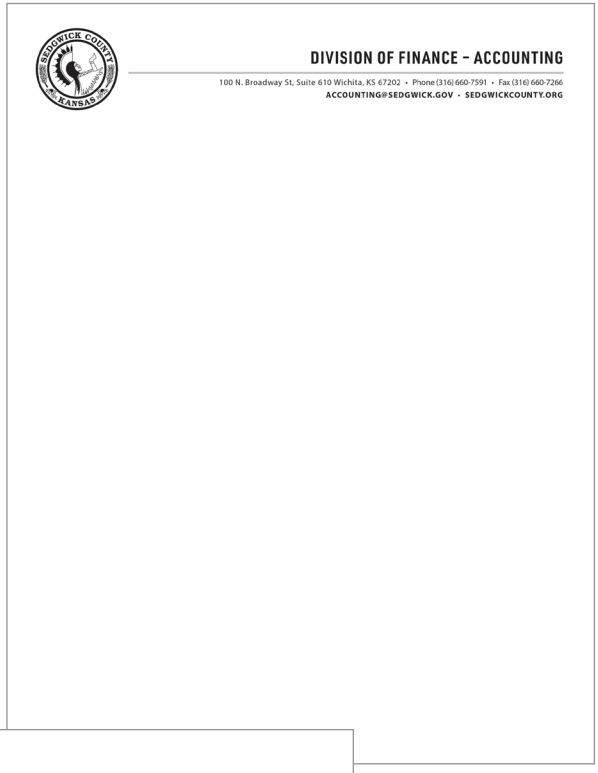
Can I add additional text to my email signature?
If your department needs to include legal or regulatory statements to your email signature, please include those. Everything else will be decided on a case by case basis.

Do **not** add patterns or graphics to the background of your emails or your email signature.

LETTERHEAD AND ENVELOPES

Letterhead files are created on request, and will be stored on Eline for future access.

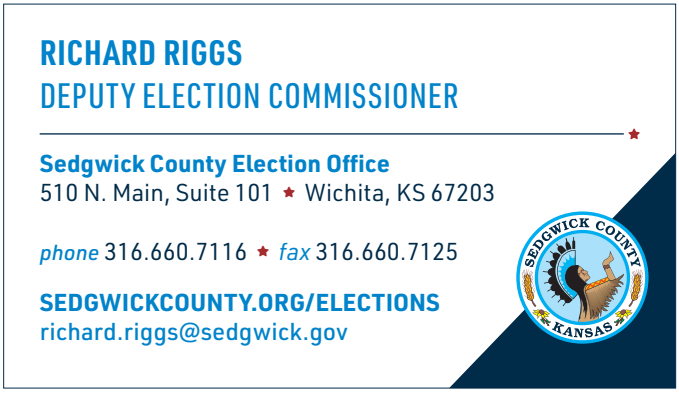




REMINDER:
DO NOT print the seal/logo in grayscale. If printing in black and white, use the black single color seal/logo.

BUSINESS CARDS

This is the standard business card template.



Elections variation

The design is intended to be flexible and adaptable to each department's needs. Potential changes include:

- Adding additional contact information
- Adding a partner seal/logo
- Replacing the Sedgwick County seal/logo with the Department seal/logo (Fire, EMS, etc)
- Adding content to the back of the card (appointment reminders, etc)

The Print Shop **will require approval** from Strategic Communications for all changes to the base design.

APPAREL AND MERCHANDISE

There must be sufficient contrast between the seal/logo and the background.
For example: no black seal/logo on a dark shirt, no white seal/logo on a light shirt.

Single color seal/logo applications are preferred for embroidery unless the vendor can adequately reproduce the Sedgwick County seal/logo without distortion.

When in doubt, consult Strategic Communications for guidance.

Strategic Communications will be working with uniform suppliers to make sure they adhere to county brand standards.

VIDEO COMMUNICATION

All Sedgwick County video projects must include either the Sedgwick County seal/logo or the appropriate department seal/logo near the opening or the close. In addition to following the print guidelines for usage, the seal/logos in video projects cannot explode, erode, disintegrate or otherwise compromise the integrity of the seal/logo.

For video requests and questions consult Video Specialist Kevin Stebral at kevin.stebral@sedgwick.gov or 316-660-9335.

POWERPOINT PRESENTATIONS

All powerpoint presentations must have the Sedgwick County seal/logo on the first slide. Strategic Communcations has a selection of powerpoint templates available on eline or the public drive, and assistance with presentations is available upon request.

WHEN SHOULD I CONTACT STRATEGIC COMMUNICATIONS?

- If a Sedgwick County logo is going on something that will be seen by the public.
  Examples: A partner logo on a poster for an event. Giveaway items for a conference.
- If you are creating something that will be seen by members of the public, or outside entities and is NOT basic informational signage.
  Examples: Informational brochures or handouts designed to be picked up by the public. Presentations to the public/outside entities.
- If you aren't sure if what you have fits into the above categories, or if you have questions/concerns.

WHEN DO I *NOT* NEED APPROVAL FROM STRATEGIC COMMUNICATIONS?

- Internal training documents or presentations (this DOES NOT mean anything presented at BoCC or Staff. Those are viewable to the public.)
- Basic informational or temporary signage
  Examples: A sign reminding clients they need to have their insurance card ready, or that restrooms are not for the public.
- Anything that will ONLY be seen internally.
  Examples: A flyer for a potluck or a retirement party.

That said, we're always happy to take a look and offer suggestions!

WHO TO CONTACT

For questions about the Sedgwick County Brand Standards, use of the Sedgwick County seal/logo, or general questions about designing external communications:
Contact Strategic Communications at 316-660-9373 or robin.fertner@sedgwick.gov.

To order business cards, envelopes, or letterhead:
Fill out a print request form on eline, or contact the Print Shop at 316-660-9890 or print@sedgwick.gov.

For help with a website request relating to the structure of the website (forms, specialized pages, anything within the Content Management System) or with technical support issues related to the website:
Contact Chantel Valenciana at 316-660-9809 or chantele.crossman@sedgwick.gov.

For design issues or requests on the website that cannot be handled internally:
Contact Strategic Communications at 316-660-9373 or robin.fertner@sedgwick.gov

For help with building/directional/wayfinding signage:
Contact Facilities at 316-660-9075 or kendal.ewing@sedgwick.gov

For permission to use the Sedgwick County seal/logo:
Contact Strategic Communications at 316-660-9373 or robin.fertner@sedgwick.gov

GLOSSARY

CMYK (Cyan, Magenta, Yellow, Black):
The colors used in process printing. Black is added to enhance color and contrast.

Font:
A complete assortment of letters, numbers, punctuation, etc. of a given size and design.

Icon:
A simple graphic representation of a company, product, etc.
Italic: The style of letters that slant, in distinction from upright, or Roman, letters. Used for emphasis.

Seal/logo:
A symbol or mark representing a company or product.
Mark: Used as shorthand for a seal/logo or an Institutional seal/logo.

Pantone (PMS) Color (Pantone Matching System):
Color charts that have more than 700 color swatches of blended inks, used to identify, define or display special colors. Can be used in place of or alongside a Black or CMYK printing job.

Resolution:
For images, resolution refers to the number of dots in a given area. Traditionally stored in either DPI (dots per inch, for pre-press) or LPI (lines per inch, on press). High-resolution images average 300 DPI or more.

RGB:
A color module based on values of red, green and blue commonly used in electronic media.

Symbol:
A seal/logo or mark representing a company.