United States
2020 Census
Brand Guidelines

March 4, 2019   Version 1.0
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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

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.
2.0 2020 Census Logo Standards

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.
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 reverse logo/tagline lockup is knocked out to white, over the colors teal, green, Census red, and Census blue.
2.0 2020 Census Logo Standards

2.4 2020 Census Logo/Tagline Lockup

Clear Space and Minimum Size

The 2020 Census 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 logo. No other font can be used to build the logo.

Clear Space
When the 2020 Census 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 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 so small at a size that 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 format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included in exports to image formats (JPGs/PNGs).
The 2020 Census reverse 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 logo/tagline. Please use approved artwork.

**Construct and Usage**

A general rule in sizing the colored rectangle is:

- **Width = 1.60x logo**
- **Height = 2.75x 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 equals the logo height and must sit an “s” height (from the word Census) away from the color rectangle.

Note: This lockup should never be used without the border.

**Clear Space**

When the 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. 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 so small at a size that compromises or reduces the reproduction quality. The reverse logo should be no smaller than 1/4” in height.

Note: Tagline lockups in Illustrator AI format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included in exports to image formats (JPGs/PNGs).
The following color variations are available to meet a range of design needs.

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

The reverse logo/tagline lockup is knocked out to white over an accent color 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 logo can appear in black or knocked out to white over black.
The following lockups are for extreme vertical banners only. Do not use for any other layouts.

The reverse logo/tagline lockup is knocked out to white over an accent color 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 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.
American Indian and Alaska Native (AIAN) Logo Standards
**3.0 American Indian and Alaska Native (AIAN) Logo Standards**

**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 so small at a size that 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.
3.0 American Indian and Alaska Native (AIAN)
Logo Standards

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 color is Census red.

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

★ 508 compliant for legibility.
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 is Census red.

In limited applications, the 2020 Census logo in Census red with black feathers or an all Census red logo can be used. No other colors can be used.
3.0 American Indian and Alaska Native (AIAN) Logo Standards

3.4 AIAN Logo/Tagline Lockup Clear Space and Minimum Size

The AIAN 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 logo. No other font can be used to build the logo.

Clear Space
When the AIAN 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 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 so small at a size that 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 format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included in exports to image formats (JPGs/PNGs).
3.0 American Indian and Alaska Native (AIAN) Logo Standards

3.5 AIAN Reverse Logo/Tagline Lockup

Construct and Usage, Clear Space, and Minimum Size

The AIAN reverse 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 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 = 1.8x logo, Height = 1.6x 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.

Note: This lockup should never be used without the border.

Clear Space
When the AIAN reverse 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. 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 so small at a size that compromises or reduces the reproduction quality. A reverse logo should be no smaller than 9/16” in height. See example at right.

Note: Logo/tagline lockups in Illustrator AI format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included in exports to image formats (JPGs/PNGs).
3.0 American Indian and Alaska Native (AIAN) Logo Standards

**AIAN Logo/Tagline Lockup**

**Positive and Reverse**

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 reverse logo/tagline lockup is knocked out to white over a Census red background with the tagline in the same red color.

In limited 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 logo/tagline lockups can appear in black or knocked out to white over black.
3.0 American Indian and Alaska Native (AIAN) Logo Standards

3.7 AIAN Reverse Logo/Tagline Lockup
Left-Aligned and Stacked

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

The reverse logo/tagline lockup is knocked out to white over Census red with the tagline in the same red color.

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 page 9 for examples of vertical banners.

Preferred

Limited applications
4.0 Censo 2020 Puerto Rico Logo Standards

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 so small at a size that 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.
4.0 Censo 2020 Puerto Rico Logo Standards

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. This color is 508 compliant for legibility.

★ 508 compliant for legibility.
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.
The Censo 2020 Puerto Rico 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 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 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 so small at a size that 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 format with artboard sized to the exact clear space will be made available for general use. This will ensure clear space is always included in exports to image formats (JPGs/PNGs).
4.0 Censo 2020 Puerto Rico Logo Standards

Censo 2020 Puerto Rico Reverse Logo/Tagline Lockup

Construct and Usage, Clear Space, and Minimum Size

The 2020 Censo logo/tagline lockup reverse 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 = 2.2x logo
- Height = 2.6x 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 lowercase letters. The tagline must sit an “s” height (from the word Census) away from the color rectangle.

Note: This lockup should never be used without the border.

Clear Space
When the Censo 2020 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. The logo must be the height of the “s” (from the word Censo) away from illustrations, photographs, rules, page edges or other type.

Minimum Size
The logo should not be used so small at a size that compromises or reduces the reproduction quality. A reverse logo should be no smaller than 1/4” in height. See examples at right.

Note: Logo/tagline lockups in Illustrator AI format with artboard sized to exact clear space will be made available for general use. This will ensure clear space is always included in exports to image formats (JPGs/PNGs).
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 orange.

As necessary, the logo can appear in black or knocked out to white over black.
The following lockups are for extreme vertical banners only. Do not use for any other layouts.

The reverse logo/tagline lockup 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 page 9 for examples of vertical banners.
5.0

Application
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 (as sans serif type style) 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**

A B C D E F G H I J K L M N O P Q R S T
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

**Century Gothic Bold**

A B C D E F G H I J K L M N O P Q R S T
UVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz
5.0 Application

5.2 Secondary Typeface — Body Copy and CTA

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

The Gotham type family (as sans serif type style) 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
5.0 Application

5.3 PowerPoint

Title page goes here.

This is a subhead.

Month XX, XXXX

Divider page title.

This is an optional subhead

Title space.

This is a subhead.

This is a space for long title setup.

For Position Only

This is a subhead.

This is a subhead.

This is a subhead.

Title space with image or graphic.

This is a subhead.

This is a subhead.

This is a subhead.

This is a subhead.

Content goes here.
5.4 Trifold Brochure

Colors for border and headline may change for standard and Puerto Rico applications. Please refer to pages 4, 12, and 20 for color usage.

Note: Three color usage for border is applicable only to AIAN.
For the fact sheets, the 15pt. 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, 12, and 20 for color usage.
5.6 **Fact Sheet With Infographics**

For the fact sheets, the 15pt. 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, 12, and 20 for color usage.

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**Broadband subscription rate for U.S. counties**

Average Subscription Rate for Urban/Rural Counties by Median Household Income

(in percent)

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>Mostly urban</th>
<th>Mostly rural</th>
<th>Completely rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50,000</td>
<td>69.7</td>
<td>63.3</td>
<td>61.7</td>
</tr>
<tr>
<td>$50,000 or above</td>
<td>79.9</td>
<td>73.9</td>
<td>71.4</td>
</tr>
</tbody>
</table>

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**Measuring America**

How ready are we?

Natural Disaster or Emergency Preparedness

To better understand the needs of first responders and other emergency workers, the 2010 American Housing Survey asks U.S. residents how prepared they are for disasters.

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Connect with us:

@uscensusbureau

For more information:

2020CENSUS.GOV
For the newsletters, the 15pt. 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, 12, and 20 for color usage.
For the newsletters, the 15pt. 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, 12, and 20 for color usage.
5.9 Posters—Standard Logo

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

5.10 Posters—AIAN Logo

Colors for border and headline may change for AIAN applications. Please refer to page 12 for color usage.

The three color usage for border is applicable only to AIAN.
5.0 Application

5.11 Posters—Censo 2020 Puerto Rico Logo

Colors for border and headline may change for Puerto Rico applications. Please refer to page 20 for color usage.

This color scheme is applicable only to Puerto Rico.
5.0 Application

5.12 Drop-In Article

For the drop-in articles, the 15pt. 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, 12, and 20 for color usage.
5.13 Manual Cover

For the manual cover, the 15pt. 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, 12, and 20 for color usage.
6.0

Partner Co-Branding
Logo Usage
Whenever possible, 2020 Census and partner branding should follow this convention.

The reverse 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 logo/tagline lockup.

Partner logos should appear directly across from the 2020 Census logo, 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 reverse logo/tagline lockup and logo.

Colors for border and headline may change for standard applications. Please refer to page 4 for color usage.
Examples with the AIAN and Puerto Rico branding using the reverse logo/tagline lockups.

Colors for border and headline may change for AIAN and Puerto Rico applications. Please refer to pages 12 and 20 for color usage.
Partner Co-Branding — Poster Examples

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

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 12, and 20 for color usage.
Partners have the option of using the positive 2020 Census logo/tagline lockup or the 2020 Census logo without the tagline if needed.

The recommended placement is bottom-right edge. 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 positive logo/tagline lockup and logo. Colors for border and headline may change for standard applications. Please refer to page 4 for color usage.
6.0 Partner Co-Branding Logo Usage

6.5 Newsletter and Drop-In Article Examples

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

Colors for border and headline may change for AIAN and Puerto Rico applications. Please refer to pages 12 and 20 for color usage.

Sample newsletter title goes here.

Subtitle goes here

Sample drop-in article title goes here.

Subtitle goes here

Sample newsletter title goes here.

Subtitle goes here

Sample drop-in article title goes here.

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

Colors for border and headline may change for standard, AIAN, and Puerto Rico applications. Please refer to pages 4, 12, and 20 for color usage.
Partner Co-Branding Alts—Poster Examples With Positive Logos

Examples of the standard 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, 12, and 20 for color usage.