United States 2020 Census Brand Guidelines

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United States® Census 2020

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The 2020 Census logo is the agency's most-used and best-known asset. It is the cornerstone of the 2020 Census program.

Because of its importance, great care must be taken in the use of the 2020 Census logo. The logo is presented in a consistent fashion, and its use must be governed by strict rules. If it is used haphazardly, the logo's value will be diminished.

Most uses of the 2020 Census logo will originate in various program design groups, but from time to time, 2020 Census workers outside of design groups are required to make judgments about the use of the 2020 Census logo, often relating to a one-time use. To facilitate consistency and quality in the use of the logo, among both professional and nonprofessional users, this manual has been prepared.

Exceptions to these guidelines are rare and must be approved by the Public Information Office, Graphic and Editorial Services Branch. Your assistance and cooperation in the protection of the 2020 Census logo is valued and appreciated.

2.0

2020 Census Logo Standards

United States® Census 2020

2020 Census Logo
2.1 Clear Space and Minimum Size

The 2020 Census logo consists of the words “United States Census 2020” displayed in the specific fonts created for this logo. No other font can be used to build the logo.

Clear Space
When the 2020 Census logo is used, it should have sufficient clear space from illustrations, other words, or images that might detract from the logo’s importance.

For the 2020 Census standalone logo, the logo must be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Minimum Size
The logo should not be used so small that the readability or reproduction quality is reduced.

A solid positive logo or reverse logo should be no smaller than 5/8” wide (see example at right). Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4” wide.

If a logo smaller than 5/8” is required, it must be approved by the Public Information Office, Graphic and Editorial Services Branch.

Minimum Size
5/8” (.625”) / 15.875 mm width

Minimum Size
5/8” (.625”) / 15.875 mm width

2.2 2020 Census Colors

The 2020 Census logo is limited to three developed colors: black, white, and Census red. A positive Census red logo is to be used in limited applications.

If the 2020 Census logo is knocked out to white, the preferred background colors are: teal, green, Census red, and Census blue. Colors may be selected based on content.

Secondary accent colors: dark teal and dark green, are to be used for headlines, subheads, and taglines.

★ 508 compliant for legibility.

BLACK
C:0 M:0 Y:0 K:100

HEX# 000000
LAB 0, 0, 0
R:0 G:0 B:0

WHITE
C:0 M:0 Y:0 K:0

HEX# FFFFFF
LAB 100, 0, 0
R:255 G:255 B:255

CENSUS RED ★
PANTONE 194C
C:8 M:100 Y:55 K:37

HEX# 9B2743
LAB 36, 49, 13
R:155 G:39 B:67

Logo, type and graphic accents (border, color rectangle)

Accent colors

TEAL
C:81 M:24 Y:31 K:0

HEX# 0095A8
LAB 56, -29, -20
R:0 G:149 B:168

Graphic accents only (border, color rectangle)

GREEN
C:100 M:0 Y:80 K:10

HEX# 009964
LAB 56, -46, 17
R:0 G:153 B:100

Graphic accents only (border, color rectangle)

CENSUS BLUE ★
PANTONE 647C
C:95 M:75 Y:14 K:2

HEX# 205493
LAB 35, 0, -41
R:32 G:84 B:147

Type and graphic accents (border, color rectangle)

DARK TEAL ★
C:96 M:0 Y:30 K:45

HEX# 005E7B
LAB 36, -16 -24
R:0 G:94 B:123

Type applications only

DARK GREEN ★
C:93 M:0 Y:75 K:55

HEX# 006548
LAB 56, -46, 17
R:0 G:101 B:72

Type applications only

2.3 2020 Census Logo Positive and Reverse Colors

The following color variations are available to meet a range of design needs.

The preferred use of the logo is black on a white or light background. A positive Census red logo is to be used in limited applications. No other colors can be used.

The logo is knocked out to white, over the colors: teal, green, Census red, and Census blue.

Note: The examples to the right illustrate the white 2020 Census logo on a field of color. The color field is not meant to indicate a fixed sized rectangle.

Preferred

Limited applications

2020 Census Standard Logo/Tagline Lockup
2.4 Clear Space and Minimum Size

The 2020 Census standard logo/tagline lockup consists of the words “United States Census 2020” coupled with the tagline “Shape your future START HERE>” displayed in the specific fonts created for this lockup. No other font can be used to build the lockup.

Clear Space
When the 2020 Census standard logo/tagline lockup is used, it should have sufficient clear space from illustrations, other words, or images that might detract from the logo’s importance.

For the 2020 Census standard logo/tagline lockup, the logo must be the height of the “s” (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Minimum Size
The logo should not be used at a size so small that it compromises or reduces the reproduction quality. A solid positive logo should be no smaller than 5/16” in height. See example at right.

Note: Logo/tagline lockups in Illustrator AI, JPG and PNG format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included.

Minimum Size
5/16” (.3125) / 7.937 mm height

2.5 2020 Census Standard Logo/Tagline Lockup Positive and Reverse Colors

The following color variations are available to meet a range of design needs.

The preferred color for the 2020 Census logo is black and the tagline and vertical rule in one of the brand's colors: dark teal, dark green, Census red, and Census blue. The tagline and vertical rule should always share the same color.

The standard lockup may also be knocked out to white over one of the brand's colors.

Note: The examples to the right illustrate the reversed standard lockup on a field of color. The color field is not meant to indicate a fixed sized rectangle.

As necessary, the standard lockups can appear in black or knocked out to white over black. For special applications where one color is required, an all Census red is allowed.

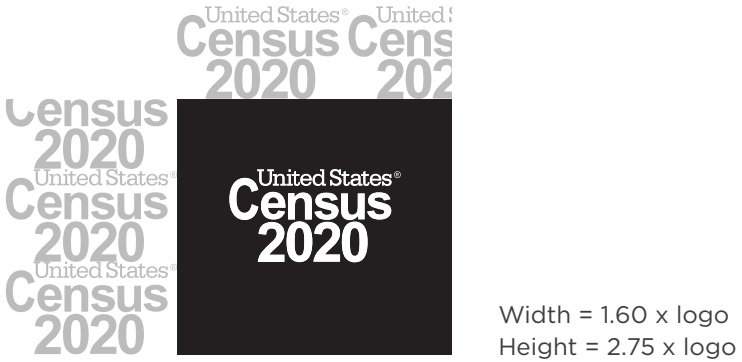
Preferred

Limited applications

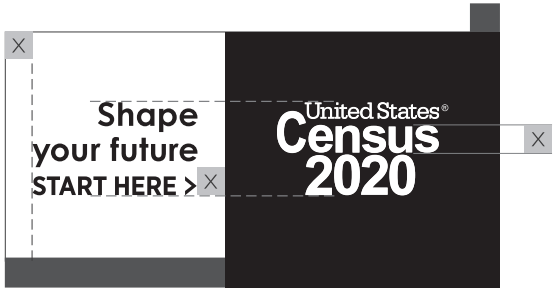
2020 Census Color Block Logo/Tagline Lockup
2.6.0 Construct and Usage, Clear Space, and Minimum Size

The 2020 Census color block logo/tagline lockup consists of the words “United States Census 2020” knocked out to white and optically centered in a color rectangle. It is coupled with the tagline “Shape your future START HERE>” displayed in the specific fonts created for this logo. No other font can be used to build the lockup.

Construct and Usage
A general rule in sizing the colored rectangle is:
Width = 1.60 x logo, Height = 2.75 x logo
Note: This applies to most print applications. In digital applications, use discretion.

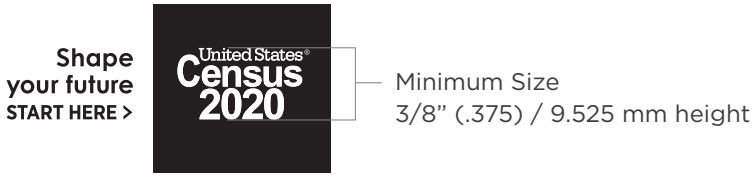


The color block sits on top of the border and is aligned to the page’s lower bottom right edge. The logo is optically centered. The tagline height equals the logo height and must sit an “s” height (from the word Census) away from the color block. **This lockup should never be used without the border.**



Clear Space
When the color block lockup is used, it should have sufficient clear space from illustrations or words that might detract from the logo’s importance. The logo must be the height of the “s” (from the word Census) away from illustrations, rules, page edges, or other type. An image may sit flush to the top edge of the color block.

Minimum Size for Print Application
The logo should not be used at a size so small that it compromises or reduces the reproduction quality. The logo size in the color block should be no smaller than 3/8” in height.



2.6.1 2020 Census Color Block Logo/Tagline Lockup Construct and Usage, Clear Space, and Minimum Size (cont.)

Minimum Size for Digital Banner Application

The logo should not be used at a size so small that it compromises or reduces the reproduction quality. The logo should be no smaller than 37 pixels in height. See example at right.

Minimum Size for Digital
37 pixels / .5113” / 13 mm height

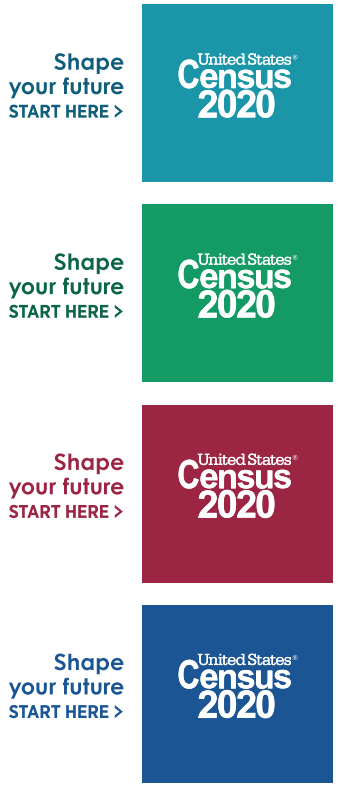
2.7 2020 Census Color Block Logo/Tagline Lockup Colors

The following color variations are available to meet a range of design needs.

The logo is knocked out to white over one of the brands colors with the tagline in the same 508 compliant color or in the case of teal and green, their 508 compliant color equivalent: dark teal or dark green.

As necessary, the color block lockups can appear in black or knocked out to white over black.

Preferred



Limited applications

2.8 2020 Census Color Block Logo/Tagline Lockup Left-Aligned and Stacked

The following lockups are for extreme vertical banners only. Do not use for any other layouts.

The logo is knocked out to white over one of the brand colors with the tagline in the same 508 compliant color or in the case of teal and green, their 508 compliant color equivalent: dark teal or dark green.

As necessary, the color block lockups can appear knocked out to white over black with the tagline in black.

The color rectangle may also be a square in the banners.

Note: Please refer to pages 94-99 for examples of vertical banners.

Preferred

Limited applications

2.9 2020 Census Color Block Logo/Tagline With Border Lockup Positive and Reverse Colors

For limited use where one color is required such as for marketing or promotional items. The following color variations are available to meet a range of design needs—dark teal, dark green, Census red and Census blue.

The color block with border lockup may also be knocked out to white over one of the brand's colors.

Note: The examples to the right illustrate the white color block lockup on a field of color. The color field is not meant to indicate a fixed sized rectangle.

As necessary, the color block with border lockups can appear in black or knocked out to white over black.

Preferred

Limited applications

3.0

American Indian and Alaska Native (AIAN) Logo Standards

United States® Census 2020

AIAN Logo
3.1 Clear Space and Minimum Size

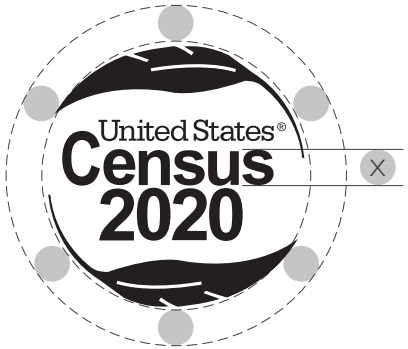
The AIAN logo consists of the words “United States Census 2020” with two feathers encircling the words and displayed in the specific fonts created for this logo. No other font can be used to build the logo.

This logo is for use on products and materials created for the AIAN population. The AIAN logo should never be used together with the 2020 Census logo on any material.

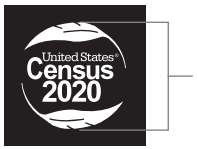
Clear Space
When the AIAN logo is used, it should be sufficiently isolated from illustrations, other words, or images that might detract from the logo’s importance. The logo must be one “s” height (from the word Census) from the outside of the circle created by the feathers away from illustrations, photographs, rules, page edges, or other type.

Minimum Size
The logo should not be used at a size so small that it compromises or reduces the reproduction quality.

A solid positive logo or reverse logo should be no smaller than 9/16” in height. See examples at right.



Minimum Size
9/16” (.5625) / 14.2875 mm height



Minimum Size
9/16” (.5625) / 14.2875 mm height

3.2 AIAN Colors

The AIAN logo is limited to three developed colors: black, white, and Census red. The preferred colors are black and white.

If the 2020 Census logo is knocked out to white, the preferred background colors are Census red and dark gray.

The accent colors are for graphic application only and should be used for borders or to highlight information.

Note: The standard brand colors can also be used in addition to the AIAN specific palette. Please refer to page 4 for the standard brand colors.

★ 508 compliant for legibility.

BLACK
C:0 M:0 Y:0 K:100

HEX# 000000
LAB 0, 0, 0
R:0 G:0 B:0

WHITE
C:0 M:0 Y:0 K:0

HEX# FFFFFF
LAB 100, 0, 0
R:255 G:255 B:255

CENSUS RED ★
PANTONE 194C
C:8 M:100 Y:55 K:37

HEX# 9B2743
LAB 36, 49, 13
R:155 G:39 B:67

Type and graphic accents

Accent colors

YELLOW
C:0 M:25 Y:95 K:0

HEX# FFC222
LAB 82, 13, 78
R:255 G:194 B:34

Graphic accent (border only)

DARK GRAY
C:5 M:5 Y:5 K:90

HEX# 3C3A3B
LAB 325, 1, -1
R:60 G:58 B:59

Graphic accent (border only)

AIAN Logo
3.3 Positive and Reverse Colors

Although the preferred use of the logo is black on a white or light background, there may be a design need to use the logo in a reversed format.

If the 2020 Census logo is knocked out to white, the preferred background colors are Census red and dark gray.

In certain applications, 2020 Census logo in Census red with black feathers or an all Census red logo can be used. No other colors can be used.

Note: The examples to the right illustrate the white AIAN logo on a field of color. The color field is not meant to indicate a fixed sized rectangle.

Preferred

Limited applications

AIAN Standard Logo/Tagline Lockup
3.4 Clear Space and Minimum Size

The AIAN standard logo/tagline lockup consists of the words “United States Census 2020” coupled with the tagline “Shape our future START HERE>” displayed in the specific fonts that were created for this lockup. No other font can be used to build the lockup.

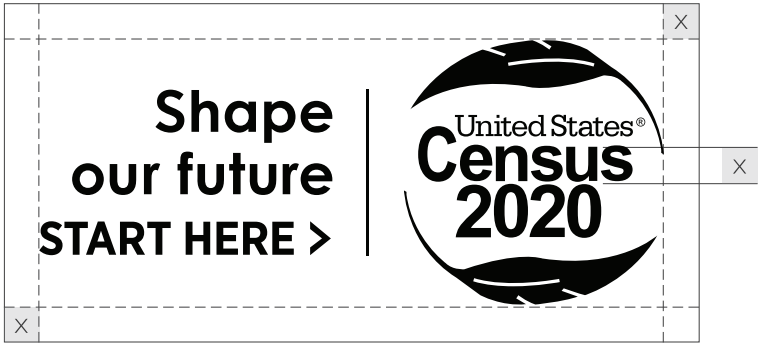
Clear Space
When the AIAN standard logo/tagline lockup is used, it should have sufficient clear space from illustrations, other words, or images that might detract from the logo’s importance.

For the AIAN standard logo/tagline lockup, a general rule is that the logo must be the height of the “s” (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

Minimum Size
The logo should not be used at a size so small that it compromises or reduces the reproduction quality.

A solid positive logo or reverse logo should be no smaller than 9/16” in height. See example at right.

Note: Logo/tagline lockups in Illustrator AI, JPG and PNG format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included.



Minimum Size
9/16” (.5) / 14.2875 mm height

3.5 AIAN Standard Logo/Tagline Lockup Positive and Reverse Colors

The following color variations are available to meet a range of design needs.

The preferred color for the positive AIAN logo is black. The tagline and vertical rule is Census red.

The standard logo/tagline lockup in reverse is knocked out to white over a Census red or dark gray background.

In certain applications, the 2020 Census logo in Census red with black feathers and tagline in the same red or an AIAN logo all in Census red can be used. No other colors can be used.

As necessary, the standard logo/tagline lockup can appear in black or knocked out to white over black.

Note: The examples to the right illustrate the white AIAN standard logo/tagline lockup on a field of color. The color field is not meant to indicate a fixed sized rectangle.

Preferred

Limited applications

AIAN Color Block Logo/Tagline Lockup
3.6.0 Construct and Usage, Clear Space, and Minimum Size

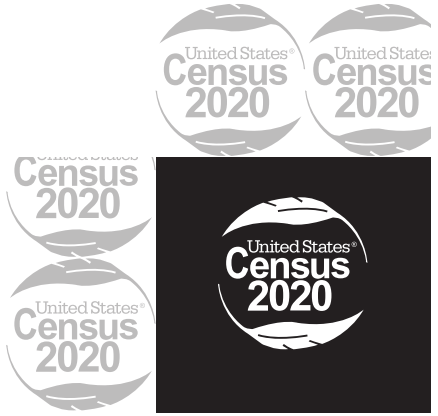
The AIAN color block logo/tagline lockup consists of the words “United States Census 2020” knocked out to white and centered in a colored rectangle coupled with the tagline “Shape our future START HERE>” displayed in the specific fonts created for this lockup. No other font can be used to build the lockup.

Construct and Usage
A general rule in sizing the colored rectangle is: Width = 1.8 x logo, Height = 1.6 x logo
Note: This applies to most print applications. In digital applications, use discretion.

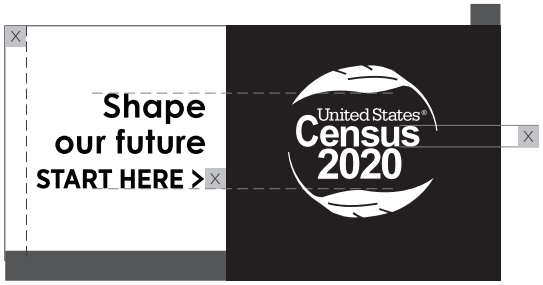
The rectangle sits on top of the border and is aligned to the page’s lower bottom right edge. The logo is optically centered. The tagline height fits inside the feathers forming a circle and must sit an “s” height (from the word Census) away from the color rectangle. **This lockup should never be used without the border.**

Clear Space
When the color block lockup is used, it should have sufficient clear space from illustrations or words that might detract from the logo’s importance. The logo must be the height of the “s” (from the word Census) away from illustrations, rules, page edges, or other type. An image may sit flush to the top edge of the color block.

Minimum Size for Print Application
The logo should not be used at a size so small that it compromises or reduces the reproduction quality. A reverse logo should be no smaller than 5/8” in height. See example at right.



Width = 1.8 x logo
Height = 1.6 x logo



Minimum Size
5/8” (.625) / 15.875 mm height

AIAN Color Block Logo/Tagline Lockup
3.6.1 Construct and Usage, Clear Space, and Minimum Size (cont.)

Minimum Size for Digital Banner Application
The logo should not be used at a size so small that it compromises or reduces the reproduction quality. The logo should be no smaller than 33 pixels in height. See example at right.

Minimum Size
33 pixels / .4525” / 11.5 mm height

3.7 AIAN Color Block Logo/Tagline Lockup Colors

The following color variations are available to meet a range of design needs.

The logo is knocked out to white over Census red with the tagline in the same color or knocked out to white over dark gray with the tagline in Census red.

As necessary, the color block lockups can appear in black or knocked out to white over black.

Preferred

Limited applications

AIAN Color Block Logo/Tagline Lockup
3.8 Left-Aligned and Stacked

The following lockups are for extreme vertical banners only. Do not use for any other layouts.

The logo is knocked out to white over Census red with the tagline in the same color or knocked out to white over dark gray with the tagline in Census red.

As necessary, the logo can appear knocked out to white over black with the tagline in black.

The color rectangle may also be a square in the banners.

Note: Please refer to pages 94-99 for examples of vertical banners.

Preferred

Limited applications

AIAN Color Block Logo/Tagline With Border Lockup
3.9 Positive and Reverse Colors

For limited use where one color is required such as for marketing or promotional items.

The following color variations are available to meet a range of design needs. The preferred color is Census red or reversed out to white over a Census red color field.

Note: The examples to the right illustrate the white color block lockup on a field of color. The color field is not meant to indicate a fixed sized rectangle.

As necessary, the color block with border lockups can appear in black or knocked out to white over black.

Preferred

Limited applications

4.0

Censo 2020 Puerto Rico Logo Standards

United States® Census 2020

4.1 Censo 2020 Puerto Rico Logo Clear Space and Minimum Size

The Censo 2020 Puerto Rico logo consists of the words "Censo 2020 Puerto Rico." It is displayed in the specific fonts created for this logo. No other font can be used to build the logo.

Clear Space

When the Censo 2020 Puerto Rico logo is used, it should be sufficiently isolated from illustrations, other words, or images that might detract from the logo's importance.

The logo must be one "s" height (from the word Censo) away from illustrations, photographs, rules, page edges, or other type.

Minimum Size

The logo should not be used at a size so small that it compromises or reduces the reproduction quality.

A solid positive logo or reverse logo should be no smaller than 5/8" in width. See examples at right.

Minimum Size
1/2" (.5) / 12.7 mm width

Minimum Size
1/2" (.5) / 12.7 mm width

4.2 Censo 2020 Puerto Rico Colors

The Censo 2020 Puerto Rico logo is limited to two developed colors: black and white.

If the logo is knocked out to white, the preferred background colors are the primary accent colors: Censo purple and orange.

The secondary accent color, Censo blue, is to be used for headlines, subheads, and taglines only. It may be partnered with orange. Censo blue is 508 compliant for legibility.

★ 508 compliant for legibility.

BLACK
C:0 M:0 Y:0 K:100

HEX# 000000
LAB 0, 0, 0
R:0 G:0 B:0

WHITE
C:0 M:0 Y:0 K:0

HEX# FFFFFF
LAB 100, 0, 0
R:255 G:255 B:255

Primary accent colors

CENSO PURPLE ★
PANTONE 2613C
C:74 M:99 Y:5 K:11

HEX# 671E75
LAB 27, 41, -35
R:103 G:30 B:137

Type and graphic applications

ORANGE
C:0 M:70 Y:78 K:0

HEX# FF7043
LAB 65, 53, 51
R:255 G:112 B:67

Graphic accents only (border, color rectangle)

Secondary accent color

CENSO BLUE ★
PANTONE 647C
C:95 M:75 Y:14 K:2

HEX# 205493
LAB 35, 0, -41
R:32 G:84 B:147

Type applications only

4.3 Censo 2020 Puerto Rico Logo Positive and Reverse Colors

Although the preferred use of the logo is black on a white or light background, there may be a design need to use the logo in a reversed format.

If the logo is knocked out to white, the preferred background color is Censo purple or orange.

In certain applications, the logo knocked out to white over black can be used. No other colors can be used.

Note: The examples to the right illustrate the white Censo 2020 Puerto Rico logo on a field of color. The color field is not meant to indicate a fixed sized rectangle.

Censo 2020 Puerto Rico Standard Logo/Tagline Lockup
4.4 Clear Space and Minimum Size

The Censo 2020 Puerto Rico standard logo/tagline lockup consists of the words “Censo 2020 Puerto Rico” coupled with the tagline “Dale forma a tu futuro EMPIEZA AQUÍ>” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

Clear Space
When the Censo 2020 Puerto Rico standard logo/tagline lockup is used, it should be sufficiently isolated from illustrations, other words, or images that might detract from the logo’s importance.

For the Censo 2020 standard logo/tagline lockup, a general rule is that the logo must be the height of the “s” (from Censo) away from illustrations, photographs, rules, page edges, or other type.

Minimum Size
The logo should not be used at a size so small that it compromises or reduces the reproduction quality. A solid positive logo should be no smaller than 5/16” in height. See example at right.

Minimum Size
5/16” (.3125) / 7.937 mm height

Note: Logo/tagline lockups in Illustrator AI, JPG and PNG format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included.

4.5 Censo 2020 Puerto Rico Standard Logo/Tagline Lockup Positive and Reverse Colors

The following color variations are available to meet a range of design needs.

The preferred color for the Censo 2020 Puerto Rico logo is black and the tagline and vertical rule is Censo purple.

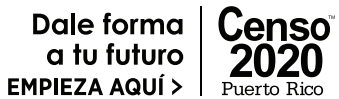
The lockup may also be knocked out to white over purple or orange.

As necessary, the logo can appear in black or knocked out to white over black.

Note: The examples to the right illustrate the white Censo 2020 Puerto Rico standard logo/tagline lockup on a field of color. The color field is not meant to indicate a fixed sized rectangle.

Preferred

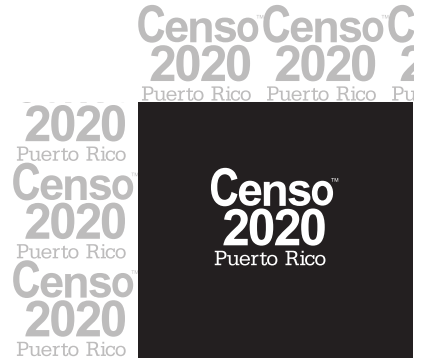
Limited applications



Censo 2020 Puerto Rico Color Block Logo/Tagline Lockup

4.6.0 Construct and Usage, Clear Space, and Minimum Size

The 2020 Censo color block logo/tagline lockup consists of the words “Censo 2020 Puerto Rico” knocked out to white and centered in a colored rectangle coupled with the tagline “Dale forma a tu futuro EMPIEZA AQUÍ>” displayed in the specific fonts created for this logo. No other font can be used to build the logo/tagline.

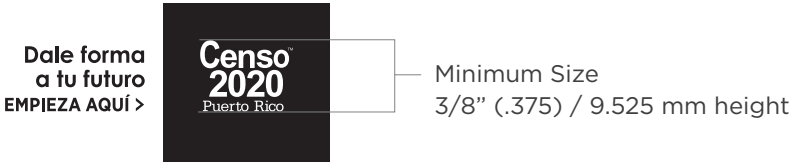


Construct and Usage
A general rule in sizing the colored rectangle is:
Width = 2.2 x logo, Height = 2.6 x logo
Note: This applies to most print applications. In digital applications, use discretion.

The rectangle sits on top of the border and is aligned to the page’s lower bottom right edge. The logo is optically centered. The tagline height is measured from the same baseline of the logo to the height of both lower case letters. The tagline must sit an “s” height (from the word Censo) away from the color rectangle. **This lockup should never be used without the border.**

Clear Space
When the color block lockup is used, it should have sufficient clear space from illustrations or words that might detract from the logo’s importance. The logo must be the height of the “s” (from the word Censo) away from illustrations, rules, page edges, or other type. An image may sit flush to the top edge of the color block.

Minimum Size for Print Application
The logo should not be used at a size so small that it compromises or reduces the reproduction quality.
A reverse logo should be no smaller than 3/8” in height.
See examples at right.



Censo 2020 Puerto Rico
Color Block Logo/Tagline Lockup
4.6.1 Construct and Usage, Clear Space, and Minimum Size (cont.)

Minimum Size for Digital Banner Application
The logo should not be used at a size so small that it compromises or reduces the reproduction quality. The logo should be no smaller than 30 pixels in height. See example at right.

Minimum Size
30 pixels / .4227” / 10.7 mm height

Censo 2020 Puerto Rico Color Block Logo/Tagline Lockup

4.7 Colors

The following color variations are available to meet a range of design needs.

The logo is knocked out to white over Censo purple with the tagline in the same color or orange with the tagline in Censo purple or Censo blue. No other color may be used for the tagline.

As necessary, the logo can appear in black or knocked out to white over black.

Preferred

Limited applications

Censo 2020 Puerto Rico Color Block Logo/Tagline Lockup
4.8 Left-Aligned and Stacked

The following lockups are for extreme vertical banners only. Do not use for any other layouts.

The logo is knocked out to white over Censo purple with the tagline in the same color or orange with the tagline in Censo purple or Censo blue. No other color may be used for the tagline.

As necessary, the logo can appear knocked out to white over black with the tagline in black.

The color rectangle may also be a square shape in the banners.

Note: Please refer to pages 94-99 for examples of vertical banners.

Preferred

Limited applications

Censo 2020 Puerto Rico Color Block Logo/Tagline With Border Lockup

4.9 Positive and Reverse Colors

For limited use where one color is required such as for marketing or promotional items.

The following color variations are available to meet a range of design needs. The preferred color is Censo purple or reversed out to white over Censo purple color field.

Note: The examples to the right illustrate the white color block lockup on a field of color. The color field is not meant to indicate a fixed sized rectangle.

As necessary, the color block with border lockups can appear in black or knocked out to white over black.

Preferred

Limited applications

5.0

Additional 2020 Census Standard Logo/Tagline Lockups

United States® Census 2020

5.1.0 Additional 2020 Census Standard Logo/Tagline Lockups

The usage for these logos should follow the same rules as the standard English logos on pages 3-7.

Asian / Chinese Simplified

Asian / Chinese Traditional

Asian / Filipino

Asian / Japanese

Asian / Korean

Asian / Vietnamese

Arabic

French—Sub Saharan African

Haitian / Creole

Additional 2020 Census Standard Logo/Tagline Lockups (cont.)

5.1.1

The usage for these logos should follow the same rules as the standard English logos on pages 3-7.

Native Hawaiian / Pacific Islander

Polish

Portuguese

Russian

U.S. Hispanic

6.0

Application

United States® Census 2020

6.1 Primary Typeface— Headlines and Subheads

Type style consistency, particularly on 2020 Census application materials, is essential for projecting a cohesive public image and recognizable design style.

The Century Gothic type family (a sans serif typestyle) has been selected as the preferred headline style for the 2020 Census identity system. This type style should be used for all headlines and subheads on materials using the 2020 Census logo.

For advertising that is all type, use Century Gothic Regular. To highlight for messaging emphasis, use Century Gothic Bold.

Century Gothic Regular

ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

6.2 Secondary Typeface— Body Copy and CTA

Type style consistency, particularly on 2020 Census application materials, is essential for projecting a cohesive public image and recognizable design style.

The Gotham type family (a sans serif typestyle) has been selected as the preferred body copy type and CTA for the 2020 Census identity system. These type styles should be used for all text on materials using the 2020 Census logo. At right is a selection of available weights and styles of the Gotham type family.

Selection of the appropriate typography style within the Gotham type family will be at the discretion of the art director or project manager.

Gotham Light

ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Gotham Bold

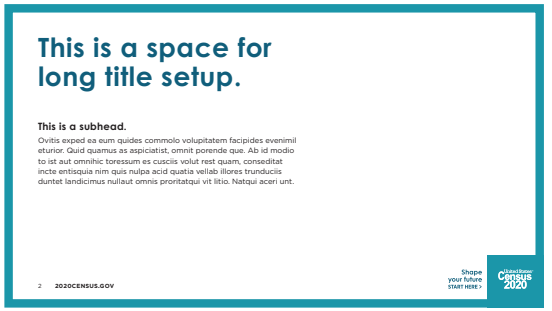
ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

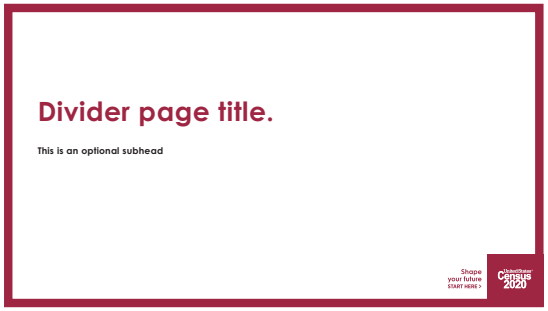
6.3 PowerPoint

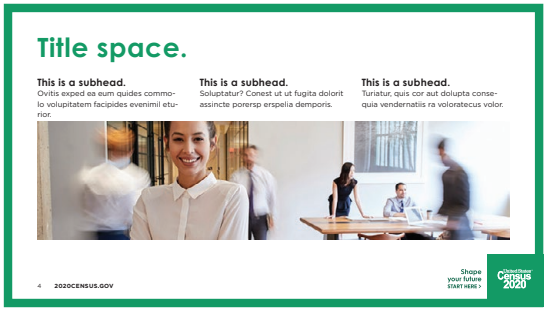
The following color variations are available to meet a range of design needs. Selection of the appropriate color within the core color palette will be at the discretion of the art director or project manager.

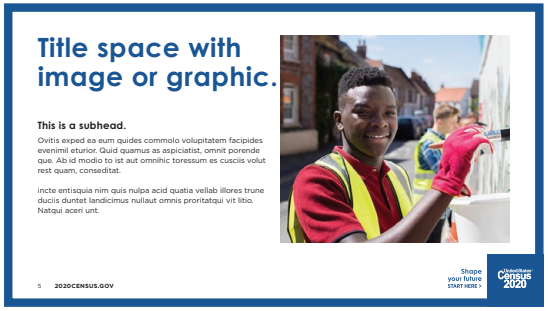
We recommend using the same color within each section to help in creating cohesive and organized sets of information.

If using only 2-3 colors, choose a set of colors having contrast for better distinction.









6.4 Trifold Brochure—Cover

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

Note: Three color usage for border is applicable only to AIAN.

It is recommended that one color (preferably dark gray) take up ~50% of the border, and that no colors terminate at the same point on the opposite edge.

6.5 Trifold Brochure—Cover Alt

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

Note: These applications are not part of the collateral template delivery package.

Note: Three color usage for border is applicable only to AIAN.

It is recommended that one color (preferably dark gray) take up ~50% of the border, and that no colors terminate at the same point on the opposite edge.

6.6 Trifold Brochure—Spread Alt

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

Note: These applications are not part of the collateral template delivery package.

Example of cover, backcover, and fold.

Example of trifold inside spread.

6.7 Fact Sheet

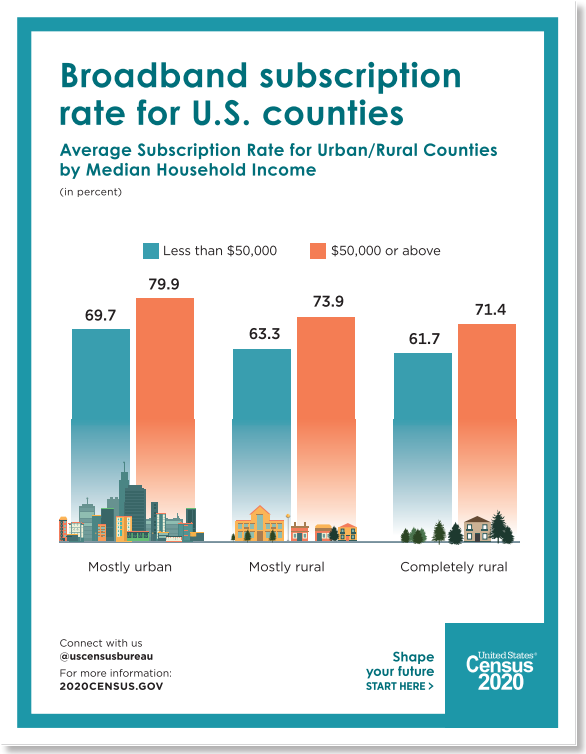
For the fact sheets, the 15 pt. border is set in ¼” from the edge of the page to allow for most office printers to print within their printing boundaries.

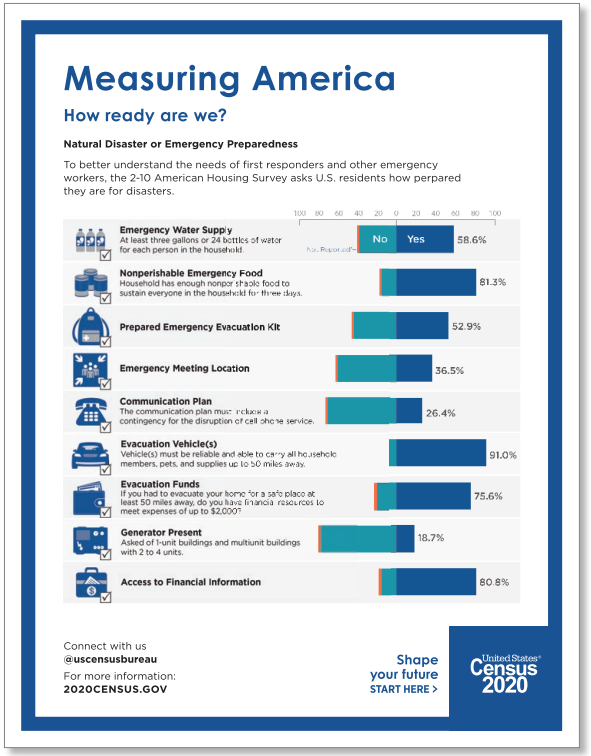
Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

6.8 Fact Sheet With Infographics

For the fact sheets, the 15 pt. border is set in ¼" from the edge of the page to allow for most office printers to print within their printing boundaries.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.





6.9 Newsletter

For the newsletters, the 15 pt. border is set in ¼” from the edge of the page to allow for most office printers to print within their printing boundaries.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

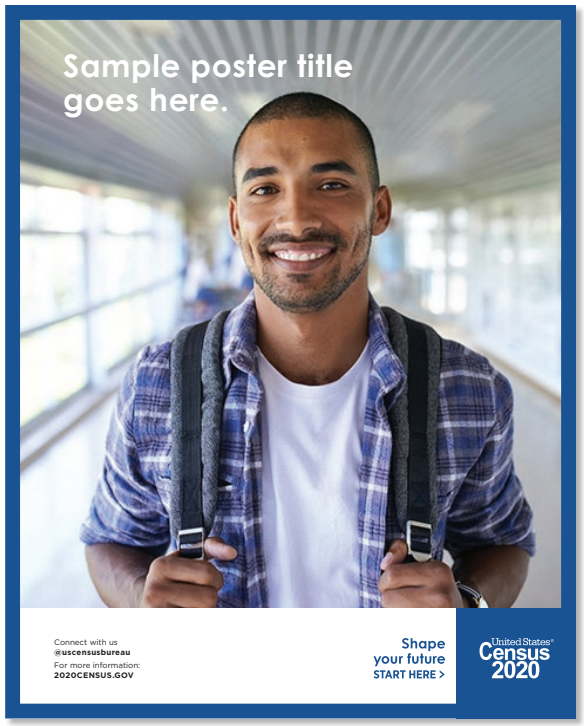
6.10 Newsletter With Image

For the newsletters, the 15 pt. border is set in ¼” from the edge of the page to allow for most office printers to print within their printing boundaries.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

6.11 Posters—2020 Census Logo

Colors for border and headline may change for standard applications. Please refer to page 4 for color usage.



6.12 Posters—2020 Census Logo Alts

Colors for border and headline may change for standard applications. Please refer to page 4 for color usage.

Note: These applications are not part of the collateral template delivery package.

6.13 Posters—AIAN Logo

Colors for border and headline may change for AIAN applications. Please refer to page 15 for color usage.

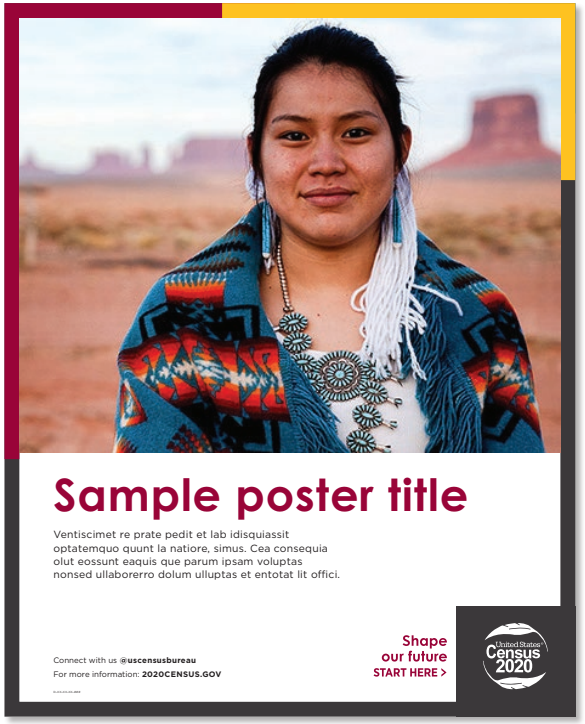
It is recommended that one color (preferably dark gray) take up ~50% of the border, and that no colors terminate at the same point on the opposite edge.

6.14 Posters—AIAN Logo Alts

Colors for border and headline may change for AIAN applications. Please refer to page 15 for color usage.

It is recommended that one color (preferably dark gray) take up ~50% of the border, and that no colors terminate at the same point on the opposite edge.

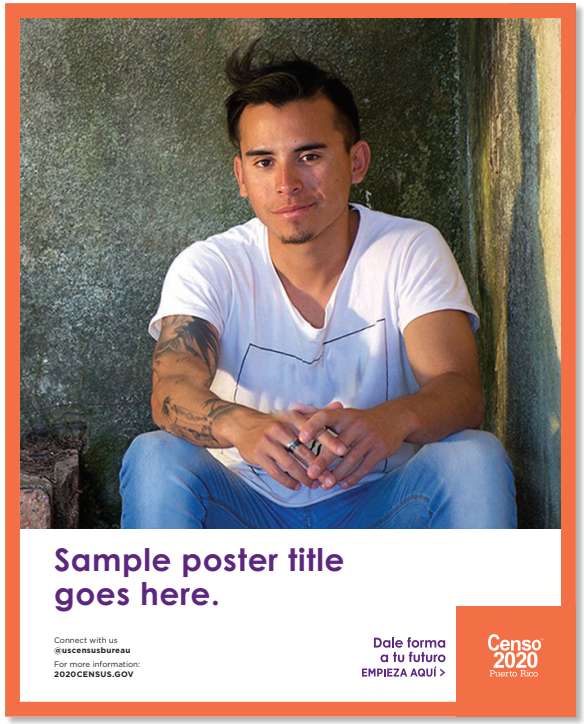
Note: These applications are not part of the collateral template delivery package.



6.15 Posters—Censo 2020 Puerto Rico Logo

Colors for border and headline may change for Puerto Rico applications. Please refer to page 26 for color usage.

This color scheme is applicable only to Puerto Rico.



6.16 Posters—Censo 2020 Puerto Rico Logo Alts

Colors for border and headline may change for Puerto Rico applications. Please refer to page 26 for color usage.

This color scheme is applicable only to Puerto Rico.

Note: These applications are not part of the collateral template delivery package.

6.17 Drop-In Article

For the drop-in articles, the 15 pt. border is set in ¼" from the edge of the page to allow for most office printers to print within their printing boundaries.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

6.18 Manual Cover

For the manual cover, the 15 pt. border is set in ¼" from the edge of the page to allow for most office printers to print within their printing boundaries.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

6.19 Letterhead

For the letterhead the 15 pt. border is set in ¼” from the edge of the page to allow for most office printers to print within their printing boundaries.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.

6.20 E-mail Signature—2020 Census Logo

E-mail signatures have been designed to be used by Census employees to increase the public's awareness of the 2020 Census blog, the 2020 Census web site, and social media partners links. See examples at right.

Jane Doe
Program Analyst, Communications & Coordination
Census 2020 Publicity Office (C2PO)

T: 301-xxx-xxxx
C: 301-xxx-xxxx

Connect with us
@uscensusbureau

2020census.gov

Shape your future
START HERE >

United States® Census 2020

Jane Doe
Program Analyst, Communications & Coordination
Census 2020 Publicity Office (C2PO)

U.S. DEPARTMENT OF COMMERCE
U.S. Census Bureau
Washington, D.C. 20233

T: 301-xxx-xxxx
C: 301-xxx-xxxx

Connect with us **@uscensusbureau**

2020census.gov

Shape your future
START HERE >

United States® Census 2020

6.21 E-mail Signature—AIAN Logo

E-mail signatures have been designed to be used by Census employees to increase the public's awareness of the 2020 Census blog, the 2020 Census web site, and social media partners links. See examples at right.

Jane Doe
Program Analyst, Communications & Coordination
Census 2020 Publicity Office (C2PO)

T: 301-xxx-xxxx
C: 301-xxx-xxxx

Connect with us
@uscensusbureau

2020census.gov

Shape our future
START HERE >

Jane Doe
Program Analyst, Communications & Coordination
Census 2020 Publicity Office (C2PO)

U.S. DEPARTMENT OF COMMERCE
U.S. Census Bureau
Washington, D.C. 20233

T: 301-xxx-xxxx
C: 301-xxx-xxxx

Connect with us **@uscensusbureau**

2020census.gov

Shape our future
START HERE >

6.22 E-mail Signature—Censo 2020 Puerto Rico Logo

E-mail signatures have been designed to be used by Census employees to increase the public's awareness of the 2020 Census blog, the 2020 Census web site, and social media partners links. See examples at right.

Jane Doe
Program Analyst, Communications & Coordination
Census 2020 Publicity Office (C2PO)

T: 301-xxx-xxxx
C: 301-xxx-xxxx

Connect with us
@uscensusbureau

2020census.gov

Dale forma a tu futuro
EMPIEZA AQUÍ >

Censo 2020 Puerto Rico

Jane Doe
Program Analyst, Communications & Coordination
Census 2020 Publicity Office (C2PO)

U.S. DEPARTMENT OF COMMERCE
U.S. Census Bureau
Washington, D.C. 20233

T: 301-xxx-xxxx
C: 301-xxx-xxxx

Connect with us **@uscensusbureau**

2020census.gov

Dale forma a tu futuro
EMPIEZA AQUÍ >

Censo 2020 Puerto Rico

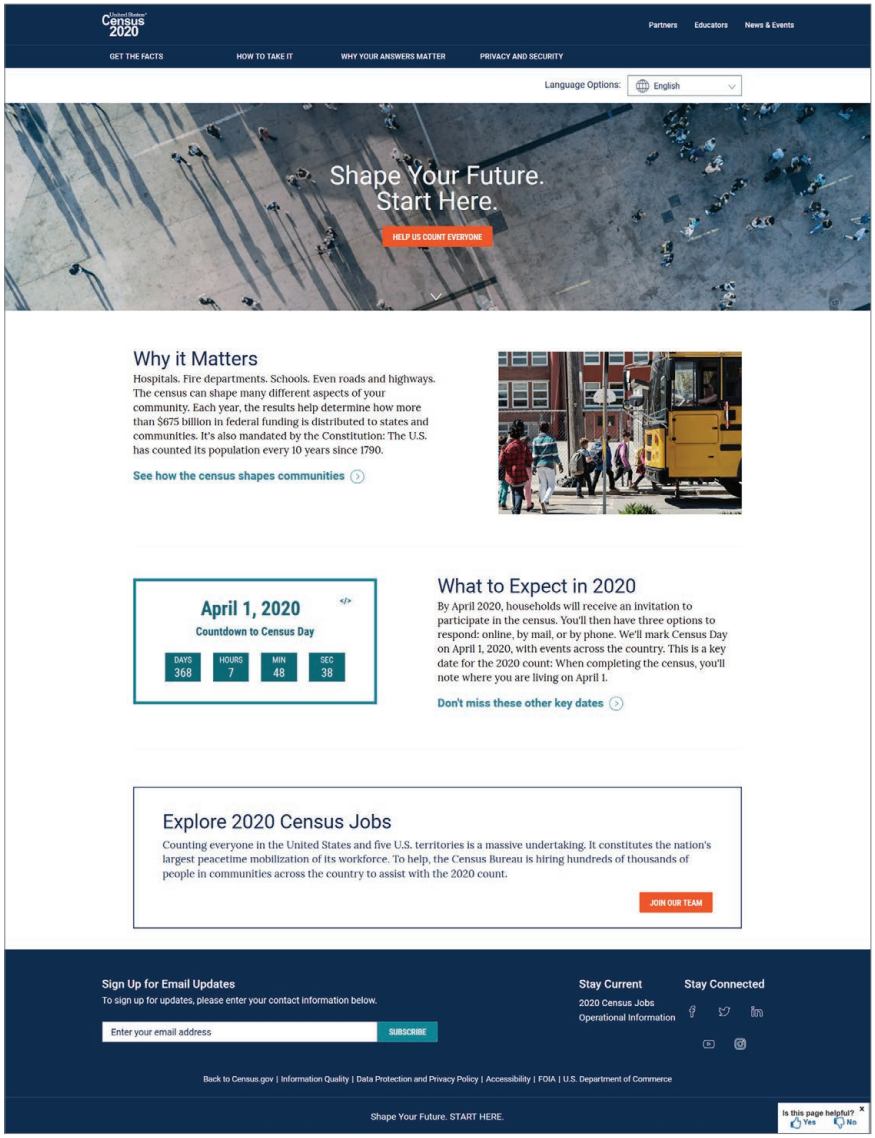
6.23 2020 Census Web Site

The U.S. Census Bureau designed the 2020 Web site to provide the public with a virtual, real-time experience about the 2020 Census and related activities. The Web site covers topics such as the questionnaire, privacy and confidentiality, and much more.

In addition, the Web site serves as an information resource for other programs including Statistics in Schools, partnership, and public relations. The Statistics in Schools Web site link allows visitors such as parents, educators, and students to download materials that can be used in classrooms for children K–12 and adults attending learning facilities. These materials include many fun and exciting activities that will educate students about the benefits of the census for their communities.

The Partnership Communications Area Web site link was created to allow partners to download materials (e.g., posters, toolkits, and logos) that can be used to support partnership activities.

The Newsroom Web site link was created to support public relations by informing reporters and other visitors about the latest census news that includes a director's blog, campaign highlights, and information regarding nonresponse followup activities.



7.0

Social Media

United States® Census 2020

7.1 Social Media Posts—Rectangle Video With Image Facebook, Instagram, LinkedIn, and Twitter

Century Gothic Bold should be used for all headlines
Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

Facebook and Instagram handle—to provide context and for reference only. Example of the standard logo/tagline lockup.

7.2 Social Media Posts—Rectangle Video With Image Facebook, Instagram, LinkedIn, and Twitter

Century Gothic Bold should be used for all headlines.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

LinkedIn handle—to provide context and for reference only. Example of the standard logo/tagline lockup.

7.3 Social Media Posts—Rectangle All Copy Facebook, Instagram, LinkedIn, and Twitter

Typography can be a combination of Century Gothic Bold and Century Gothic Book. Use Century Gothic Bold for messaging emphasis. Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

Facebook and Instagram handle—to provide context and for reference only. Example of the standard logo/tagline lockup.

7.4 Social Media Posts—Square Video With Image Facebook, Instagram, LinkedIn, and Twitter

Typography can be a combination of Century Gothic Bold and Century Gothic Book. Use Century Gothic Bold for messaging emphasis. Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

Facebook and Instagram handle—to provide context and for reference only. Example of the standard logo/tagline lockup.

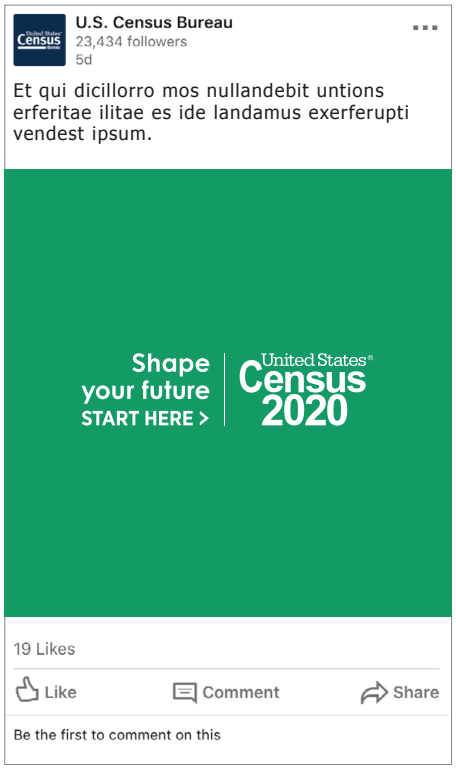
7.5 Social Media Posts—Square Video With Image Facebook, Instagram, LinkedIn, and Twitter

Century Gothic Bold should be used for all headlines.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

LinkedIn handle—to provide context and for reference only. Example of the standard logo/tagline lockup.



7.6 Social Media Posts—Square Video With Image Transition Facebook, Instagram, LinkedIn, and Twitter

Century Gothic Bold should be used for all headlines.
Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

Facebook and Instagram handle—to provide context and for reference only. Example of the standard logo/tagline lockup.

7.7 Social Media Posts—Square Video All Copy Facebook, Instagram, LinkedIn, and Twitter

Typography can be a combination of Century Gothic Bold and Century Gothic Book. Use Century Gothic Bold for messaging emphasis. Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

Facebook and Instagram handle—to provide context and for reference only. Example of the standard logo/tagline lockup.

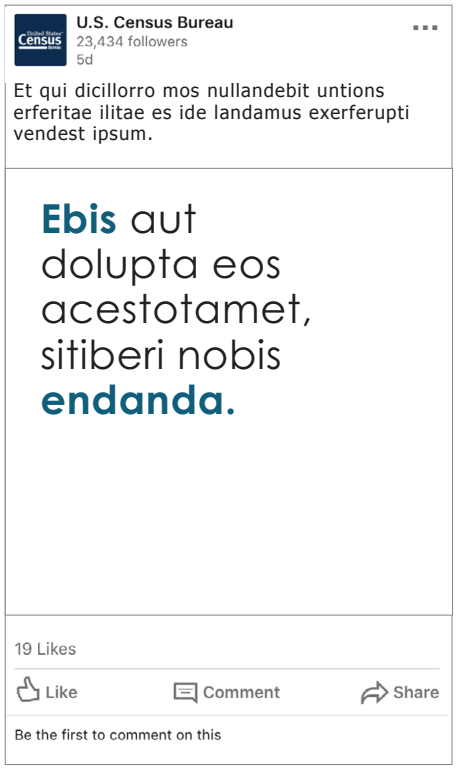
7.8 Social Media Posts—Square Video All Copy Facebook, Instagram, LinkedIn, and Twitter

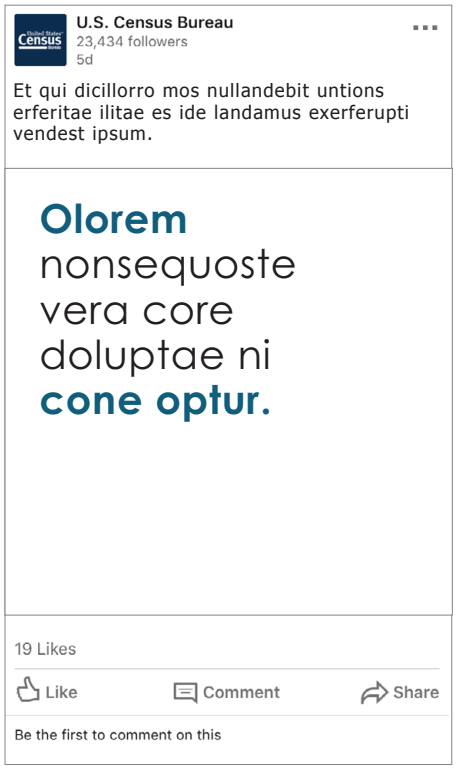
Typography can be a combination of Century Gothic Bold and Century Gothic Book. Use Century Gothic Bold for messaging emphasis.

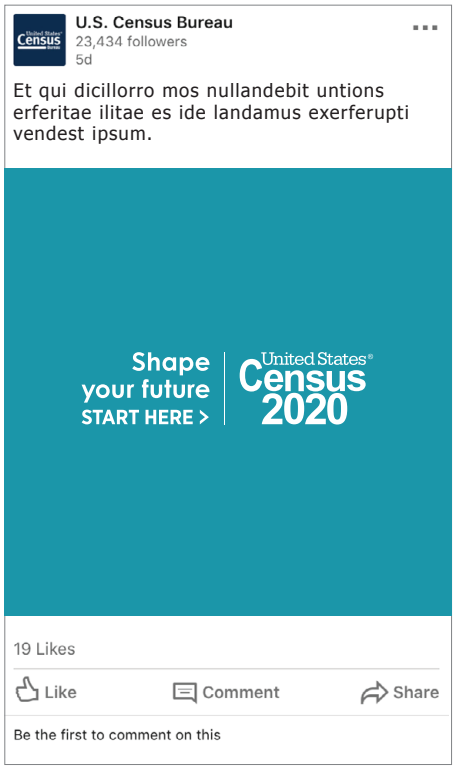
For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

LinkedIn handle—to provide context and for reference only. Example of the standard logo/tagline lockup.







7.9 Social Media Posts—Static Image Facebook, Instagram, LinkedIn, and Twitter

Century Gothic Bold should be used for all headlines.
Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For static posts, color borders should be used.

Facebook and Instagram handle—for reference only

LinkedIn handle—for reference only

Facebook and Instagram handle—for reference only

LinkedIn handle—for reference only

7.10 Social Media Posts—Logo Usage Don'ts Facebook, Instagram, LinkedIn, and Twitter

Application of the color block logo/tagline lockup in video or static social media posts is not legible and is not allowed.

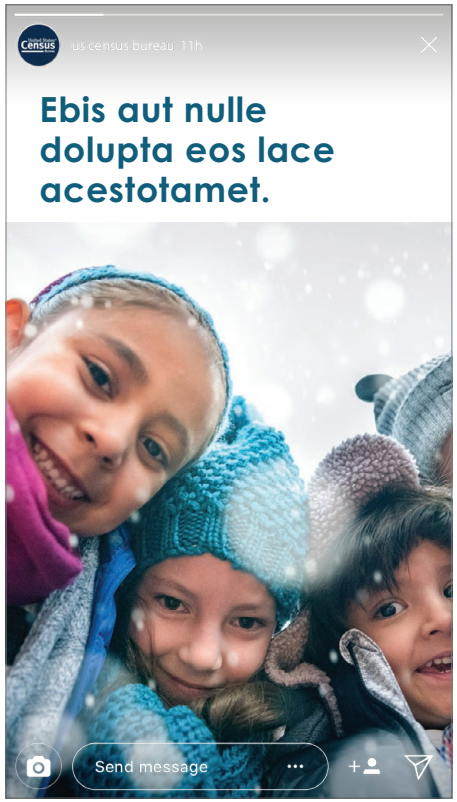
7.11 Social Media Posts—Video With Image Instagram Stories

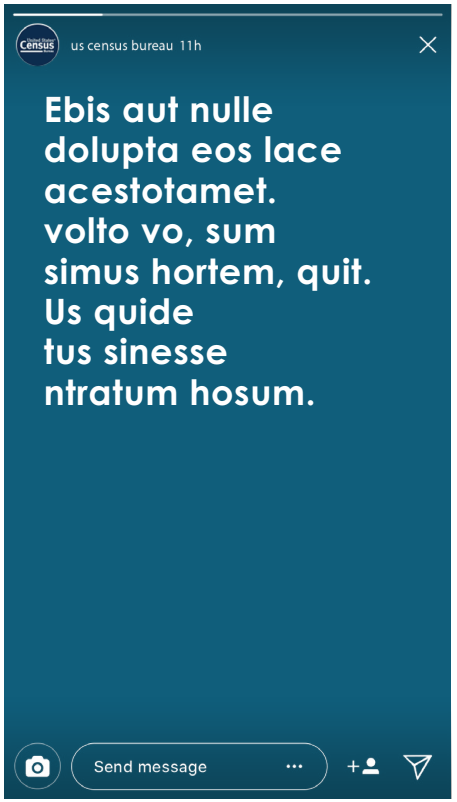
Century Gothic Bold should be used for all headlines.

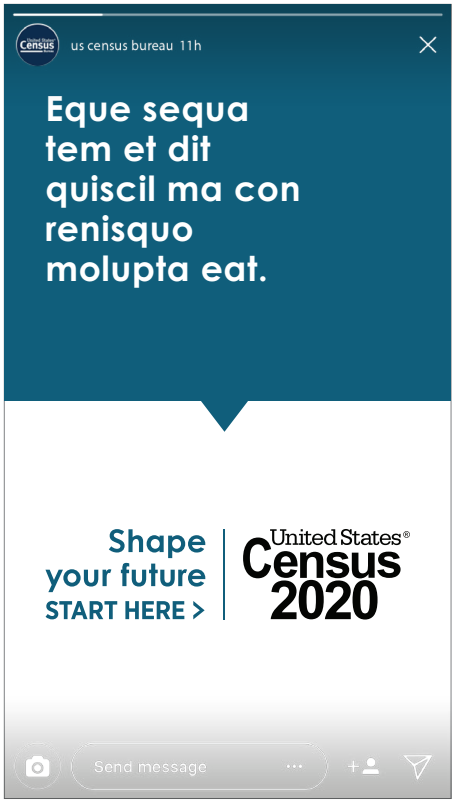
For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

Example of the standard logo/tagline lockup.







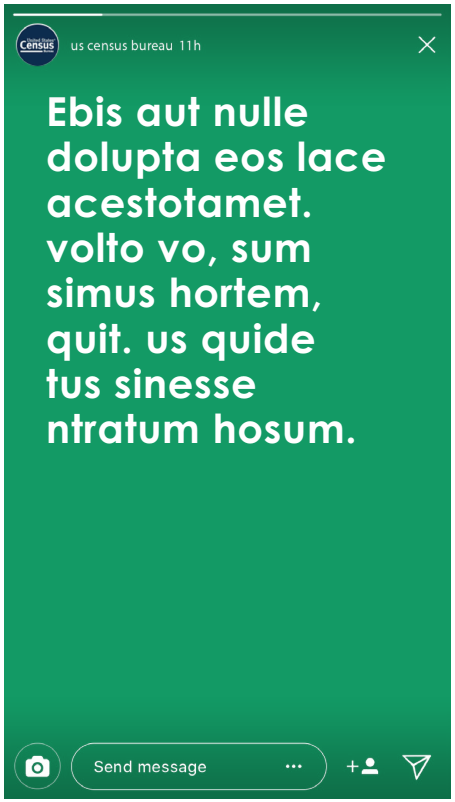
7.12 Social Media Posts—Video All Copy Instagram Stories

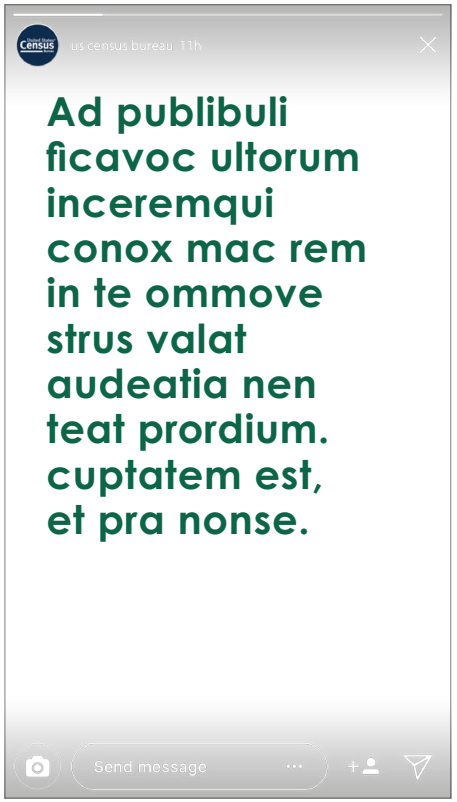
Typography can be a combination of Century Gothic Bold and Century Gothic Book. Use Century Gothic Bold for messaging emphasis.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.

Example of the standard logo/tagline lockup.





8.0

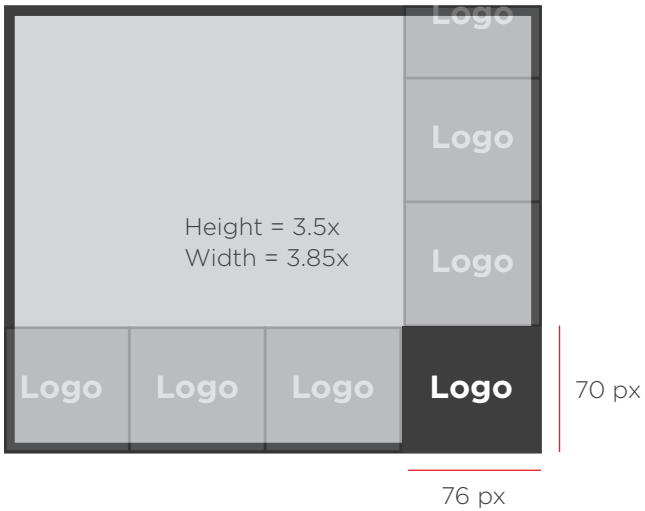
Digital Banners

United States® Census 2020

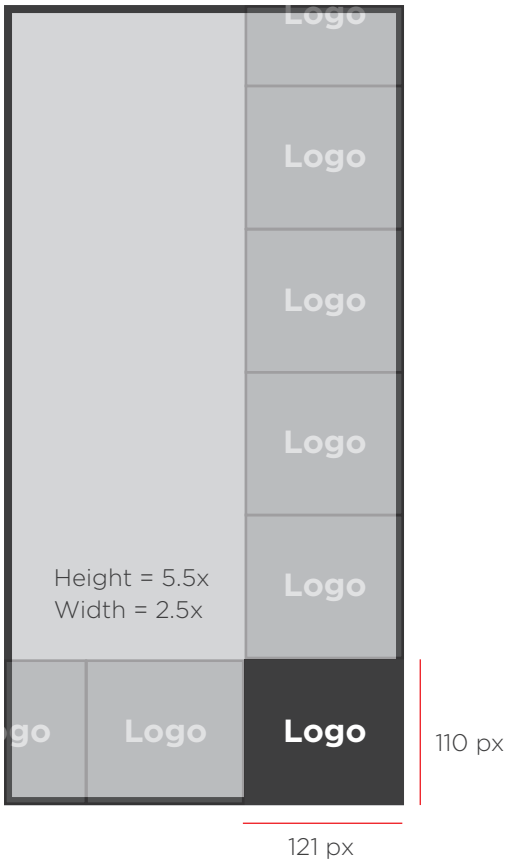
8.1 2020 Census Color Block Sizing

Use the color block sizes on this page to dictate color block sizes on various layouts for 2020 Census, AIAN, Puerto Rico and globally.

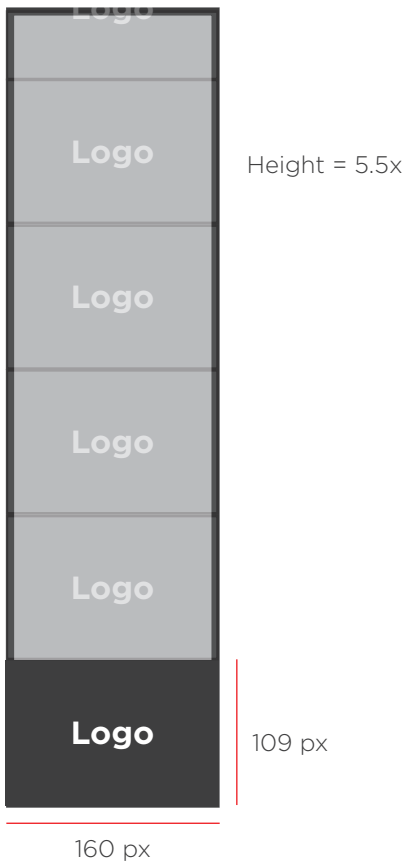
The following are common banner sizes. Use discretion when sizing the color block for other banner sizes not shown here.



Medium Rectangle
300 x 250 pixels
Border: 6pt.



Half-page ad
300 x 600 pixels
Border: 3pt.

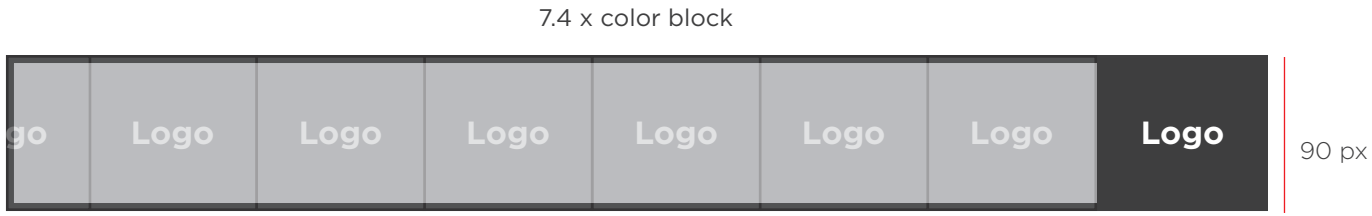


Wide Skyscraper
160 x 600 pixels
Border: 3pt.

2020 Census
8.2 Color Block Sizing (cont.)

Use the color block sizes on this page to dictate color block sizes on various layouts for 2020 Census, AIAN, Puerto Rico and globally.

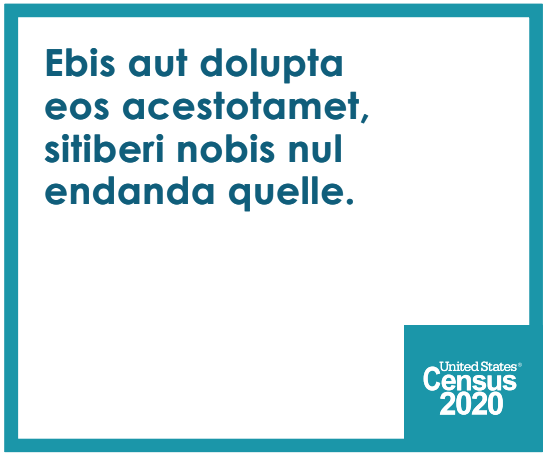
The following are common banner sizes. Use discretion when sizing the color block for other banner sizes not shown here.



Leaderboard
728 x 90 pixels
Border: 3pt.

8.3 300 x 250 Banner Animation With Image—Options 1 and 2

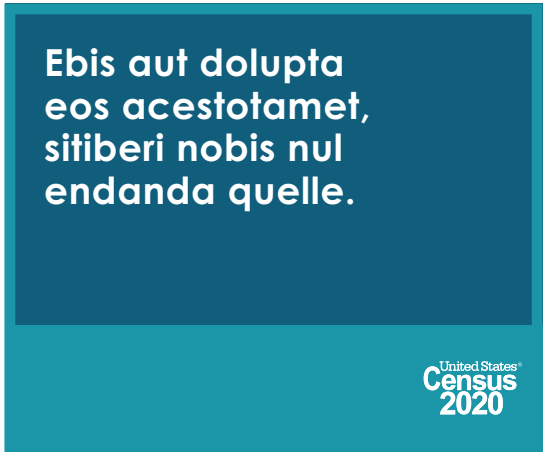
Layouts are universal and apply to all groups unless specified.



Frame 1

Frame 2

Frame 3



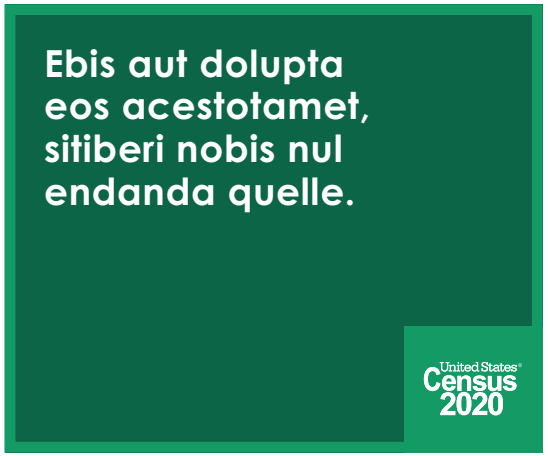
Frame 1

Frame 2

Frame 3

8.4 300 x 250 Banner Animation With Copy on Image—Options 3 and 4

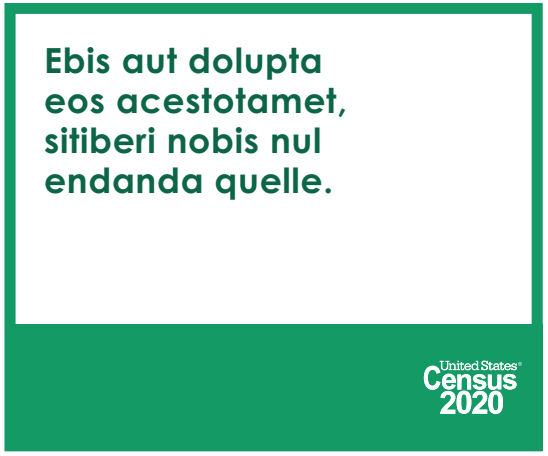
Layouts are universal and apply to all groups unless specified.



Frame 1

Frame 2

Frame 3



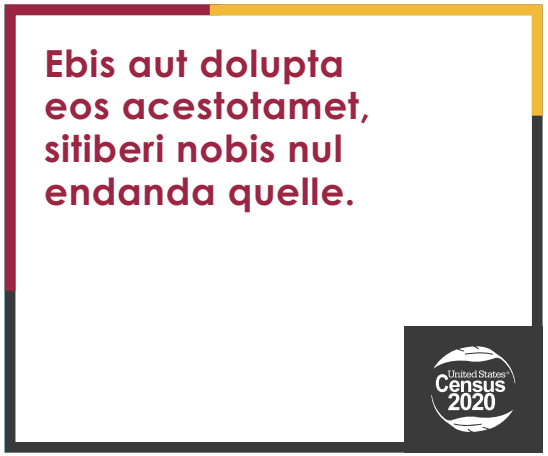
Frame 1

Frame 2

Frame 3

8.5 300 x 250 Banner Animation With Image—AIAN Examples

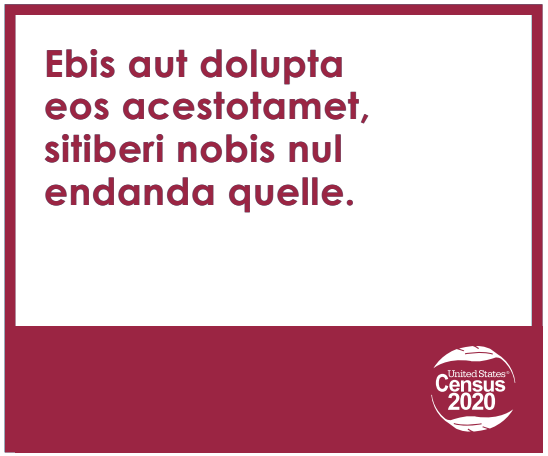
It is recommended that one color (preferably dark gray) take up ~50% of the border, and that no colors terminate at the same point on the opposite edge.



Frame 1

Frame 2

Frame 3



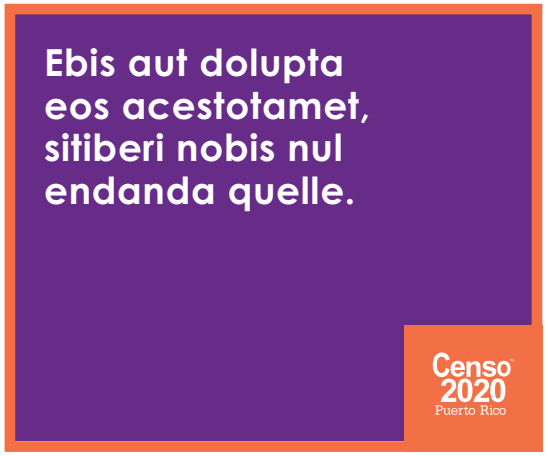
Frame 1

Frame 2

Frame 3

8.6 300 x 250 Banner Animation With Copy on Image—Puerto Rico Examples

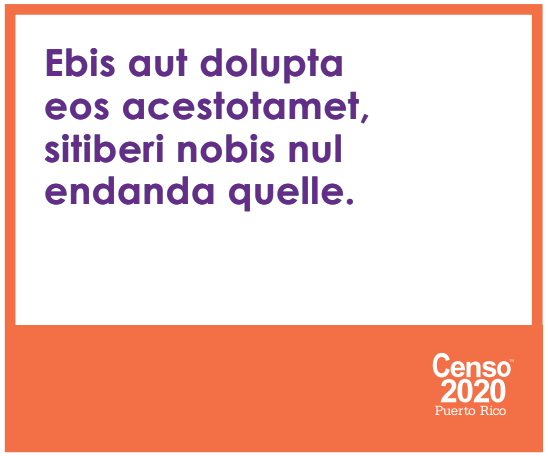
Examples are specific to Puerto Rico.



Frame 1

Frame 2

Frame 3



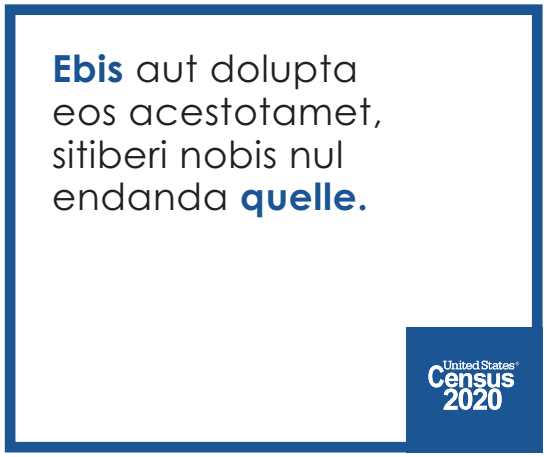
Frame 1

Frame 2

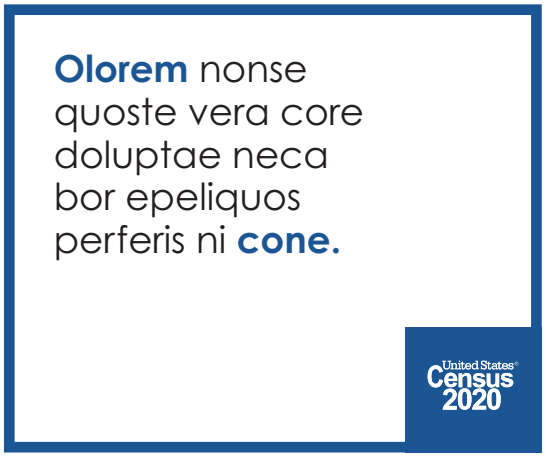
Frame 3

8.7 300 x 250 Banner Animation With All Copy— Options 1 and 2

Layouts are universal and apply to all groups unless specified.

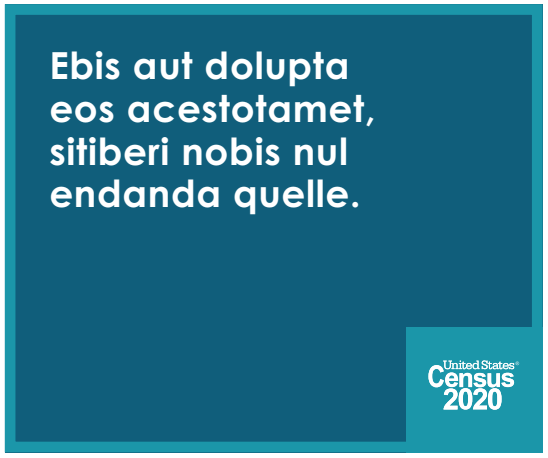


Frame 1

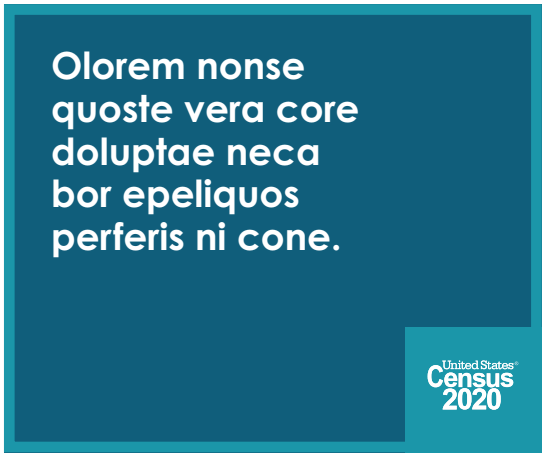


Frame 2

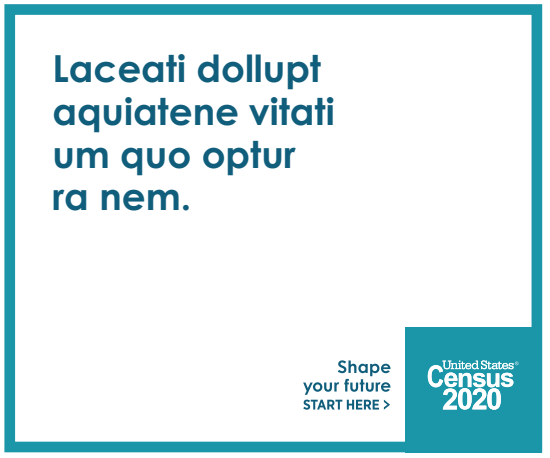
Frame 3



Frame 1



Frame 2



Frame 3

8.8 300 x 250 Banner Static With Image and All Copy

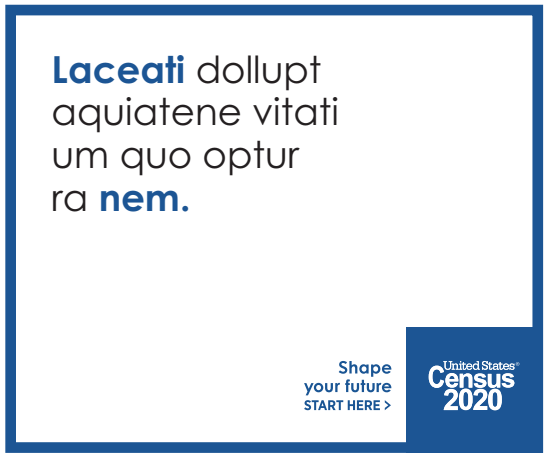
Layouts are universal and apply to all groups unless specified.

Static Frame

Static Frame

Static Frame—specific to AIAN

Static Frame—specific to Puerto Rico



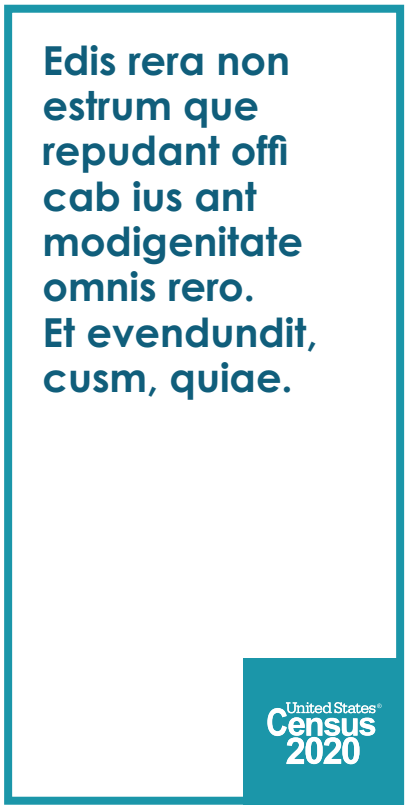
Static Frame

Static Frame

8.9 300 x 600 Banner Static and Animation With Image—Option 1

Layouts are universal and apply to all groups unless specified.

Static



Frame 1

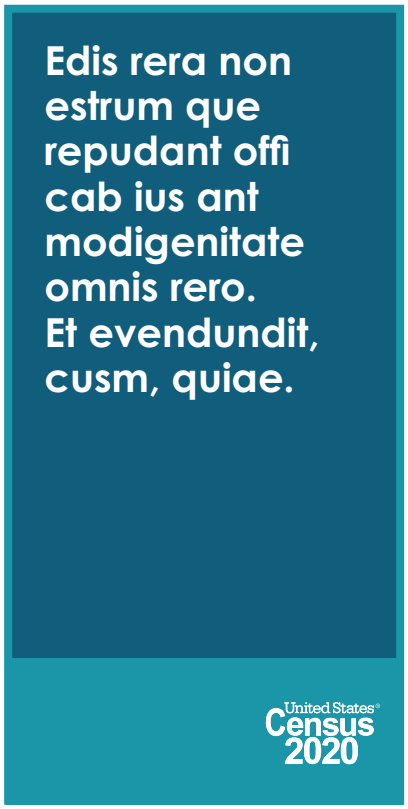
Frame 2

Frame 3

8.10 300 x 600 Banner Static and Animation With Image—Option 2

Layouts are universal and apply to all groups unless specified.

Static



Frame 1

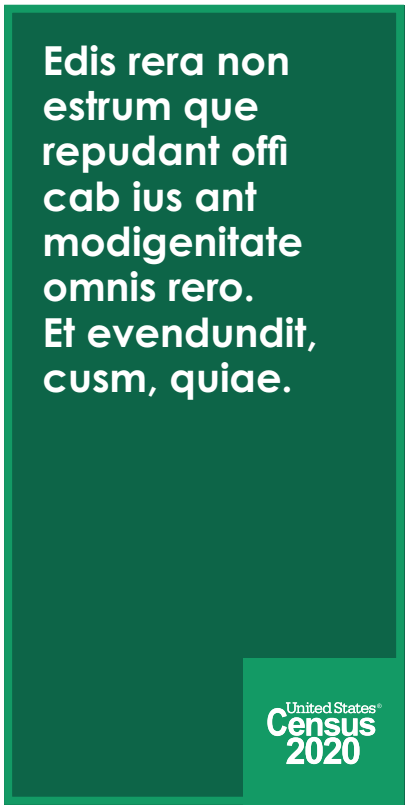
Frame 2

Frame 3

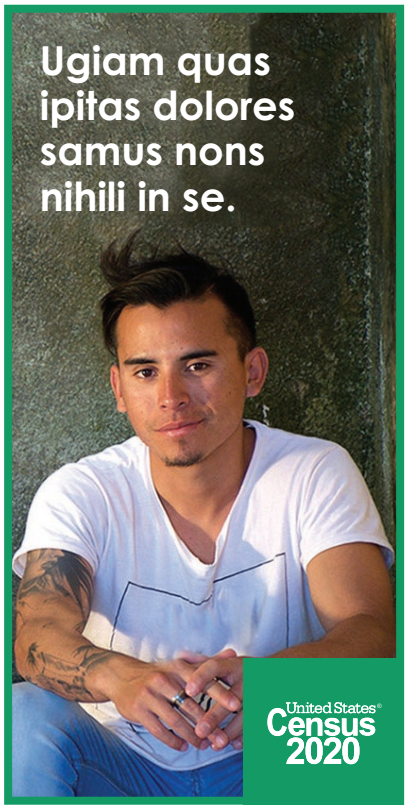
8.11 300 x 600 Banner Static and Animation With Copy on Image—Option 3

Layouts are universal and apply to all groups unless specified.

Static



Frame 1



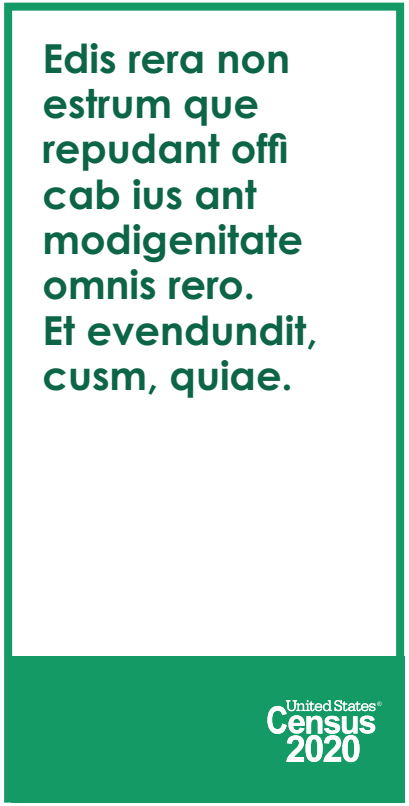
Frame 2

Frame 3

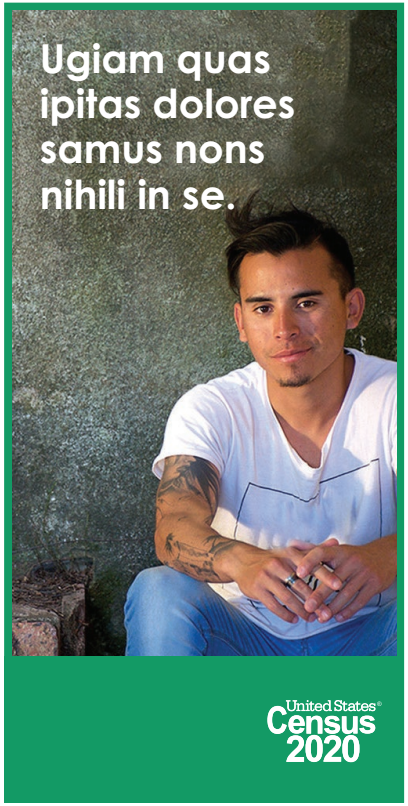
8.12 300 x 600 Banner Static and Animation With Copy on Image—Option 4

Layouts are universal and apply to all groups unless specified.

Static



Frame 1



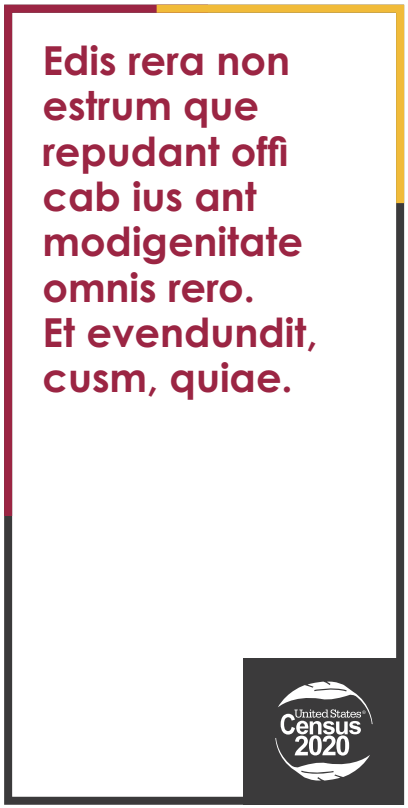
Frame 2

Frame 3

8.13 300 x 600 Banner Static and Animation With Image—AIAN Option 1

It is recommended that one color (preferably dark gray) take up ~50% of the border, and that no colors terminate at the same point on the opposite edge.

Static



Frame 1

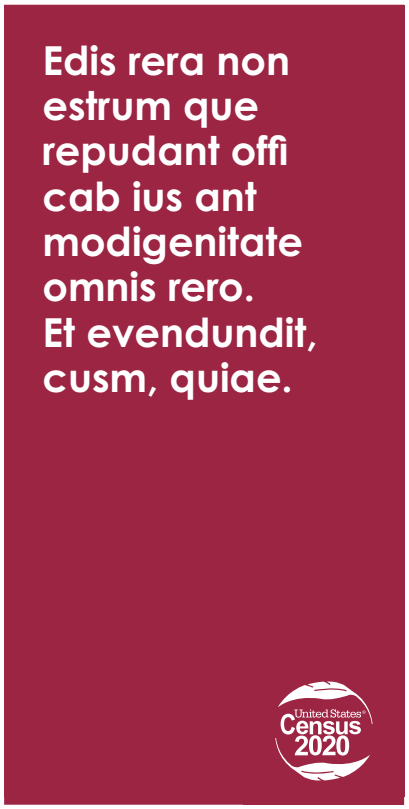
Frame 2

Frame 3

8.14 300 x 600 Banner Static and Animation With Image—AIAN Option 2

Examples are specific to AIAN.

Static



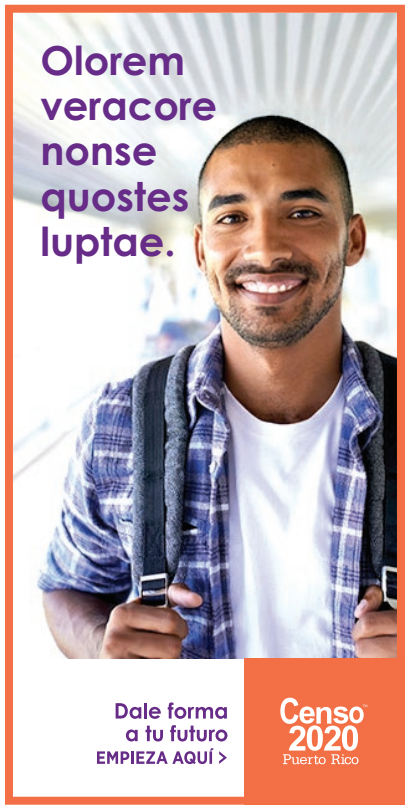
Frame 1

Frame 2

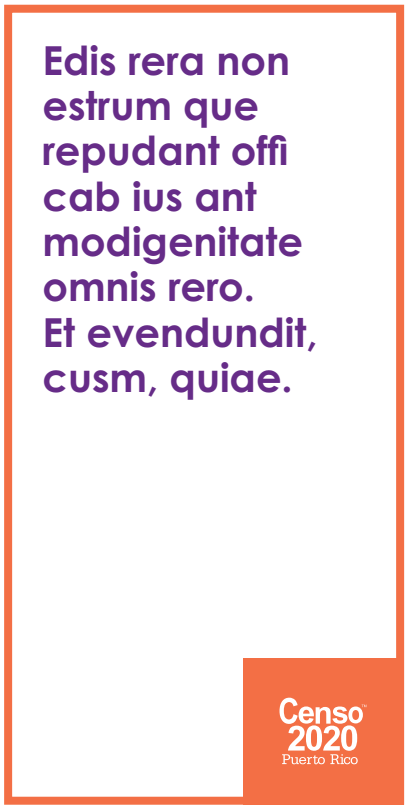
Frame 3

8.15 300 x 600 Banner Static and Animation With Copy on Image—Puerto Rico Option 1

Examples are specific to Puerto Rico.

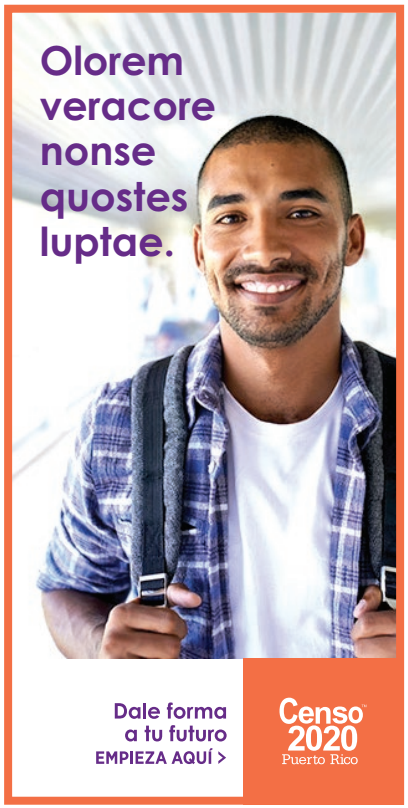


Static



Frame 1

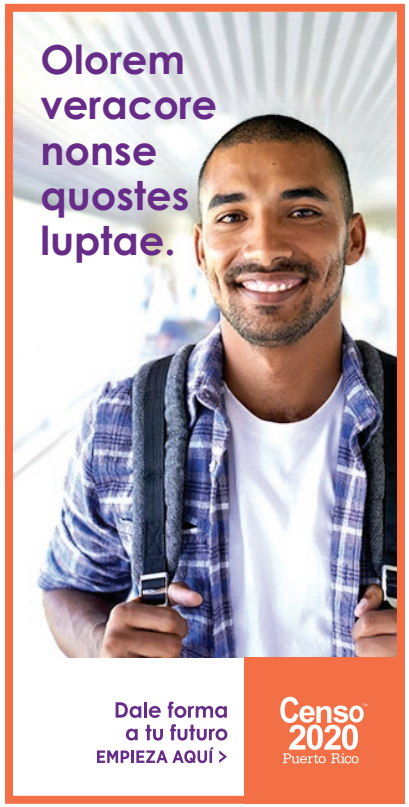
Frame 2



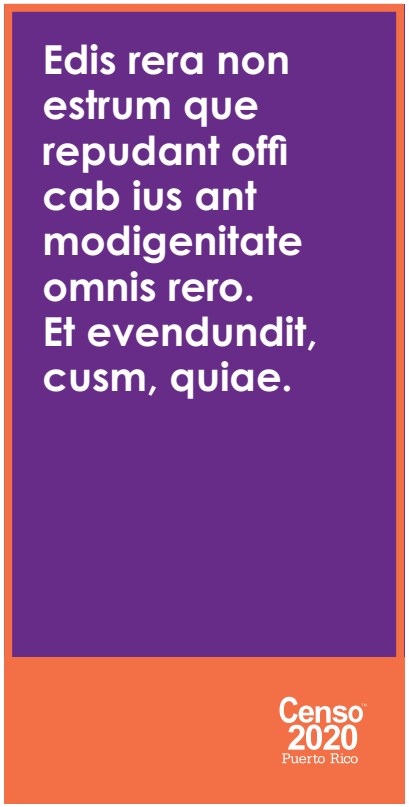
Frame 3

8.16 300 x 600 Banner Static and Animation With Copy on Image—Puerto Rico Option 2

Examples are specific to Puerto Rico.

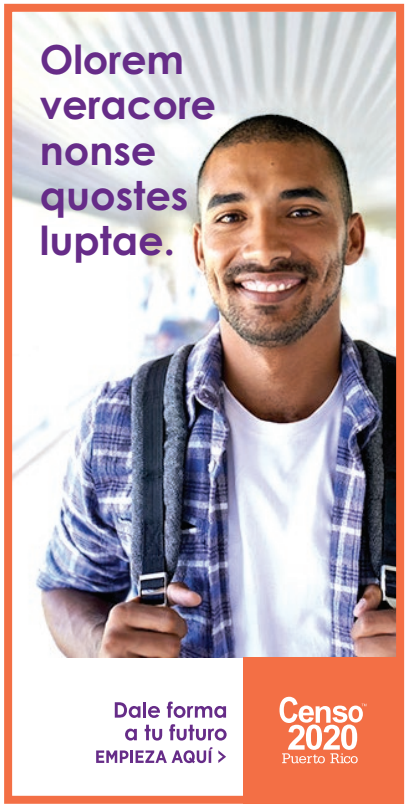


Static



Frame 1

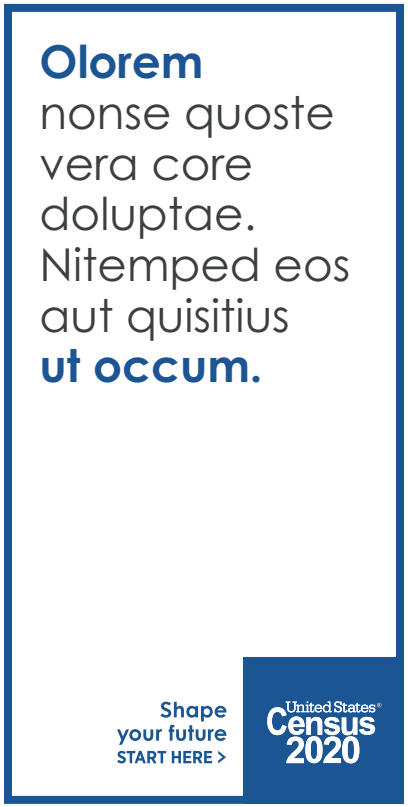
Frame 2



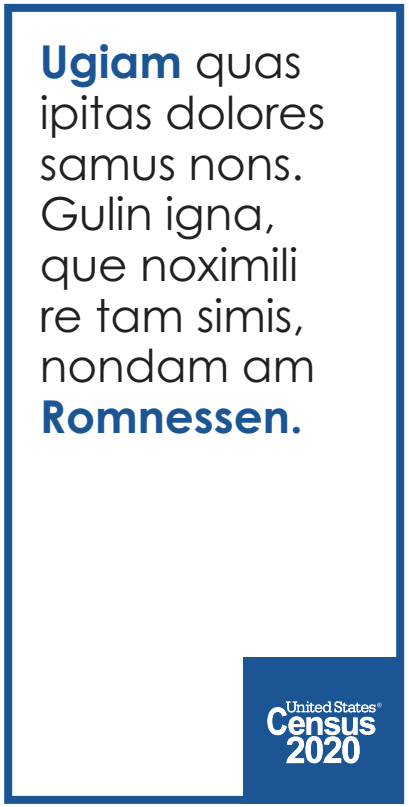
Frame 3

8.17 300 x 600 Banner Static and Animation With All Copy—Option 1

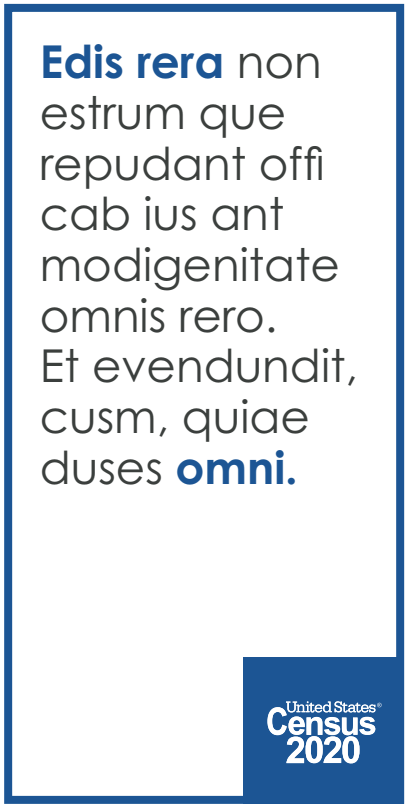
Layouts are universal and apply to all groups unless specified.



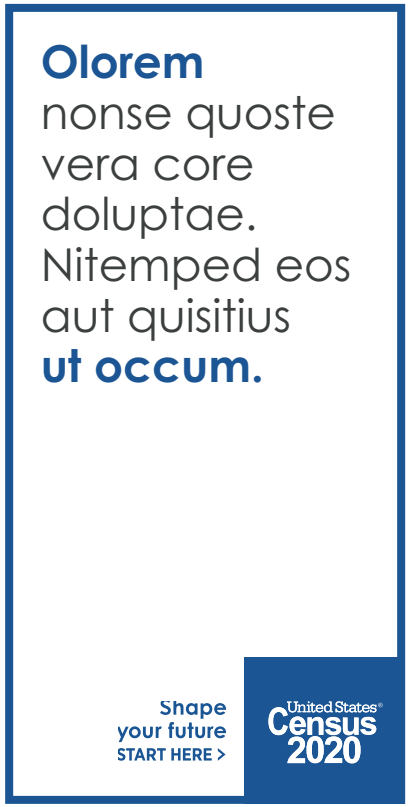
Static



Frame 1



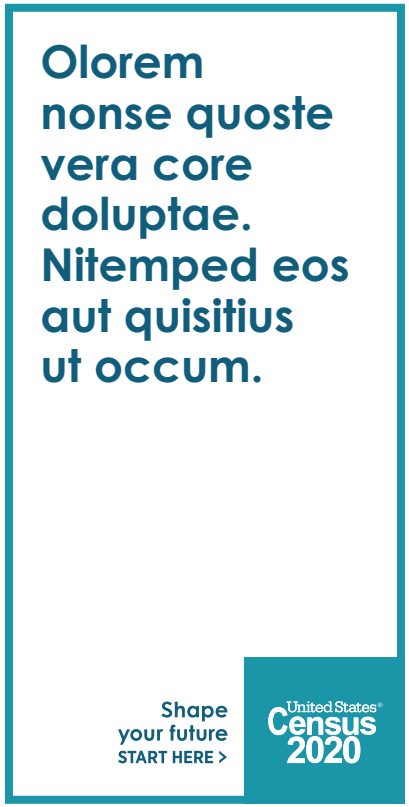
Frame 2



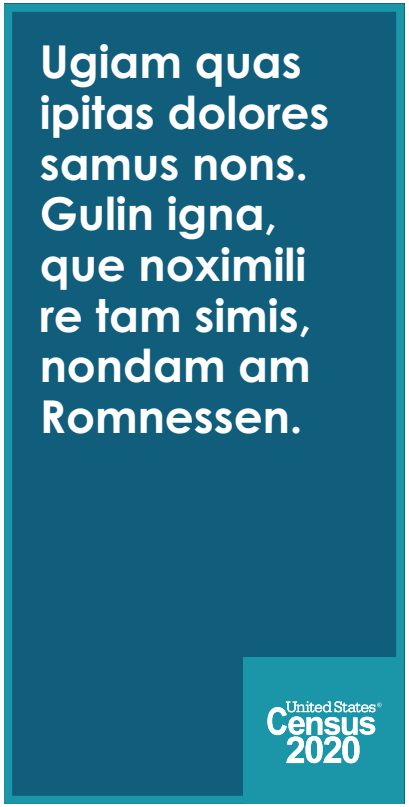
Frame 3

8.18 300 x 600 Banner Static and Animation With All Copy—Option 2

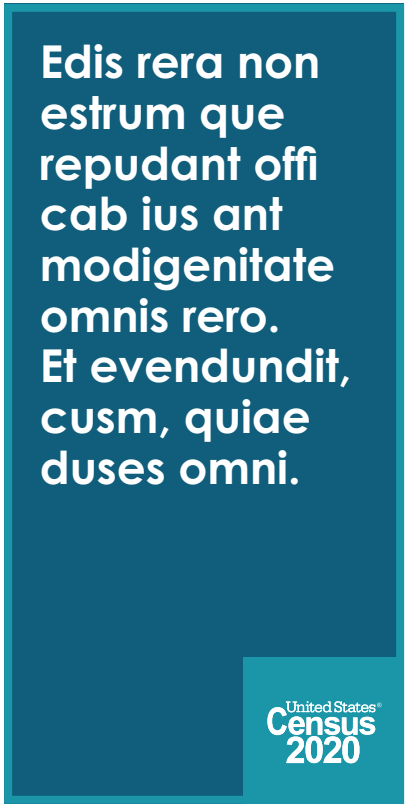
Layouts are universal and apply to all groups unless specified.



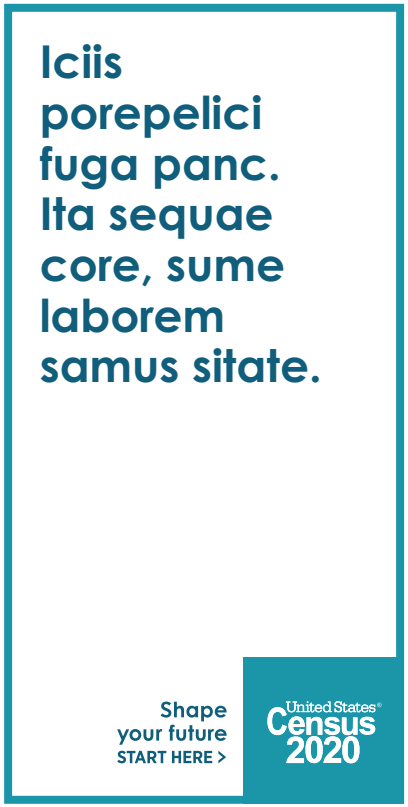
Static



Frame 1



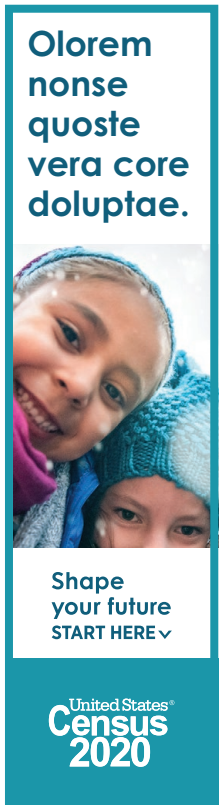
Frame 2



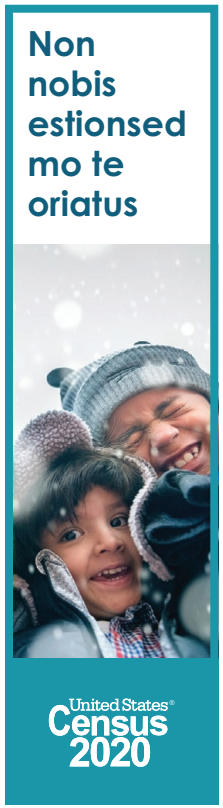
Frame 3

8.19 160 x 600 Banner Static and Animation With Image—Option 1

Layouts are universal and apply to all groups unless specified.

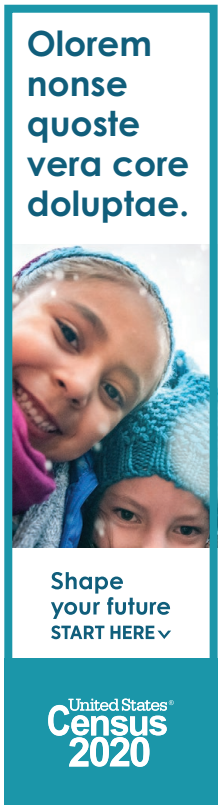


Static



Frame 1

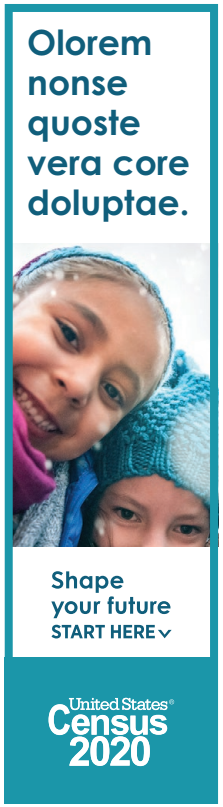
Frame 2



Frame 3

8.20 160 x 600 Banner Static and Animation With Image—Option 2

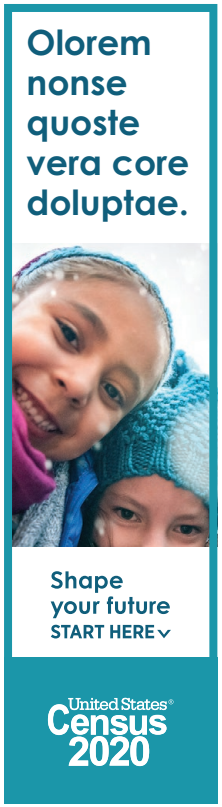
Layouts are universal and apply to all groups unless specified.



Static

Frame 1

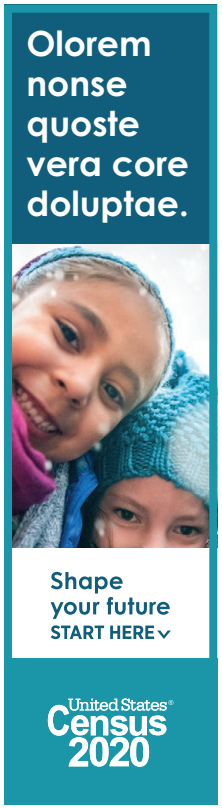
Frame 2



Frame 3

8.21 160 x 600 Banner Static and Animation With Image—Option 3

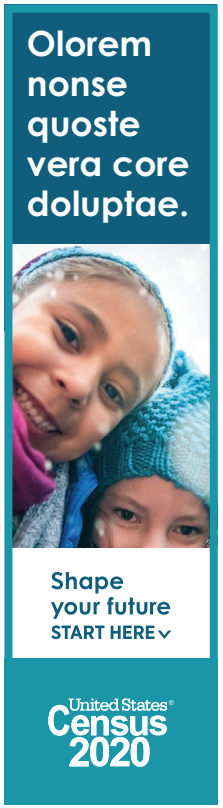
Layouts are universal and apply to all groups unless specified.



Static

Frame 1

Frame 2



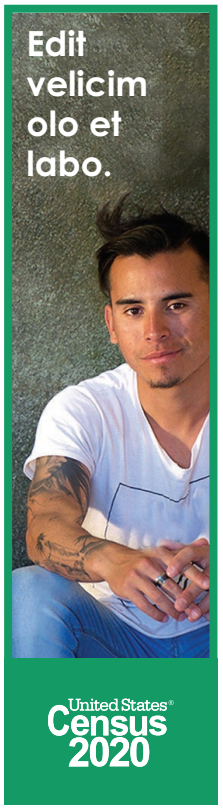
Frame 3

8.22 160 x 600 Banner Static and Animation With Copy on Image—Option 4

Layouts are universal and apply to all groups unless specified.

Static

Frame 1



Frame 2

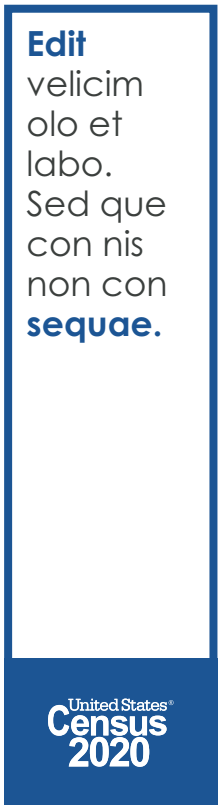
Frame 3

8.23 160 x 600 Banner Static and Animation With All Copy—Option 1

Layouts are universal and apply to all groups unless specified.

Static

Frame 1



Frame 2

Frame 3

8.24 160 x 600 Banner Static and Animation With All Copy—Option 2

Layouts are universal and apply to all groups unless specified.

Static

Frame 1

Frame 2

Frame 3

8.25 728 x 90 Banner Static and Animation With Image—Option 1

Layouts are universal and apply to all groups unless specified.

Static

Frame 1

Frame 2

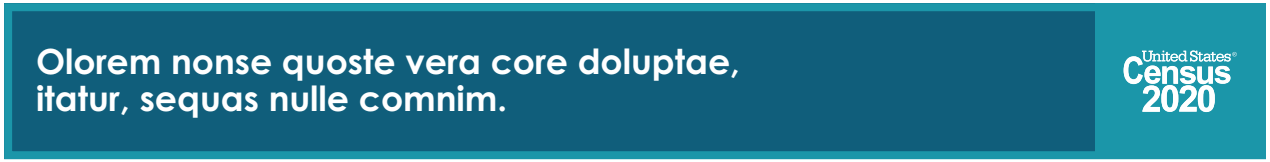
Frame 3

8.26 728 x 90 Banner Static and Animation With Image—Option 2

Layouts are universal and apply to all groups unless specified.

Static

Frame 1



Frame 2

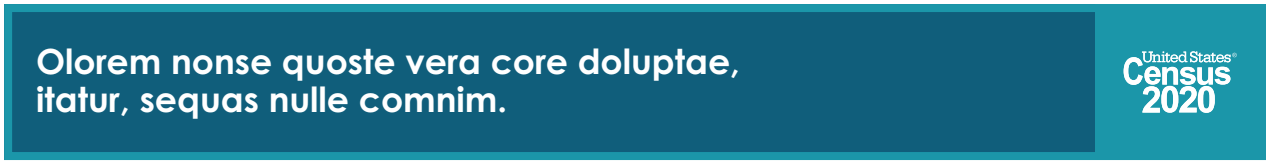
Frame 3

8.27 728 x 90 Banner Static and Animation With Image—Option 3

Layouts are universal and apply to all groups unless specified.

Static

Frame 1



Frame 2

Frame 3

8.28 728 x 90 Banner Static and Animation With Copy on Image—Option 4

Layouts are universal and apply to all groups unless specified.

Static

Frame 1

Frame 2

Frame 3

8.29 728 x 90 Banner Static and Animation With All Copy—Option 1

Layouts are universal and apply to all groups unless specified.

Static

Frame 1

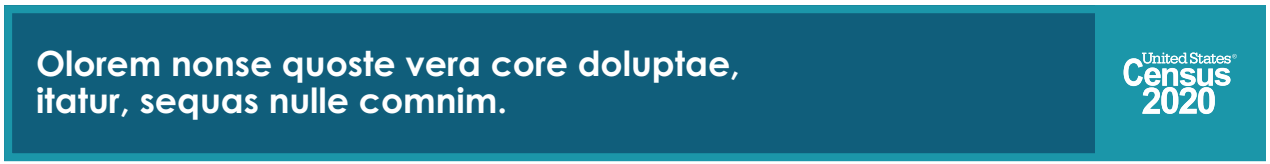
Frame 2

Frame 3

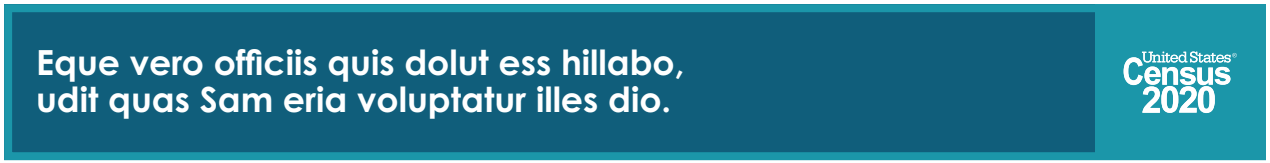
8.30 728 x 90 Banner Static and Animation With All Copy—Option 2

Static

Frame 1



Frame 2



Frame 3

9.0

Partner Co-Branding Logo Usage

United States® Census 2020

9.1 Partner Co-Branding

Whenever possible, 2020 Census and partner branding should follow this convention.

The standard logo/tagline is recommended. It sits at the bottom, lower-right edge of the page. The visual style should still follow the usage guidelines for 2020 Census color block logo/tagline lockup.

Partner logos should appear directly across from the 2020 Census color block logo/tagline lockup, located at the bottom, lower-left edge of the page.

Visually balance the size of the 2020 Census logo and partner logo. Neither should dominate. There should also never be more than one 2020 Census logo used per page.

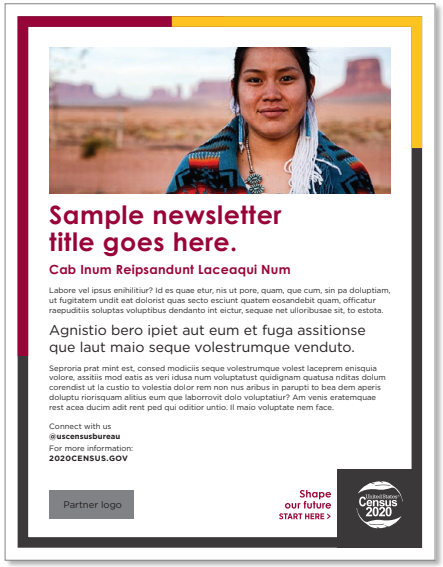
To the right are examples of 2020 Census branding using the color block logo/tagline lockup and logo.

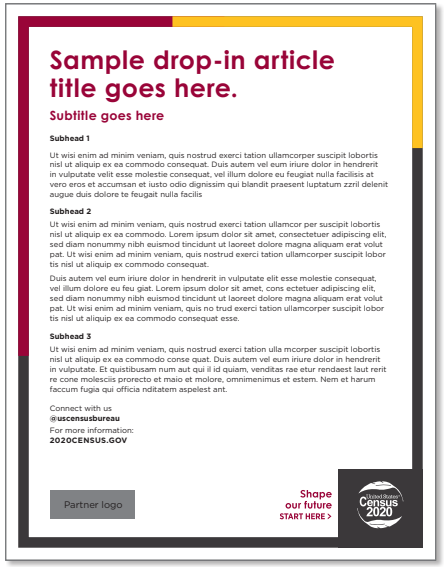
Colors for border and headline may change for standard applications. Please refer to page 4 for color usage.

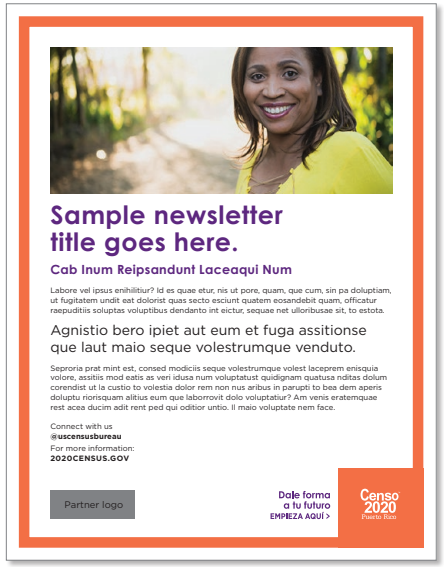
9.2 Partner Co-Branding— Newsletter and Drop-In Article Examples

Examples with the AIAN and Puerto Rico branding using the color block logo/tagline lockups.

Colors for border and headline may change for AIAN and Puerto Rico applications. Please refer to pages 15 and 26 for color usage.



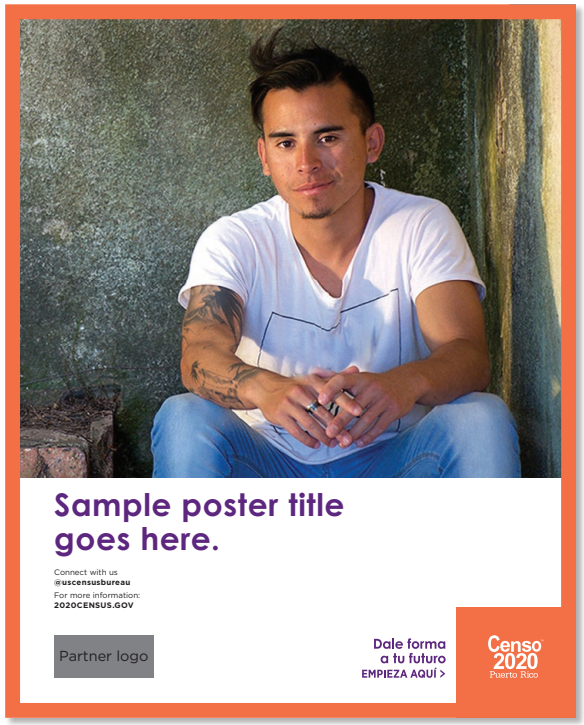




9.3 Partner Co-Branding— Poster Examples

Examples of the standard 2020 Census, AIAN and Puerto Rico branding using the color block logo/tagline lockups. Each of the layouts can be used for any of the three color block logo/tagline lockups.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.



9.4 Partner Co-Branding Alts

Partners have the option of using the 2020 Census standard logo/tagline lockup or the 2020 Census logo without the tagline if needed.

The recommended placement is bottom right corner. When using these options, please allow for the appropriate clear space and ensure both follow the recommended minimum size requirements.

Both options can be used without the border although we recommend the border to visually connect to the 2020 Census campaign. The appropriate design and layout will be at the discretion of the art director or project manager.

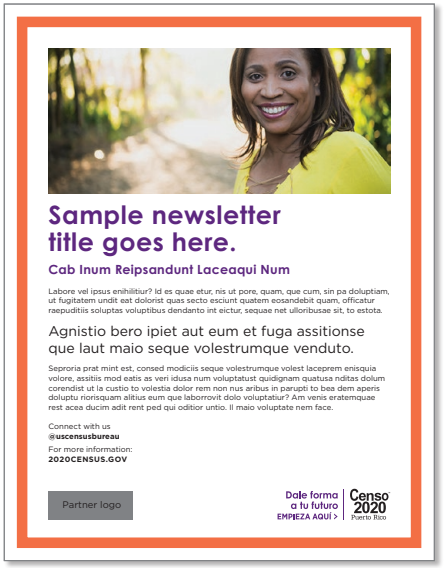
To the right are examples of 2020 Census branding using the standard logo/tagline lockup and logo.

Colors for border and headline may change for standard applications. Please refer to page 4 for color usage.

9.5 Partner Co-Branding Alts— Newsletter and Drop-In Article Examples

Examples with AIAN and Puerto Rico branding using the standard logo/tagline lockups and logos.

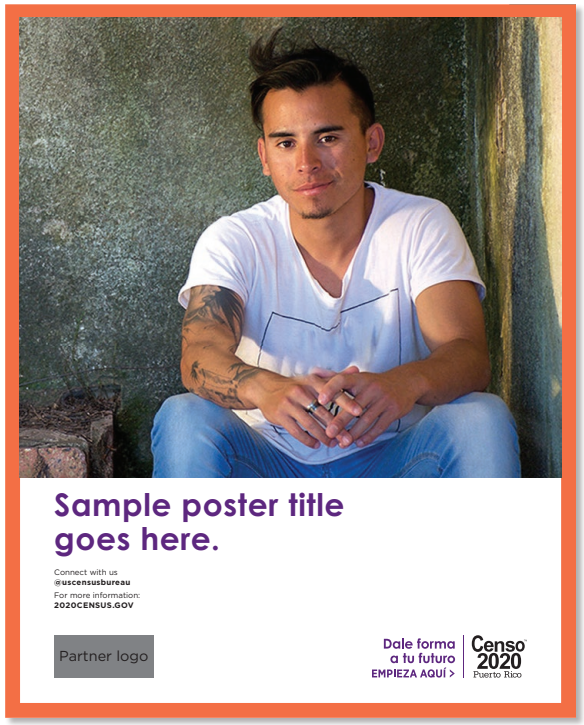
Colors for border and headline may change for AIAN and Puerto Rico applications. Please refer to pages 15 and 26 for color usage.



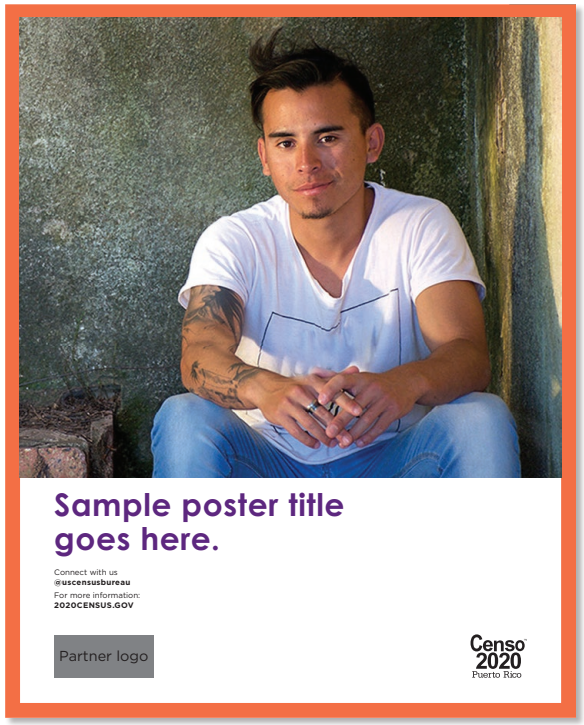
9.6 Partner Co-Branding Alts— Poster Examples With Standard Logo/Tagline Lockups

Examples of the 2020 Census, AIAN and Puerto Rico branding using the standard logo/tagline lockups. Each of the layouts can be used for any of the three standard logo/tagline lockups.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.



9.7 Partner Co-Branding Alts— Poster Examples With Positive Logos

Examples of the 2020 Census, AIAN and Puerto Rico branding using the positive logos. Each of the layouts can be used for any of the three logos.

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 15, and 26 for color usage.