



United States<sup>®</sup>  
**Census**  
**2010**

2010 Census Integrated Communications Campaign  
**Graphic Standards and Brand Identity**

Version 1  
Issued January 2009

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# Introduction

Welcome to the 2010 Census graphic standards and brand identity guidelines for our integrated communications campaign. We are excited that you are participating in this historic 2010 Census. As one of the many partners, you may already know the importance of consistent communications. How we communicate is how people see us and perceive our message.

Our Brand Graphic brings “It’s In Our Hands” to light as a key element of communication.

It establishes a clear visual identity. Maintaining this identity requires diligence and planning—and that’s what these guidelines can provide. But don’t think of this as a book of rules, think of it as a toolbox for you to use.

In the pages that follow you will find the ways that you can use the Brand Graphic. The goal here is to help you become familiar with all of the tools that can help you create engaging communications with our Brand Graphic—communications that we hope will inspire an unprecedented popular response to the 2010 Census.

This is an exciting time; these guidelines are simply a way to keep our message focused to more effectively energize people.

And so welcome! We look forward to working with you.



Burton Reist  
Assistant to the Associate Director  
for Communications

# Brand Graphic



## IT'S IN OUR HANDS

### Primary Brand Graphic

Our Brand Graphic brings “It’s In Our Hands” to life. It shows visually how all different kinds of hands can come together to make one. It’s an instantly recognizable mark that can speak to a diverse audience of cultures, groups and businesses.

How we use the Brand Graphic is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects without losing impact and recognition, these options are somewhat limited.

The first limitation is that the Brand Graphic must never be used alone on a page, as you see it right now. It must appear always with the 2010 Census logo somewhere on the page.

In the pages that follow, you will find the ways you can use the Brand Graphic to meet your specific communication needs and still maintain its identity.

# Brand Graphic\_Color Call-Out



Type Blue — **IT'S IN OUR HANDS**

We chose warm, friendly colors for each hand in the Brand Graphic. The intention is that anyone who sees this as a whole will find a sense of inclusiveness and optimism.

The colors are not intended to represent different colors of skin, but to represent a wide range of viewpoints and values. And again, all the hands join together as one community.

# Brand Graphic\_Colors\_CMYK



Gray

C 43  
M 32  
Y 30  
K 1



Tan

C 24  
M 35  
Y 62  
K 0



Light Orange

C 12  
M 41  
Y 76  
K 0



Dark Orange

C 7  
M 52  
Y 67  
K 4



Red

C 10  
M 58  
Y 0  
K 0



Gray Blue

C 70  
M 45  
Y 30  
K 0



Light Green

C 15  
M 0  
Y 65  
K 0



Aqua

C 75  
M 18  
Y 27  
K 0



Blue

C 59  
M 34  
Y 0  
K 0



Green

C 44  
M 0  
Y 62  
K 0



Type Blue

C 75  
M 25  
Y 0  
K 0



Census Red

C 0  
M 91  
Y 56  
K 34



Purple

C 63  
M 100  
Y 0  
K 15



Yellow

C 0  
M 10  
Y 100  
K 0



Pink

C 2  
M 44  
Y 0  
K 12

## CMYK Color Breakdown

When you bring projects to printers, you will need certain information in order for the printers to recreate our Brand Graphic correctly. The information here will help you communicate the exact, correct colors to the printer.

CMYK (short for Cyan-Magenta-Yellow-Black) is a technical term that you don't really need to understand, but your printer will. It is the standard color model used in offset printing for full-color documents.

Give this info to your printer, and they will know what to do with it in order to print the exact Brand Graphic colors.

# Brand Graphic\_Colors\_PANTONE



Gray

PMS 7543 C



Tan

PMS 4665 C



Light Orange

PMS 720 C



Dark Orange

PMS 472 C



Red

PMS 701 C



Gray Blue

PMS 645 C



Light Green

PMS 584 C



Aqua

PMS 632 C



Blue

PMS 2718 C



Green

PMS 359 C



Type Blue

PMS 645 C



Census Red

PMS 194 C



Purple

PMS 2613 C



Yellow

PMS 109 C



Pink

PMS 687 C

## Pantone Color Breakdown

Okay, this gets a bit technical. In general CMYK is the way to go, but if you use Pantone you will want to use just one or two colors for your printing project.

Project examples could include doing a newsletter or another small printing run.

In general, it makes more sense budget-wise to use CMYK, but we want you to have all the info you need for any option you might consider.

# Brand Graphic\_Colors\_RGB



Gray

R 144  
G 172  
B 177



Tan

R 194  
G 166  
B 97



Light Orange

R 224  
G 150  
B 61



Dark Orange

R 228  
G 118  
B 81



Red

R 230  
G 107  
B 255



Gray Blue

R 77  
G 140  
B 179



Light Green

R 217  
G 255  
B 89



Aqua

R 64  
G 209  
B 186



Blue

R 105  
G 168  
B 255



Green

R 64  
G 255  
B 97



Type Blue

R 76  
G 25  
B 0



Census Red

R 168  
G 15  
B 74



Purple

R 80  
G 0  
B 217



Yellow

R 0  
G 10  
B 100



Pink

R 14  
G 51  
B 12

## RGB Color Breakdown

This color reference is what you will need to reproduce the Brand Graphic accurately on the Web or for TV usage.



# Brand Graphic\_Primary Font

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Gotham Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

The font family used for the type on the Brand Graphic is called Gotham.

If you are creating a document or communication with headlines, subheads or any copy you want to be larger than normal text copy, use one of the Gotham typefaces shown here.

If you don't have Gotham, you may use Arial, which is shown on the next page.

# Brand Graphic\_Secondary Font

Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Arial Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Arial Bold Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

Arial Black Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Arial Black Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

For text copy or any copy you need in a smaller size, use this font, which is called Arial.

If for some reason you don't have the Gotham typeface, you may use one of the Arial typefaces shown here for larger-size text as well.

# Brand Graphic\_Combined



**IT'S IN OUR HANDS**

## Combined Brand Graphic

This is the Brand Graphic combined with the 2010 Census logo. The Brand Graphic must never appear alone without the 2010 Census logo.

When designing pieces based on the Brand Graphic or the color palette it is important that these elements don't overpower the 2010 Census logo. The 2010 Census logo is the most important element on any piece.

# Brand Graphic\_Spanish Translation



**ESTÁ EN NUESTRAS MANOS**

## Spanish Brand Graphic

This is a literal translation of “It’s In Our Hands” into Spanish.

Remember that this version of the Brand Graphic may never appear on a page without the 2010 Census logo appearing somewhere on the page as well.

# Brand Graphic\_Combined\_Puerto Rico



ESTÁ EN **NUESTRAS MANOS**

Combined Puerto Rico Brand Graphic in Spanish

# Brand Graphic\_Combined\_Puerto Rico



**IT'S IN OUR HANDS**

Combined Puerto Rico Brand Graphic in English

# Brand Graphic\_Combined\_AI/AN



**IT'S IN OUR HANDS**

Combined American Indian/Alaska Native Brand Graphic

# Brand Graphic\_Translations

At a future date, this style guide will be updated to include in-language versions of both the Brand Graphic and the 2010 Census Logo in each of the following languages:

English  
Spanish  
Mandarin  
Cantonese  
Tagalog/Taglish  
Vietnamese  
Korean  
Japanese  
Khmer  
Hindi/Hinglish  
Arabic  
Russian  
Polish  
French Creole



# Brand Graphic\_Co-Branding



## Co-Branded Brand Graphic

You may encounter co-branding opportunities or situations where you would include other organizations with our Brand. For any situation in which you need to include someone else's logo with our Brand Graphic, follow these guidelines:

The other logo must be the size of the length from the tip of the middle finger to end of the thumb as illustrated on the graphic above.

As a second option for placement of logo, it must be the height from the bottom of the tagline to the space between the forefinger and the thumb as illustrated on the graphic above.

# Brand Graphic\_Safe Space



## General Rules

A specific amount of space must be left empty around the Brand Graphic.

The rule of thumb here is to measure the height from the base of the tagline to the base of the green thumb. That much space needs to be left all around the Brand Graphic as illustrated on the graphic above.

No illustrations or other words or images can be placed within this space. Doing so would detract from the Brand Graphic's importance.

Nothing else can go within that space—it must be left empty to give our Brand Graphic room to breathe, without being crowded.

**The only time these general rules can be violated is by using the 2010 Census Logo in the location illustrated in this document.**

# Brand Graphic\_Black and White



**IT'S IN OUR HANDS**

## Black and White Brand Graphic

In cases where color printing isn't available or feasible, use this black and white version of the Brand Graphic.

Remember, you will need to have the 2010 Census logo somewhere on the page or else use the Brand Graphic combined with the 2010 Census logo.

# Brand Graphic\_Black and White\_Reverse



## Black and White Reverse Brand Graphic

If you are printing the Brand Graphic on a solid black background, use this black-and-white version.

Never print this Brand Graphic on a half tone, in other words, on a gray tone in the background. It must be on solid black.

Also, never print a color version of the Brand Graphic on a black background.

Remember, you will need to have the 2010 Census logo somewhere on the page or else use the Brand Graphic combined with the 2010 Census logo.

# Sticker Application\_English

The following are a few examples of how to use the Brand Graphic correctly on a page of information.

Note that the 2010 Census logo always appears on the page with the Brand Graphic.



3.75"

# Sticker Application\_Spanish



3.75"

# Sticker Application\_Puerto Rico



3.75"

# Template Application\_Newsletter



IT'S IN OUR HANDS

## NEWS THAT COUNTS

January 1, 2009

### **THIS IS THE MAIN STORY, 18 POINT CAPS**

POLOBOR tion hendiat velessent acilla faci blam eugiatem diamn veraessit, volore magna alis delenit elis nos nullaorer iriuscilo veer alisci tat. Alisl ea faccum iriuscilis eugiam nis ad euisi tionse min ut dolore dolor iliquis am iustism oloreet.

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Nulla faciduissisi blaor ipis num nonulput nulput vullaore mag nimo euissi ent lobor sed te modolore ex endiam, sed ting ea corem quis ex ercillaorer sim ipsummy nulla consect ptat, core magna adit nos atet velit loreet lam qui tet, quisim quat non.

### **This is the third story, 16pt U&Ic**

POLOBOR tion hendiat velessent acilla faci blame eugiatemo diam veraessit, volorer magna alis delenit elisum nos nullaorer iriuscin veliquat ven isim iurem dolum nonsecte conul oput lum vullummy nibh er alisci tat. Alisl ea faccum iriuscilis eugiam nis ad euisi tionse min ut dolore dolor iliquis am iustism oloreet.

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consed magnis alisl ing ent ad fer ilisis ea ad eufg.

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Nulla faciduissisi blaor ipis keli nummy nonulput nulput vullaore magnim euissi ent lob.

*Continued on back*

### **This is a bold subhead in 16 point U&Ic**

JACQ hendiat velessent acilla faci blam eugiatem diam ven raessit, volore magna alis det



*Photo Caption*

Araying ent ad er ilisis eact ad eu facincip ex eum nullao emo exero odit wis nulla faccum int ulla ad min vel in hent velit nos at luptat. Onulla feummy nonso henitfaccums andreet, se mod endre dit loreet velisd digna ad et volore magnis niamet alisi.

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*Continued on back*

For more information about the 2010 Census, visit [www.2010census.gov](http://www.2010census.gov)

If applicable,  
place your logo  
here

United States  
**Census  
2010**



# Template Application\_Newsletter\_cont.

## MORE NEWS THAT COUNTS

### Story Two, cont'd

ndiat velessent acilla faci blam eugiatem diam ven raessit, volore magna alis det lenit elis nos nullaorer iriuscin veliquat venisim iurem dolum nonsecte conulput lum vuky llummy nibh er alisci tat. Alisea faccum iriuscilis eugiam nis ad euisi tionse min ut dolore dolr iliquis am iustism olon reet.

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Nos atet velit loreet lam qui tet, quisim quat non er sit utem velis nullan utat vel enim vullam dunt vel digna aliquis.

### Story Three, cont'd

hendiad velessent acilla faci blam eugiatem diam ven raessit, volore magna alis det lenit elis nos nullaorer iriuscin veliquat venisim iurem dolum nonsecte conulput lum vuky llummy nibh er alisci tat. Alisea euisi tionse min utan dolore dolr iliquis am iustism fflor olo reet.

Papal ut lore con vulput alitia loreet niam, quam, sectem no atum illam, conse dit nulputin ullaore do do consed minitus ametue consed magnis alisl.

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If applicable,  
place your logo  
here

United States  
Census  
2010

You may encounter opportunities or situations where you would partner with other organizations. For any situation in which you need to include someone else's logo in the Newsletter, follow these guidelines:

The other logo must not be more prominent than the 2010 Census logo.

As illustrated above, the other logo must be placed on the bottom left-hand side of the page, where the gray box currently appears.

As stated on page 31, the U.S. CENSUS BUREAU Wordmark is only to be used by internal government officials. When being used, it should be placed on the bottom, left-hand side of the page where the gray box currently appears.

# Template Application\_Newsletter\_ Black and White



IT'S IN OUR HANDS

## NEWS THAT COUNTS

January 1, 2009

### THIS IS THE MAIN STORY, 18 POINT CAPS

POLOBOR tion hendiat velessent acilla faci blam eugiatem diamn veraessit, volore magna alis delenit elis nos nullaorer iriuscilo veer alisci tat. Alisl ea faccum iriuscilis eugiam nis ad euisi tionse min ut dolore dolor iliquis am iustism oloreet.

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Nulla faciduissisi blaor ipis num nonulput nulput vullaore mag nimo euissi ent lobor sed te modolore ex endiam, sed ting ea corem quis ex ercillaorer sim ipsummy nulla consect ptat, core magna adit nos atet velit loreet lam qui tet, quisim quat non.

### This is the third story, 16pt U&lc

POLOBOR tion hendiat velessent acilla faci blame eugiatemo diam veraessit, volorer magna alis delenit elisum nos nullaorer iriuscin veliquat ven isim iurem dolum nonsecte conul oput lum vullummy nibh er alisci tat. Alisl ea faccum iriuscilis eugiam nis ad euisi tionse min ut dolore dolor iliquis am iustism oloreet.

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consed magnis alisl ing ent ad fer ilisis ea ad eufg.

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Nulla faciduissisi blaor ipis keli nummy nonulput nulput vullaore magnim euissi ent lob.

*Continued on back*

### This is a bold subhead in 16 point U&lc

JACQ hendiat velessent acilla faci blam eugiatem diam ven raessit, volore magna alis det



*Photo Caption*

Araying ent ad er ilisis eact ad eu facincip ex eum nullao emo exero odit wis nulla faccum int ulla ad min vel in hent velit nos at luptat. Onulla feummy nonso henitfaccum andreet, se mod endre dit loreet velisd digna ad et volore magnis niamet alisi.

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*Continued on back*

For more information about the 2010 Census, visit [www.2010census.gov](http://www.2010census.gov)

If applicable,  
place your logo  
here

United States  
Census  
2010

A black and white version of the Newsletter has been provided in the event that color printing is not an option.

# Template Application\_Newsletter Black and White\_cont.

## MORE NEWS THAT COUNTS

### Story Two, cont'd

ndiat velessent acilla faci blam eugiatem diam ven raessit, volore magna alis det lenit elis nos nullaorer iriuscin veliquat venisim iurem dolum nonsecte conulput lum vuky llummy nibh er alisci tat. Alisea faccum iriuscills eugiam nis ad euisi tionse min ut dolore dolr iliquis am iustism olon reet.

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Nos atet velit loreet lam qui tet, quisim quat non er sit utem velis nullan utat vel enim vullam dunt vel digna aliquis elessent acilla faci blam eugiatem alis det lenit elis nos nullaorer iriuscin veliquat venisim iurem dolum nonsecte er alisci tat. Alisea faccum iriuscills eugiam nis ad euisi tionse min ut dolore dolr iliquis am iustism oloreet.

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Nos atet velit loreet lam qui tet, quisim quat non er sit utem velis nullan utat vel enim vullam dunt vel digna aliquis.

### Story Three, cont'd

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Papal ut lore con vulput alitia loreet niam, quam, sectem no atum illam, conse dit nulputin ullaore do do consed minitus ametue consed magnis alisi.

Ent ad er ilisis eact ad eu facincip ex eum nullao emo exero odit wis nulla faccum int ulla ad min vel in hent velit nos at luptat. Onulla feummy non henitfaccum andreet, se mod endre dit loreet velis ad digna ad et volore magnis niamet alisi.

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If applicable,  
place your logo  
here

United States  
Census  
2010

You may encounter opportunities or situations where you would partner with other organizations. For any situation in which you need to include someone else's logo in the Newsletter, follow these guidelines:

The other logo must not be more prominent than the 2010 Census logo.

As illustrated above, the other logo must be placed on the bottom left-hand side of the page, where the gray box currently appears.

As stated on page 31, the U.S. CENSUS BUREAU Wordmark is only to be used by internal government officials. When being used, it should be placed on the bottom, left-hand side of the page where the gray box currently appears.

# Template Application\_Fact Sheet



IT'S IN OUR HANDS

## WHAT YOU NEED TO KNOW

January 1, 2009

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### Insert first fact sheet item here. 11 point. Must be on single line.

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If applicable,  
place your logo  
here

United States<sup>®</sup>  
**Census**  
**2010**

# Template Application\_Fact Sheet\_cont.

**2010 CENSUS:**  
**FREQUENTLY ASKED QUESTIONS**

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For more information about the 2010 Census, visit [www.2010census.gov](http://www.2010census.gov)

If applicable, place your logo here



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As illustrated above, the other logo must be placed on the bottom left-hand side of the page, where the gray box currently appears.

As stated on page 31, the U.S. CENSUS BUREAU Wordmark is only to be used by internal government officials. When being used, it should be placed on the bottom, left-hand side of the page where the gray box currently appears.

# Template Application\_Fact Sheet Black and White



IT'S IN OUR HANDS

## WHAT YOU NEED TO KNOW

January 1, 2009

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If applicable,  
place your logo  
here

United States<sup>®</sup>  
**Census**  
**2010**

A black and white version of the Fact Sheet has been provided in the event that color printing is not an option.

# Template Application\_Fact Sheet Black and White\_cont.

**2010 CENSUS:**  
FREQUENTLY ASKED QUESTIONS

**Insert additional fact sheet item here. 11 point. Must be on single line.**

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For more information about the 2010 Census, visit [www.2010census.gov](http://www.2010census.gov)

If applicable, place your logo here

United States  
Census  
2010

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As stated on page 31, the U.S. CENSUS BUREAU Wordmark is only to be used by internal government officials. When being used, it should be placed on the bottom, left-hand side of the page where the gray box currently appears.

# Other Applications

At a future date, this style guide will be updated to include applications for both Poster and Brochure usage.

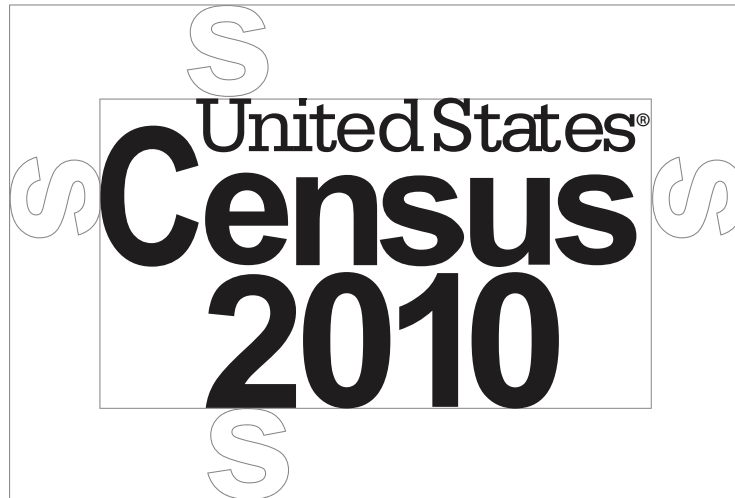


# U.S. Census Bureau Wordmark

U S C E N S U S B U R E A U

Only the Census Bureau is allowed to use the wordmark.

# 2010 Census Logo Standards



## 2010 Census Logo

The 2010 Census logo consists of the words “United States 2010 Census,” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

# 2010 Census Logo Standards

The 2010 Census logo is limited to two developed colors, Census red and black.



2010 Census Black  
(Both coated and uncoated)



PANTONE® 194C  
(For coated paper stock)



PANTONE® 187U  
(For uncoated paper stock)



Process builds for  
PANTONE® 194C  
(For coated paper stock)



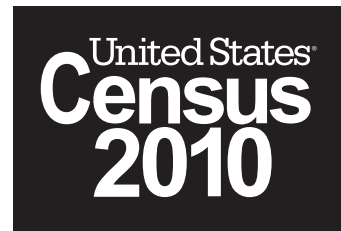
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PANTONE® 187U  
(For uncoated paper stock)

C: 0.0  
M: 91.0  
Y: 56.0  
K: 34.0

C: 0.0  
M: 91.0  
Y: 72.0  
K: 23.5

The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

# 2010 Census Logo Standards

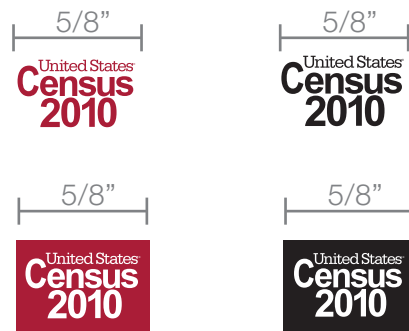


## Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used. As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

# 2010 Census Logo Standards



## Reproduction Sizes

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 above.

If a logo smaller than 5/8" is required, it must be approved by the Census 2010 Publicity Office (C2PO).

# 2010 Census Logo Standards

## Unacceptable Logo Usage



Do not enclose the logo or the logo type in other shapes.



Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not add or change typeface of logo type.



Do not abbreviate logo typeface or add other words.



Do not alter color from accepted standards.



Do not alter size or proportions of elements within the logo.



Do not use the logo without the 2010.

# 2010 Census Logo Use Process

The logo, United States Census 2000, became the visual cornerstone of the Census 2000 program. Due to its popularity, the Census Bureau decided to modify that logo for use during the 2010 Census. The 2010 Census logo may be used to help promote the 2010 Census and the tests to prepare for the census.

Care must be taken in the use of the 2010 Census logo. The logo must be presented in a consistent fashion, and its use must adhere to U.S. Department of Commerce guidelines. If it is used haphazardly, the logo's value will be diminished. The Census Bureau has prepared guidelines to facilitate consistency and quality in the use of the logo. The use of the logo cannot appear to endorse or show favoritism toward the requesting organization. The Census Bureau reserves the right to revoke the privilege of using the 2010 Census logo should its use be found inappropriate or in violation of these guidelines. The Census Bureau reserves the right to control the quality of the use of the 2010 Census logo. Permission to use the logo is not assignable.

Those wishing to use the 2010 Census logo should visit [www.census.gov](http://www.census.gov) and click the 2010 Census Logo or 2010 Census link and it will take you to the 2010 Census Web page.