United States 2010 Census

Logo Style Guide

Issued June 2010 V.2

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

United States® Census 2010

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Introduction

The U.S. 2010 Census logo is the agency's most-used and best-known asset. It is the cornerstone of the 2010 Census program.

Because of its importance, great care must be taken in the use of the 2010 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 2010 Census logo will originate in various program design groups, but from time to time, 2010 Census workers outside of design groups are required to make judgments about the use of the 2010 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 Census 2010 Publicity Office (C2PO). Your assistance and cooperation in the protection of the 2010 Census logo is valued and appreciated.

Section 1.0

Decennial Decision Memorandums

The logos in this guide were officially released by the U.S. Census Bureau. Census Bureau employees can access the following memos on the 2010 Census Portal:

- Release of the United States 2010 Census Logo Memo No. 2
- Release of the American Indian and Alaska Native (AIAN) 2010 Logo Memo No. 15
- Release of the Puerto Rico and Islands Areas 2010 Logos Memo No. 19

1.1

Memo No. 2

2010 Decennial Census Program Decision Memorandum Series

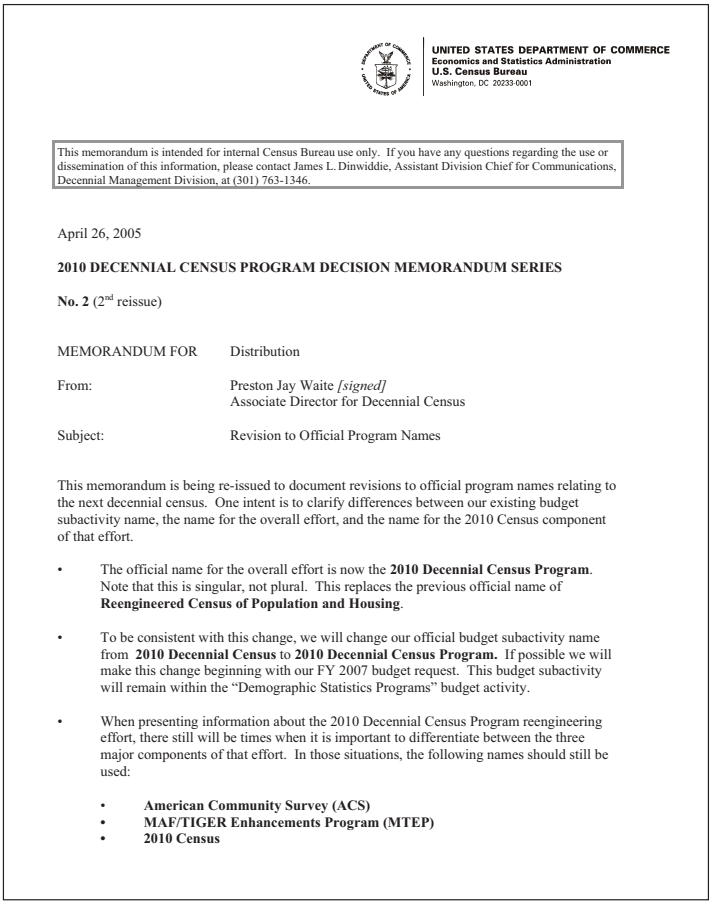
April 26, 2005

Memo No. 2

Subject: Names and Logo for Use by the Reengineered Census of Population and Housing

The 2010 Census Decision Memo No. 2 is on the DMD Portal at

<http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20DECISION%20MEMO%202%20(2ND%20REISSUE).pdf>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-1346.

April 26, 2005

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 2 (2nd reissue)

MEMORANDUM FOR Distribution

From: Preston Jay Waite *[signed]*
Associate Director for Decennial Census

Subject: Revision to Official Program Names

This memorandum is being re-issued to document revisions to official program names relating to the next decennial census. One intent is to clarify differences between our existing budget subactivity name, the name for the overall effort, and the name for the 2010 Census component of that effort.

- The official name for the overall effort is now the **2010 Decennial Census Program**. Note that this is singular, not plural. This replaces the previous official name of **Reengineered Census of Population and Housing**.
- To be consistent with this change, we will change our official budget subactivity name from **2010 Decennial Census** to **2010 Decennial Census Program.** If possible we will make this change beginning with our FY 2007 budget request. This budget subactivity will remain within the "Demographic Statistics Programs" budget activity.
- When presenting information about the 2010 Decennial Census Program reengineering effort, there still will be times when it is important to differentiate between the three major components of that effort. In those situations, the following names should still be used:
  - **American Community Survey (ACS)**
  - **MAF/TIGER Enhancements Program (MTEP)**
  - **2010 Census**

1.2

Memo No. 15

2010 Decennial Census Program Decision Memorandum Series

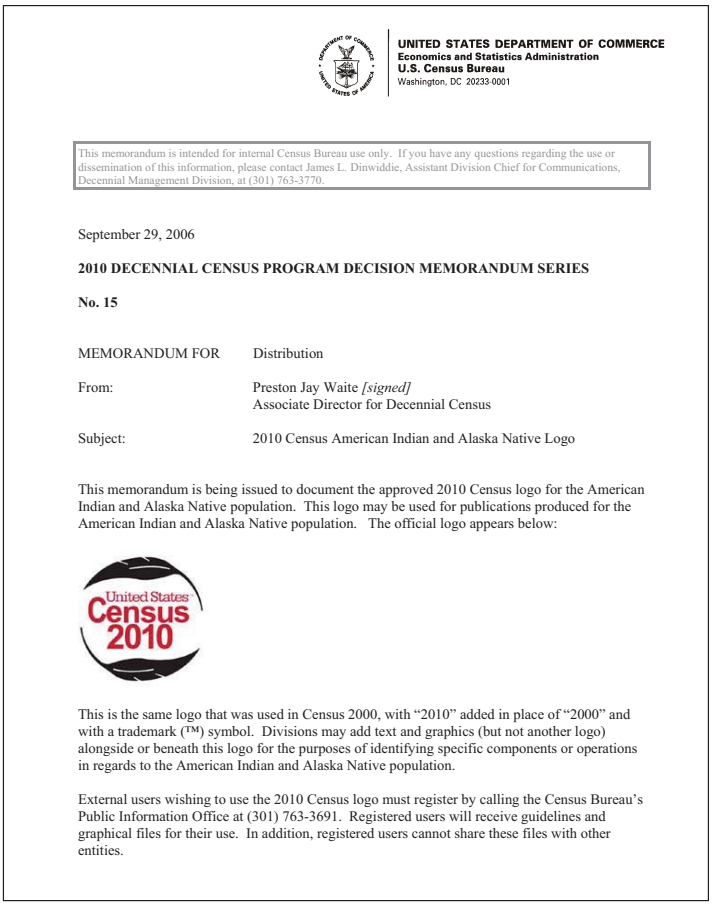
September 29, 2006

Memo No. 15

Subject: 2010 Census logo for the American Indian and

Alaska Native (AIAN) population

The 2010 Census Decision Memo No. 15 is on the DMD Portal at <http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2015.pdf>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

September 29, 2006

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 15

MEMORANDUM FOR Distribution

From: Preston Jay Waite *[signed]*
Associate Director for Decennial Census

Subject: 2010 Census American Indian and Alaska Native Logo

This memorandum is being issued to document the approved 2010 Census logo for the American Indian and Alaska Native population. This logo may be used for publications produced for the American Indian and Alaska Native population. The official logo appears below:

United States Census 2010

This is the same logo that was used in Census 2000, with "2010" added in place of "2000" and with a trademark (™) symbol. Divisions may add text and graphics (but not another logo) alongside or beneath this logo for the purposes of identifying specific components or operations in regards to the American Indian and Alaska Native population.

External users wishing to use the 2010 Census logo must register by calling the Census Bureau's Public Information Office at (301) 763-3691. Registered users will receive guidelines and graphical files for their use. In addition, registered users cannot share these files with other entities.

1.3

Memo No. 19

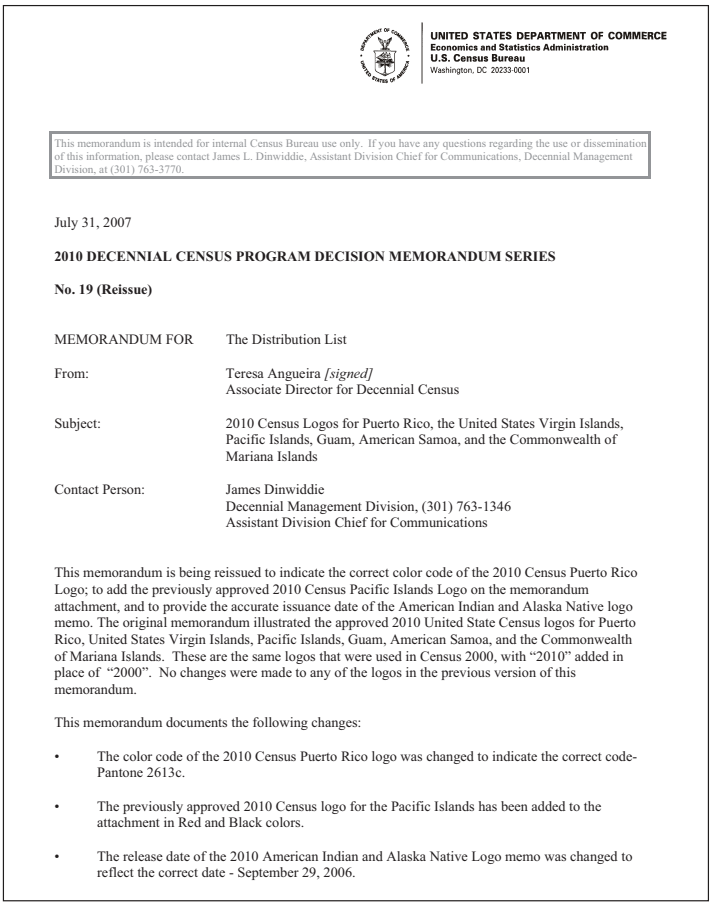
2010 Decennial Census Program Decision Memorandum Series

June 14, 2007

Memo No. 19

Subject: 2010 Census Logos for Puerto Rico, the U.S. Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands

The 2010 Census Decision Memo No. 19 is on the DMD Portal at <http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2019.pdf>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

July 31, 2007

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 19 (Reissue)

MEMORANDUM FOR — The Distribution List

From: — Teresa Angueira *[signed]*
Associate Director for Decennial Census

Subject: — 2010 Census Logos for Puerto Rico, the United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands

Contact Person: — James Dinwiddie
Decennial Management Division, (301) 763-1346
Assistant Division Chief for Communications

This memorandum is being reissued to indicate the correct color code of the 2010 Census Puerto Rico Logo; to add the previously approved 2010 Census Pacific Islands Logo on the memorandum attachment, and to provide the accurate issuance date of the American Indian and Alaska Native logo memo. The original memorandum illustrated the approved 2010 United State Census logos for Puerto Rico, United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands. These are the same logos that were used in Census 2000, with "2010" added in place of "2000". No changes were made to any of the logos in the previous version of this memorandum.

This memorandum documents the following changes:

- The color code of the 2010 Census Puerto Rico logo was changed to indicate the correct code-Pantone 2613c.
- The previously approved 2010 Census logo for the Pacific Islands has been added to the attachment in Red and Black colors.
- The release date of the 2010 American Indian and Alaska Native Logo memo was changed to reflect the correct date - September 29, 2006.

Section 2.0

Support Type Styles

This section describes the supporting type styles for the

2010 Census logo.

Type style consistency, particularly on 2010 Census logo application materials, is essential for projecting a cohesive public image and recognizable design style.

The Lucida type family as a serif type style and the Lucida Sans type family as a sans serif type style have been selected as the preferred support type styles for the 2010 Census identity system. These type styles should be used for all text on materials using the 2010 Census logo. Shown here is a selection of available weights and styles of the Lucida and Lucida Sans type families. Selection of the appropriate typography style within this family will be left to the discretion of the art director or project manager.

Preferred serif type style

Lucida Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Preferred sans serif type style

Lucida Sans Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Times Roman type family as a serif type style and the Helvetica type family as a sans serif type style have been selected as the alternate support type styles for the 2010 Census identity system when the Lucida or Lucida Sans type families are not available. A selection of available weights and styles are shown here. Selection of the appropriate typography style within the Times Roman and Helvetica families will be left to the discretion of the art director or project manager.

Alternate serif type style

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate sans serif type style

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Section 3.0

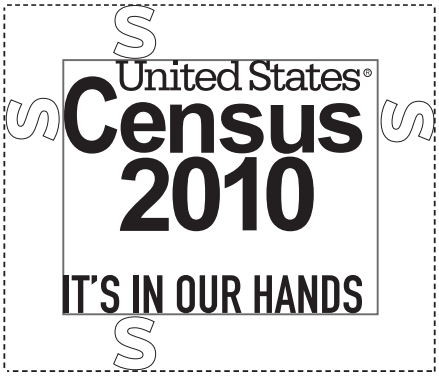
2010 Census Logo Standards

3.1

2010 Census Logo

The 2010 Census logo consists of the words “United States 2010 Census,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” 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.



3.2

2010 Census Colors

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

2010 Census black

Black
(Both coated and uncoated)

2010 Census red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

3.3

Positive and Reverse Logos

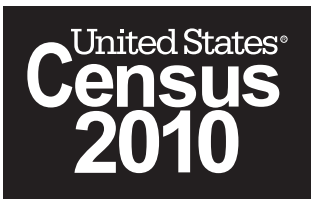
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate 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.

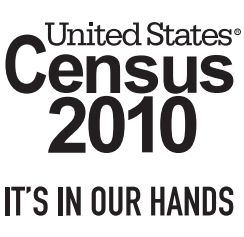
When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

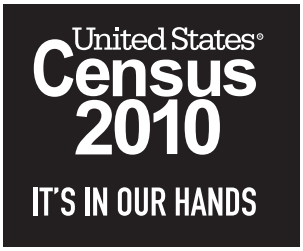
Positive logos

Reverse logos



Positive and Reverse Logos with Tagline





3.4

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 below. 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 Census 2010 Publicity Office (C2PO).

Examples of solid positive logos

Examples of solid reverse logos

3.5

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.	

Section 4.0

American Indian and Alaska Native (AIAN) Logo Standards

4.1

AIAN Logo

The AIAN logo consists of the words "United States 2010 Census" with two feathers encircling the words, displayed in the specific fonts that were 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 2010 Census logo on any material.

When the AIAN 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 outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges, or other type.

Circles can be used in place of the "s" for measuring spacing around the logo, as long as the circles are the same height as the "s" as illustrated.

4.2

AIAN 2010 Logo Colors

The AIAN 2010 logo is limited to two developed colors, Census red and black, as defined earlier in this style guide.

Coated and uncoated paper stock swatches of the AIAN 2010 colors are provided in the back of this manual.

AIAN 2010 Census black

Black
(Both coated and uncoated)

AIAN 2010 Census red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

4.3

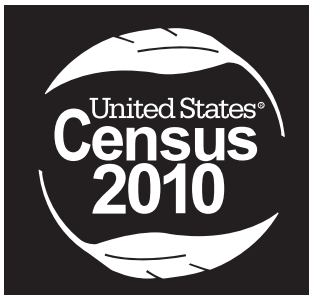
AIAN 2010 Logo Color Combinations

The AIAN 2010 logo combinations are to be used in the manner shown below only, solid black or red words and black feathers.

The logo can also be used in reverse, as solid white only, with a background no lighter than 60 percent color saturation.

Positive logos

Reverse logos



4.4

Unacceptable Logo Usage

Do not violate the logo clear zone.	
Do not place logo over complex backgrounds.	
Do not alter position of the feathers.	
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.	

Section 5.0

Puerto Rico Logo Standards

5.1

English Version

5.1.1

2010 Census Puerto Rico Logo

The 2010 Census Puerto Rico logo consists of the words "2010 Census Puerto Rico," as stand alone or coupled with the 2010 tagline "It's In Our Hands" 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 Puerto Rico 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.

5.1.2

2010 Census Puerto Rico Colors

The 2010 Census Puerto Rico logo is limited to two developed colors, 2010 Census Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the 2010 Census Puerto Rico colors are provided in the back of this manual.

2010 Census Puerto Rico black

Black
(Both coated and uncoated)

2010 Census Puerto Rico purple

PANTONE® 2613C
(For coated paper stock)

PANTONE® 2613U
(For uncoated paper stock)

Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

* 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.

5.1.3

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple 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 purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos

Positive and Reverse logos with tagline

5.2

Spanish Version

5.2.1

Censo 2010 Puerto Rico Logo

The Censo 2010 Puerto Rico logo consists of the words “Censo 2010 Puerto Rico,” as a stand alone or coupled with the 2010 tagline “Está En Nuestra Manos” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the Censo 2010 Puerto Rico 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 Censo) away from illustrations, photographs, rules, page edges, or other type.

5.2.2

Censo 2010 Puerto Rico Colors

The Censo 2010 Puerto Rico logos are limited to two developed colors, Censo 2010 Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the Censo 2010 Puerto Rico colors are provided in the back of this manual.

Censo 2010 Puerto Rico black

Black
(Both coated and uncoated)

Censo 2010 Puerto Rico purple

PANTONE® 2613C
(For coated paper stock)

PANTONE® 2613U
(For uncoated paper stock)

Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

* 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.

5.2.3

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple 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 purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos

Positive and Reverse logos with tagline

Section 6.0

Island Areas Logo Standards

6.1

U.S. Virgin Islands

6.1.1

2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo consists of the words "2010 Census U.S. Virgin Islands," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" 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 U.S. Virgin Islands 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.

6.1.2

2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census U.S. Virgin Islands colors are provided in the back of this manual.

2010 Census U.S. Virgin Islands black

Black
(Both coated and uncoated)

2010 Census U.S. Virgin Islands red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

6.1.3

Positive and Reverse Logos

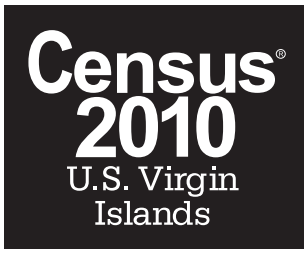
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate 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.

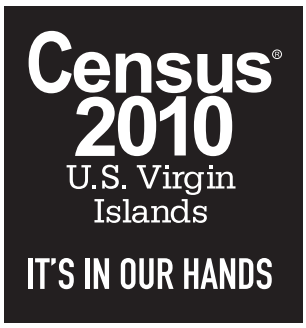
When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos



Positive and Reverse logos with tagline



6.2

Commonwealth of the Northern Mariana Islands

6.2.1

2010 Census Commonwealth of the Northern Mariana Islands Logo

The 2010 Census Commonwealth of the Northern Mariana Islands logo consists of the words “2010 Census Commonwealth of the Northern Mariana Islands,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” 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 Commonwealth of the Northern Mariana Islands 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.

6.2.2

2010 Census Commonwealth of the Northern Mariana Islands Colors

The 2010 Census Commonwealth of the Northern Mariana Islands is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Commonwealth of the Northern Mariana Islands colors are provided in the back of this manual.

2010 Census Commonwealth of the Northern Mariana Islands black

Black
(Both coated and uncoated)

2010 Census Commonwealth of the Northern Mariana Islands red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

6.2.3

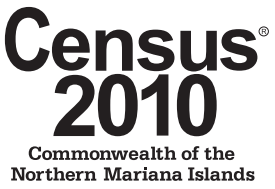
Positive and Reverse Logos

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.

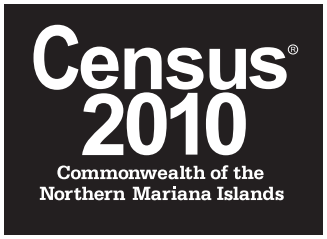
As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

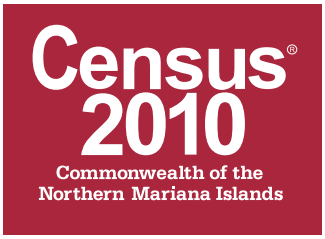
When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos



Reverse logos





Positive and Reverse logos with tagline

6.3

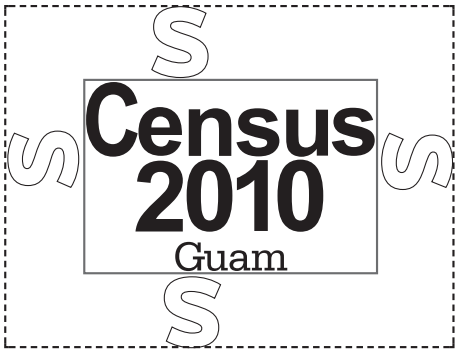
Guam

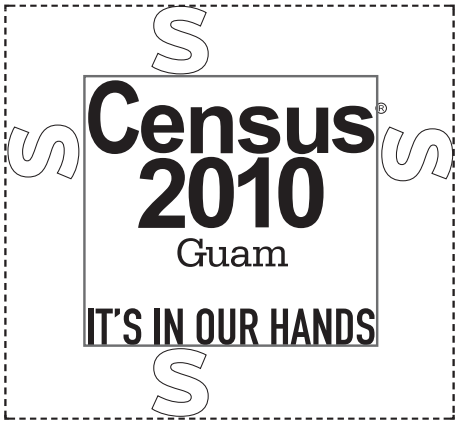
6.3.1

2010 Census Guam Logo

The 2010 Census Guam logo consists of the words "2010 Census Guam," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" 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 Guam 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.





6.3.2

2010 Census Guam Colors

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

Coated and uncoated paper stock swatches of the 2010 Census Guam colors are provided in the back of this manual.

2010 Census Guam black

Black
(Both coated and uncoated)

2010 Census Guam red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

6.3.3

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.

Positive logos

Reverse logos

Positive and Reverse logos with tagline

6.4

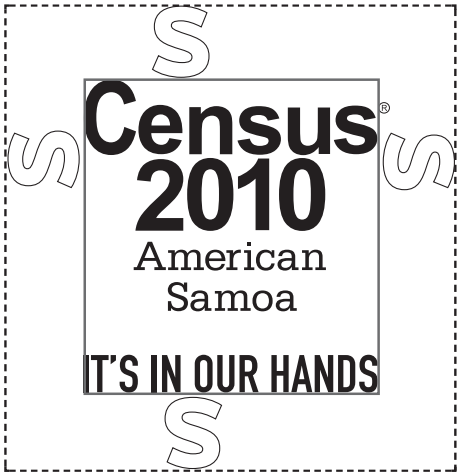
American Samoa

6.4.1

2010 Census American Samoa Logo

The 2010 Census American Samoa logo consists of the words "2010 Census American Samoa," as a stand alone or coupled with the 2010 tagline "It's In Our Hands" 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 American Samoa 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.



6.4.2

2010 Census American Samoa Colors

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

Coated and uncoated paper stock swatches of the 2010 Census American Samoa colors are provided in the back of this manual

2010 Census American Samoa black

Black
(Both coated and uncoated)

2010 Census American Samoa red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

6.4.3

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.

Positive logos

Reverse logos

Positive and Reverse logos with tagline

6.5

Pacific Islands

6.5.1

2010 Census Pacific Islands Logo

The 2010 Census American Samoa logo consists of the words “2010 Census American Samoa,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” 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 American Samoa 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.

6.5.2

2010 Census Pacific Islands Colors

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

Coated and uncoated paper stock swatches of the 2010 Census Pacific Islands colors are provided in the back of this manual.

2010 Census Pacific Islands black

Black
(Both coated and uncoated)

2010 Census Pacific Islands red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

6.5.3

Positive and Reverse Logos

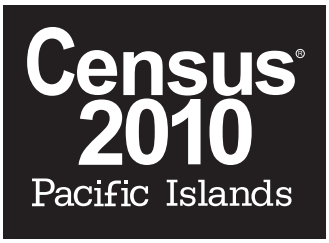
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate 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.

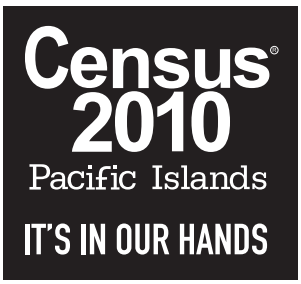
When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos

Reverse logos



Positive and Reverse logos with tagline



Section 7.0

Asian Language Logo Standards

7.1

2010 Census Asian Language Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's Asian Language target markets.

When one of the Asian Language 2010 logos are used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". 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.

These are both examples of some Asian Language 2010 logos.

Chinese

Japanese

7.2

2010 Census Asian Language Colors

The Asian Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Asian Language 2010 logo black

Black
(Both coated and uncoated)

Asian Language 2010 logo red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

7.3

Positive 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.

These are examples of some Asian Language 2010 positive logos.

Chinese

Japanese

Korean

Vietnamese

7.4

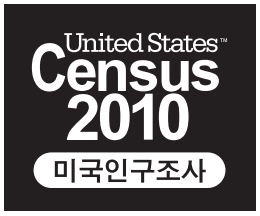
Reverse Logos

These are examples of some Asian Language 2010 reverse logos.

Chinese

Japanese

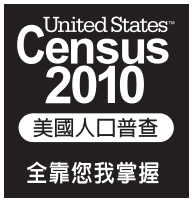
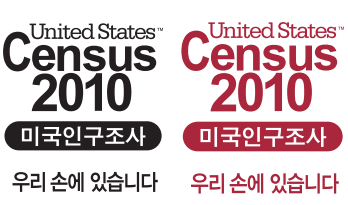
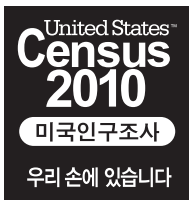
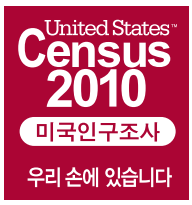
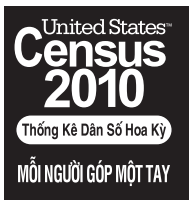
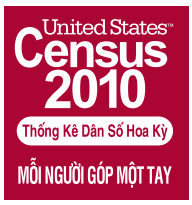
Korean



Vietnamese

7.5

These are examples of some Asian Language 2010 tagline logos.

	Positive		*Reverse*	
Chinese				
Japanese				
Korean				
Vietnamese				

Section 8.0

Emerging Market Logo Standards

8.1

2010 Census Emerging Market Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's emerging target markets.

When one of the emerging market 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". 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.

These are both examples of some Emerging Market 2010 logos.

Arabic

Polish

8.2

2010 Census Emerging Market Colors

The emerging market 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Emerging Market 2010 logo black

Black
(Both coated and uncoated)

Emerging Market 2010 logo red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

8.3

Positive 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.

These are examples of some Emerging Market 2010 positive logos.

Arabic

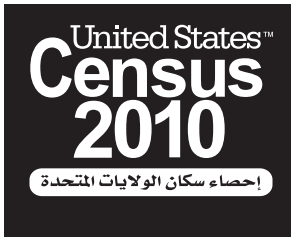
Polish

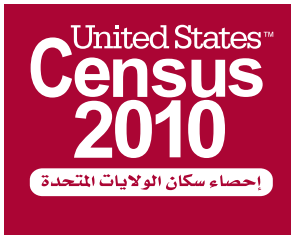
Russian

8.4

Reverse Logos

These are examples of some Emerging Market 2010 reverse logos.





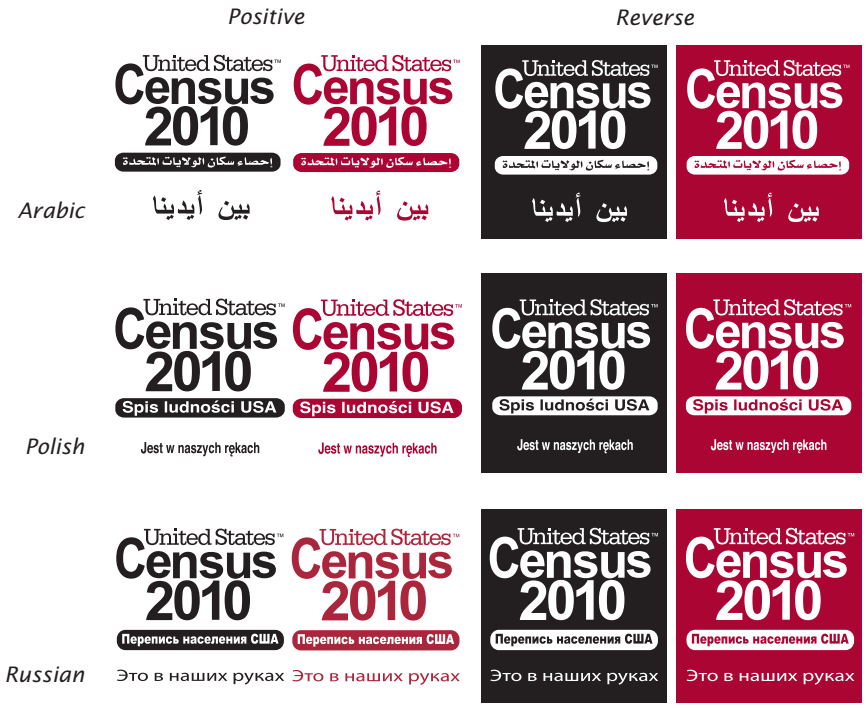
Arabic

Polish

Russian

8.5

These are examples of some Emerging Language 2010 tagline logos.



Section 9.0

In-Language Logo Standards

9.1

2010 Census In-Language Logos

In February 2009, the American Recovery and Reinvestment Act of 2009 provided additional funds that allowed the creation of additional In-Language logo to be used to target minority markets.

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's minority in-language audiences.

When one of the In-language 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". 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.

These are both examples of some In-Language 2010 logos with tagline.

Armenian

Farsi

Tagalog

9.2

2010 Census In-Language Colors

The In-Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

In-Language 2010 logo black

Black
(Both coated and uncoated)

In-Language 2010 logo red

PANTONE® 194C
(For coated paper stock)

PANTONE® 187U
(For uncoated paper stock)

Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0

Process builds for
PANTONE® 187U
(For uncoated paper stock)
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.

9.3

Logos

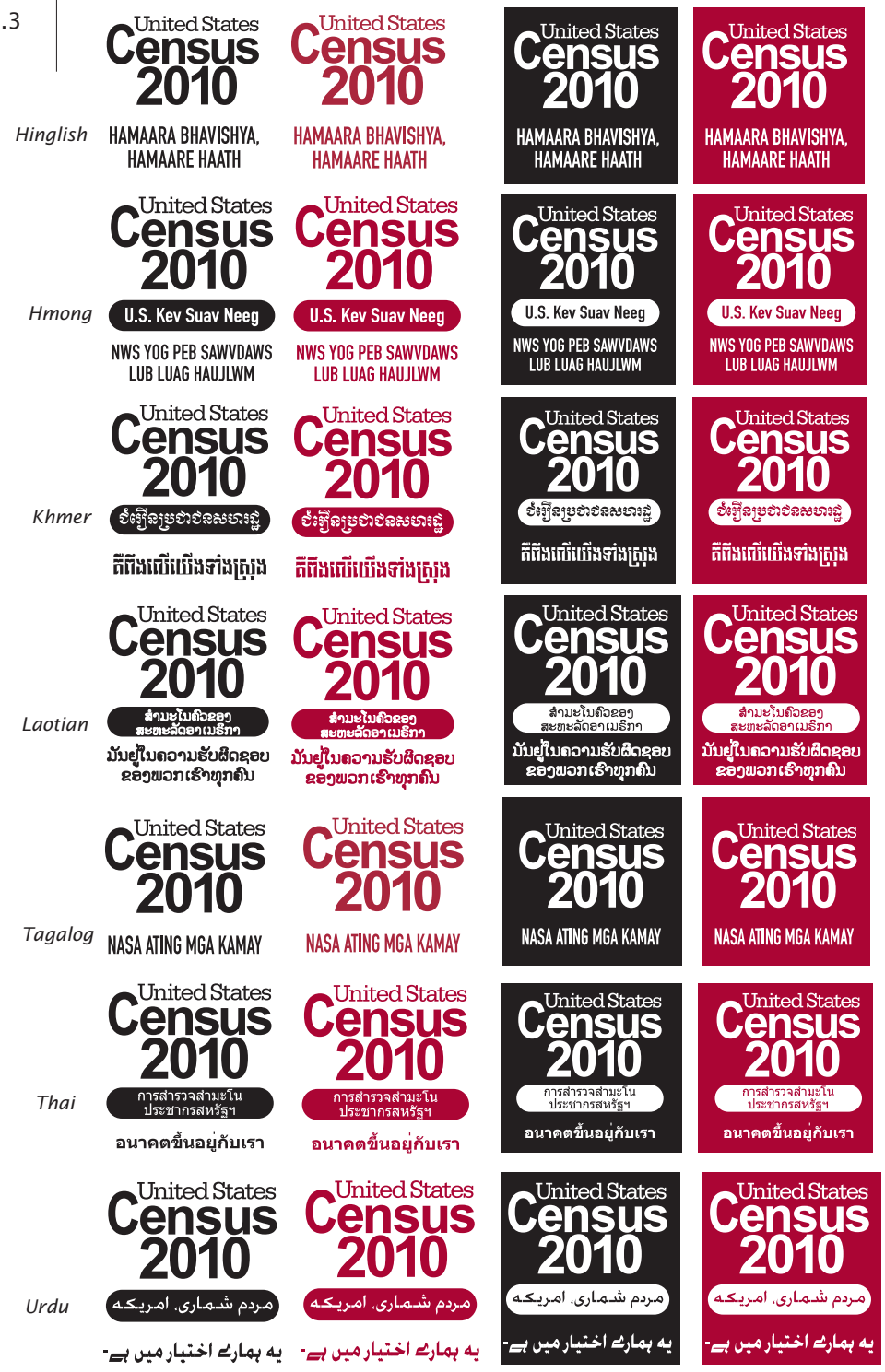
Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate 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.

These are the In-Language 2010 logos with tagline for the Asian audience.

9.3


Hinglish
United States Census 2010
HAMAARA BHAVISHYA, HAMAARE HAATH
Hmong
United States Census 2010
U.S. Kev Suav Neeg
NWS YOG PEB SAWVDAWS LUB LUAG HAUJLWM
Khmer
United States Census 2010
ជំរឿនប្រជាជនសហរដ្ឋ
តពីងពើរើងទាំងត្រូង
Laotian
United States Census 2010
ສຳມະໂນຕົວຂອງ ສະຫະລັດອາເມຣິກາ
ບັນຍູ້ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ
Tagalog
United States Census 2010
NASA ATING MGA KAMAY
Thai
United States Census 2010
การสำรวจสำมะโนประชากรสหรัฐฯ
อนาคตขึ้นอยู่กับเรา
Urdu
United States Census 2010
مردم شماری، امریکہ
یہ ہمارے اختیار میں ہے۔

9.3

These are the In-Language 2010 logos with tagline for the Black audience.

Haitian

These are the In-Language 2010 logos with tagline for the Emerging audience.

Armenian

Farsi

Portugese

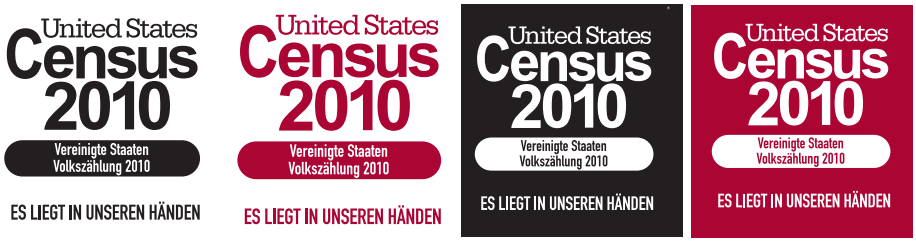
Ukrainian

9.3

These are the In-Language 2010 logos with tagline for the Legacy Language.

French

German



Greek

Italian

Yiddish

Section 10.0

Email Designation

Several email designations have been designed to be used by Census employees to increase the publics awareness of the 2010 Census Website and social media partners links. The following is an example.

Example 1:

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

Jane Doe
Program Analyst, Communications & Coordination
Census 2010 Publicity Office (C2PO)

Phone: (301) xxx-xxxx
Fax: (301) xxx-xxxx
E-mail: Jane.doe@census.gov

United States® Census 2010

Example 2:

Jane Doe
Census 2010 Publicity Office
Program Analyst, Communications & Coordination
301-xxx –xxxx - Office
301-xxx-xxxx - Fax
Room: 8HXXX

United States® Census 2010

Read the 2010 Census Blog, connect with us on Facebook, Twitter and YouTube to get more tips, or visit our 2010 Census site.

Section 11.0

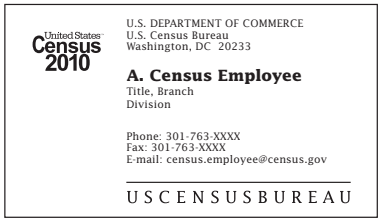
Business Card Guidelines

A format has been designed for the Census Bureau that contains the 2010 Census logo along with the Census Bureau wordmark. In addition, a format has been designed for the AIAN logo with the Census Bureau wordmark. This is the set format for the Census Bureau and its subsidiaries and must not be deviated from. For specifications of logos, type styles, and type sizes, refer to the Census Bureau's Corporate Identity guidelines. The specific tag line will be added in future editions.

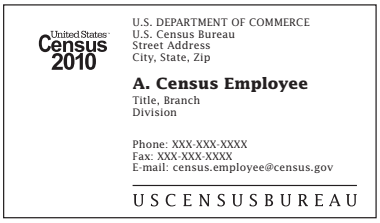
Business card examples

HQ standard

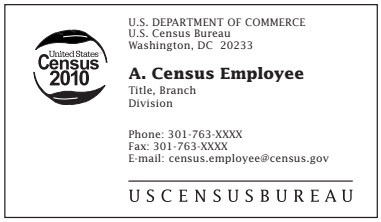
RO standard



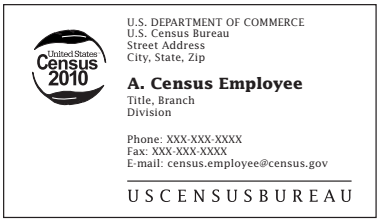
HQ standard 2010



RO standard 2010



AIAN HQ standard 2010



AIAN RO standard 2010

Footnote: All other Census Bureau Stationery, i.e., letterhead, envelope, fax coversheets, must follow the guidelines set by the Census Bureau's Corporate Identity guidelines. See the Census Bureau's Web site at <http://cww.acsd.census.gov/services/Publications_Printing_and_Graphics_Design_Services/ppf_home.htm> and <www.lighthousestore.org> for more information.

Section 12.0

Marketing and Advertising

Like print advertising, brochure, factsheet, and poster design will always require a wide range of design and layout solutions in order to meet ever-changing communication requirements. Specific design standards, typesetting specifications, and other guidelines used by many other print applications in this manual will not apply. However, it is essential that all logos use guidelines discussed in sections 2.0 and 3.0 of this manual be followed to ensure effective and proper use of identity.

Always establish the minimum clear zone around the logo as diagrammed on page 10. The logo should be positioned so that it complements the overall ad layout. A tastefully sized logo should be used. Oversizing should be avoided.

The logo should appear in full color whenever possible. Four-color process reproduction will likely be used in print advertising. Always use the four-color process formulas provided on page 11 of this manual.

12.1

Brochure

12.1.1

Brochure Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

The following are examples of how the 2010 Census logo and the

U.S. Census Bureau wordmark could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

12.1.2

Brochure Cover Examples With the AIAN 2010 Logo and U.S. Census Bureau Wordmark Together

The following are examples of how the AIAN 2010 Census logo could be used with the Census Bureau wordmark.

Remember that these are merely examples, so always take into consideration the guidelines set for the 2010 Census logo, the AIAN logo, and the Census Bureau wordmark.

12.1.3

Brochure Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

12.1.4

Brochure Cover Examples With In-Language 2010 Census Logo

Chinese

Arabic

Spanish

12.2

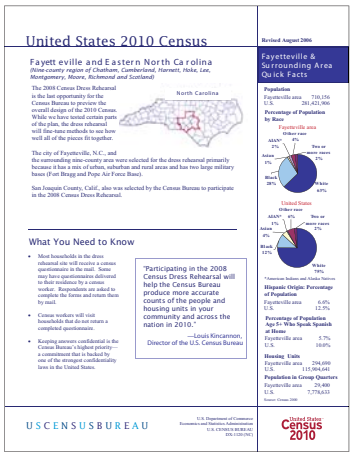
Factsheet

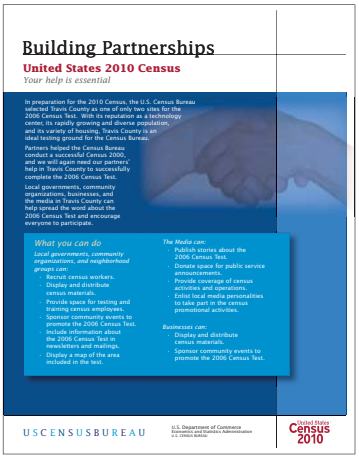
12.2.1

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

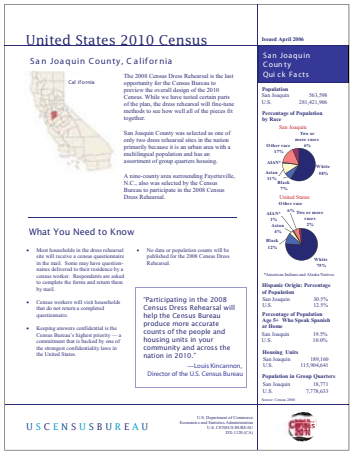
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

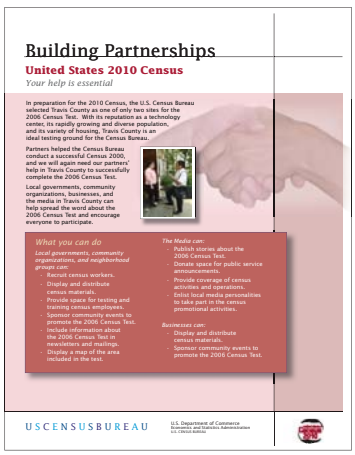
2010 Census examples





AIAN examples

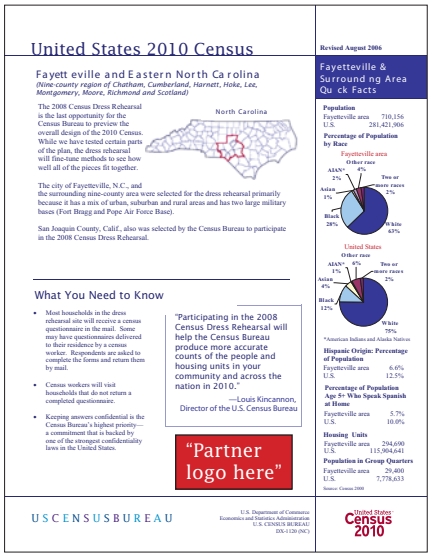




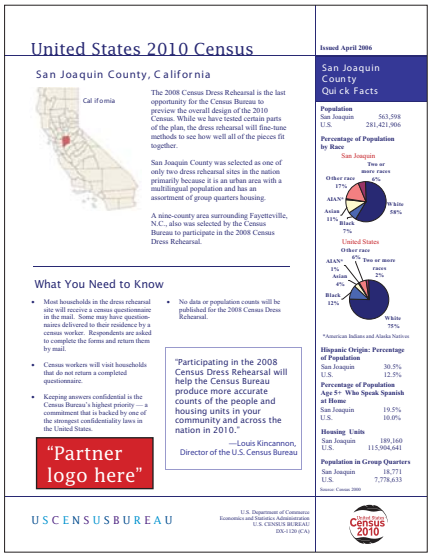
12.2.2

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

2010 Census example



AIAN example

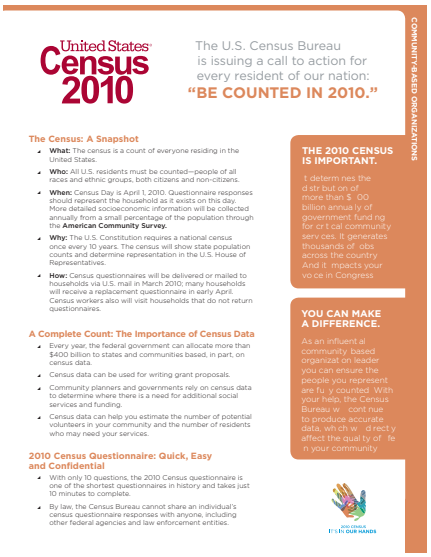


12.2.3

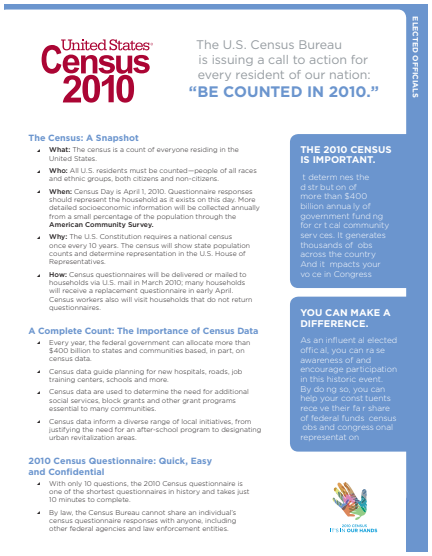
Factsheet Cover Examples With the 2010 Census Logo Alone

Children Dora Spanish Factsheet

Community Factsheet



Elected Official Factsheet



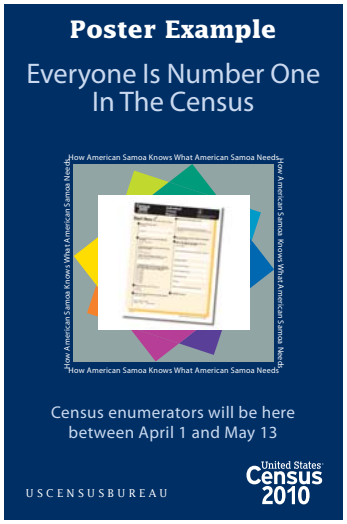
12.3

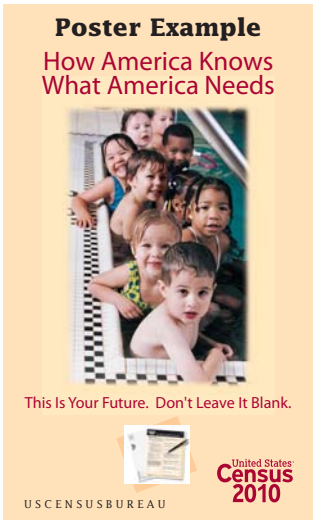
Poster

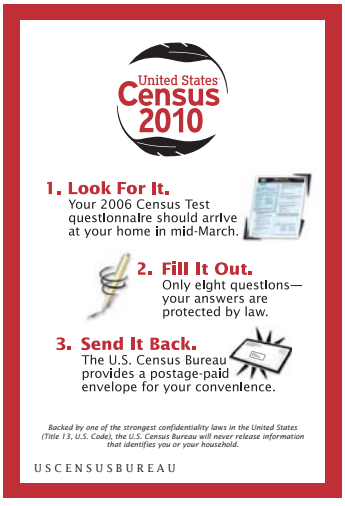
12.3.1

Poster Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



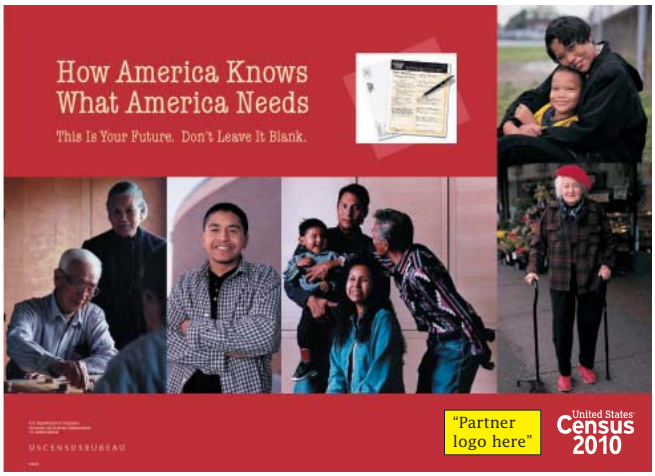




12.3.2

Poster Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

2010 Census example



AIAN example

12.4

Awareness and Motivation Lockup “We Can’t Move Forward Until You Mail It Back”

12.4

Paid Media Print Examples With the 2010 Census Logo Coupled With the Awareness and Motivation Tagline “We Can’t Move Forward Until You Mail It Back” or the NRFU Tagline “We Move forward When You Answer the Census”

NRFU Lockup “We Move Forward When You Answer the Census”

Section 13.0

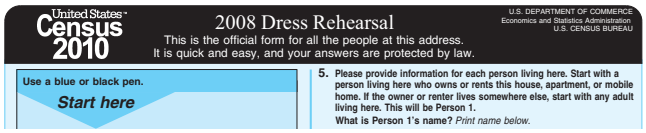
2010 Census Dress Rehearsal

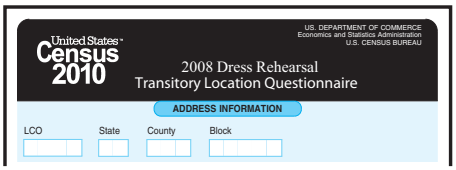
13.1

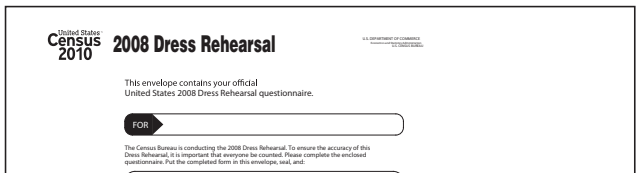
2010 Census Logo With the 2008 Census Dress Rehearsal Title

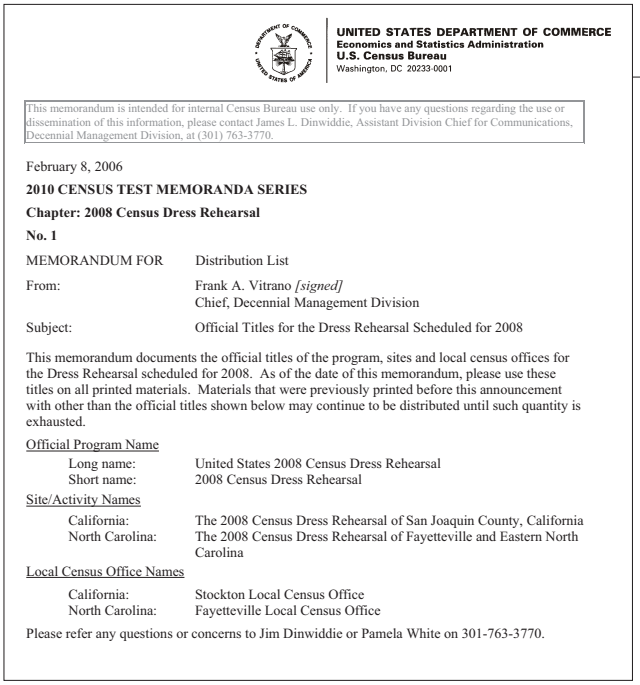
The 2010 Census logo should always appear to the left of the 2008 Census Dress Rehearsal title.

These are examples of 2010 Census logo placement on 2008 Dress Rehearsal materials.









UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

February 8, 2006

2010 CENSUS TEST MEMORANDA SERIES

Chapter: 2008 Census Dress Rehearsal

No. 1

MEMORANDUM FOR Distribution List

From: Frank A. Vitrano *[signed]*
Chief, Decennial Management Division

Subject: Official Titles for the Dress Rehearsal Scheduled for 2008

This memorandum documents the official titles of the program, sites and local census offices for the Dress Rehearsal scheduled for 2008. As of the date of this memorandum, please use these titles on all printed materials. Materials that were previously printed before this announcement with other than the official titles shown below may continue to be distributed until such quantity is exhausted.

Official Program Name

Long name: United States 2008 Census Dress Rehearsal
Short name: 2008 Census Dress Rehearsal

Site/Activity Names

California: The 2008 Census Dress Rehearsal of San Joaquin County, California
North Carolina: The 2008 Census Dress Rehearsal of Fayetteville and Eastern North Carolina

Local Census Office Names

California: Stockton Local Census Office
North Carolina: Fayetteville Local Census Office

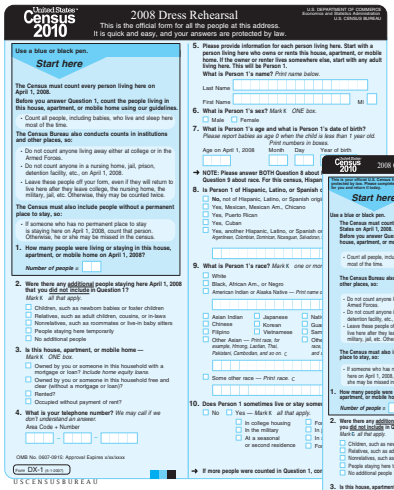
Please refer any questions or concerns to Jim Dinwiddie or Pamela White on 301-763-3770.

2008 Census DR memo No. 1

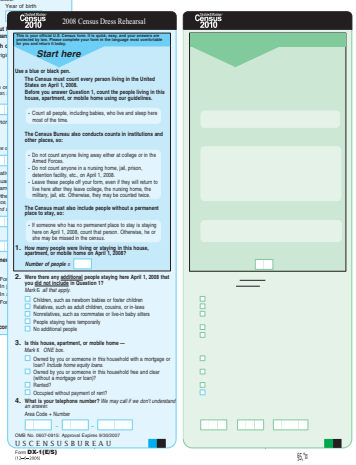
13.2

2008 Dress Rehearsal Examples

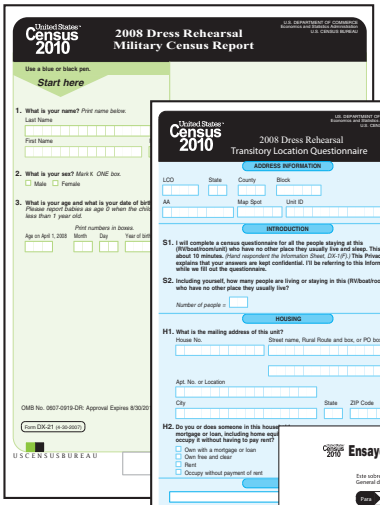
English Questionnaire



Bilingual English/Spanish Questionnaire

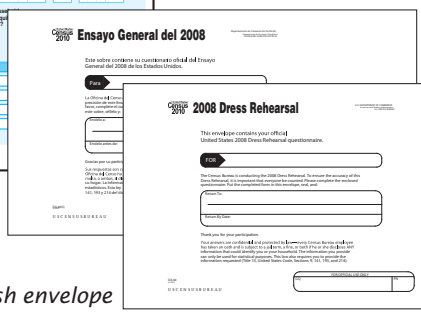


Military Census Report (MCR)



Transitory Location Questionnaire

Spanish envelope



English envelope

Section 14.0

2010 Census Public Use Forms

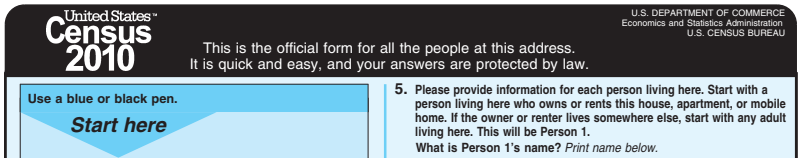
14.1

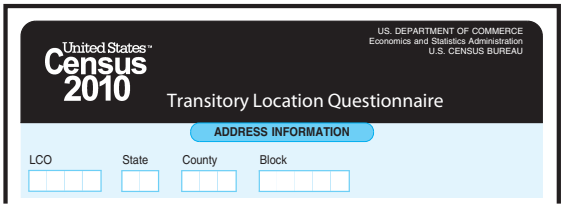
Questionnaire and Report

14.1.1

2010 Census Logo With Questionnaire and Report

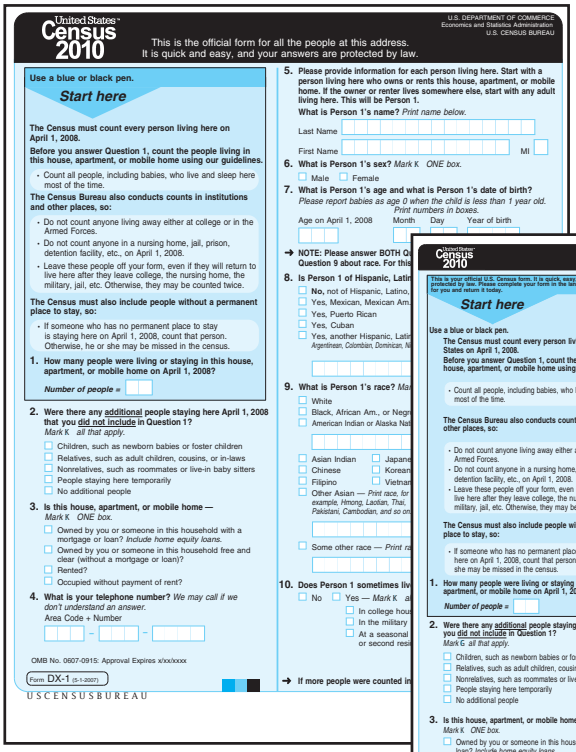
The 2010 Census logo should always appear at the top and left of the questionnaire.



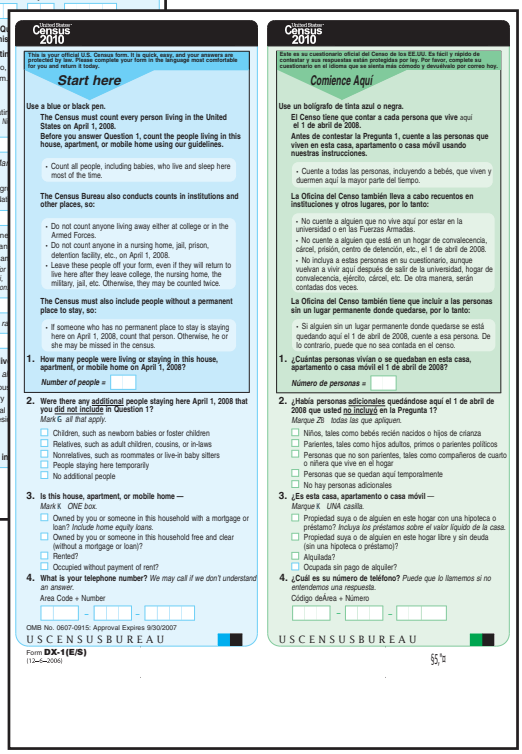


14.1.2

English and Bilingual Questionnaire Examples



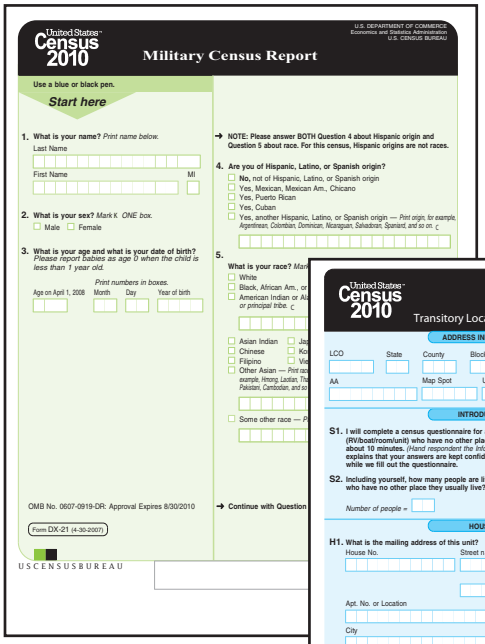
English Questionnaire example



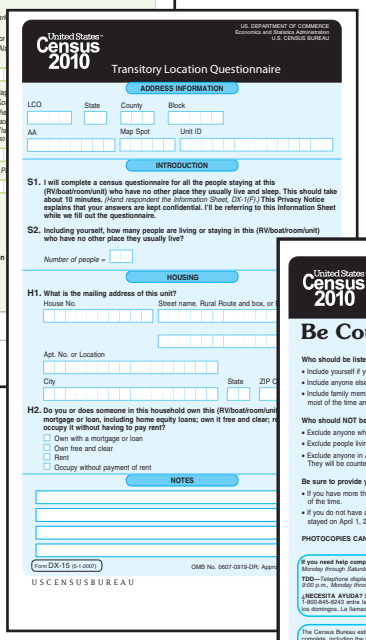
Bilingual English/Spanish Questionnaire example

14.1.3

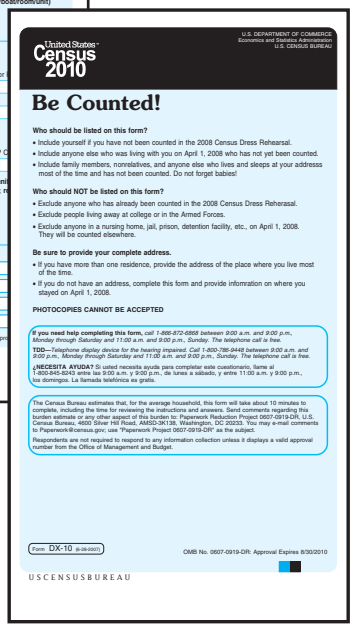
Census Questionnaire and Report Examples



Military Census Report (MCR) example



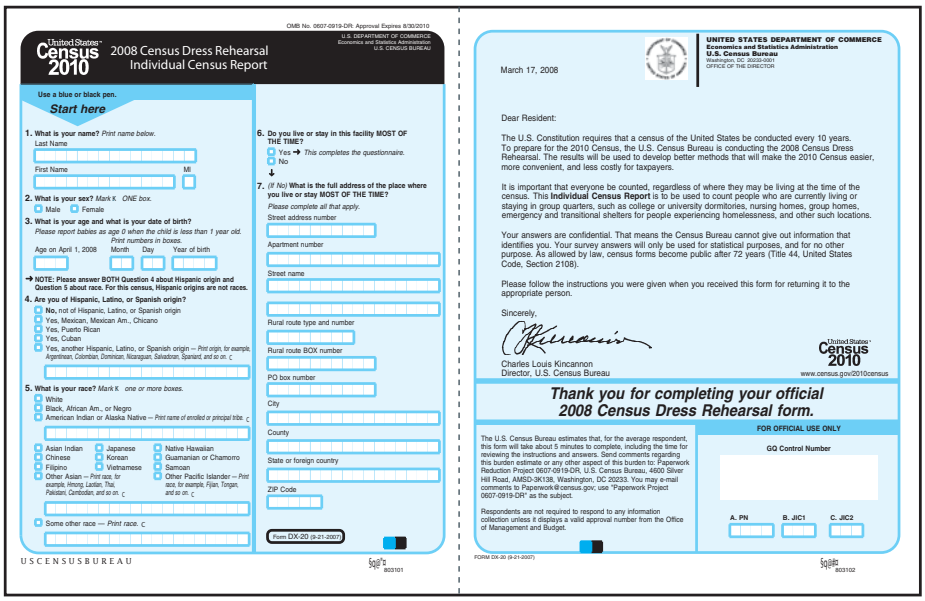
Transitory Location Questionnaire example



Be Counted Questionnaire example

14.1.4

Individual Census Report Example



OMB No. 0607-0919-DR: Approval Expires 8/30/2010

United States Census 2010

2008 Census Dress Rehearsal
Individual Census Report

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.

Start here

1. What is your name? *Print name below.*
Last Name
First Name MI

2. What is your sex? *Mark* X *ONE box.*
Male Female

3. What is your age and what is your date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.
Age on April 1, 2008 Month Day Year of birth

➜ **NOTE: Please answer BOTH Question 4 about Hispanic origin and Question 5 about race. For this census, Hispanic origins are not races.**

4. Are you of Hispanic, Latino, or Spanish origin?
No, not of Hispanic, Latino, or Spanish origin
Yes, Mexican, Mexican Am., Chicano
Yes, Puerto Rican
Yes, Cuban
Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* C

5. What is your race? *Mark* X *one or more boxes.*
White
Black, African Am., or Negro
American Indian or Alaska Native — *Print name of enrolled or principal tribe.* C
Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Native Hawaiian, Guamanian or Chamorro, Samoan, Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* C, Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* C
Some other race — *Print race.* C

6. Do you live or stay in this facility MOST OF THE TIME?
Yes ➜ *This completes the questionnaire.*
No

7. (*If No*) What is the full address of the place where you live or stay MOST OF THE TIME?
Please complete all that apply.
Street address number
Apartment number
Street name
Rural route type and number
Rural route BOX number
PO box number
City
County
State or foreign country
ZIP Code

Form DX-20 (9-21-2007)

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

803101

March 17, 2008

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

Dear Resident:

The U.S. Constitution requires that a census of the United States be conducted every 10 years. To prepare for the 2010 Census, the U.S. Census Bureau is conducting the 2008 Census Dress Rehearsal. The results will be used to develop better methods that will make the 2010 Census easier, more convenient, and less costly for taxpayers.

It is important that everyone be counted, regardless of where they may be living at the time of the census. This **Individual Census Report** is to be used to count people who are currently living or staying in group quarters, such as college or university dormitories, nursing homes, group homes, emergency and transitional shelters for people experiencing homelessness, and other such locations.

Your answers are confidential. That means the Census Bureau cannot give out information that identifies you. Your survey answers will only be used for statistical purposes, and for no other purpose. As allowed by law, census forms become public after 72 years (Title 44, United States Code, Section 2108).

Please follow the instructions you were given when you received this form for returning it to the appropriate person.

Sincerely,

Charles Louis Kincannon
Director, U.S. Census Bureau

United States Census 2010
www.census.gov/2010census

Thank you for completing your official 2008 Census Dress Rehearsal form.

FOR OFFICIAL USE ONLY

GQ Control Number

A. PN B. JIC1 C. JIC2

The U.S. Census Bureau estimates that, for the average respondent, this form will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0919-DR, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0919-DR" as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

FORM DX-20 (9-21-2007)

803102

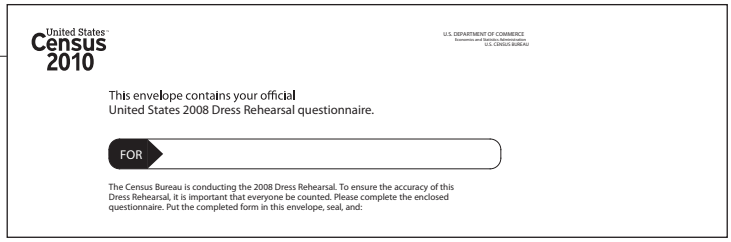
Individual Census Report (ICR) example

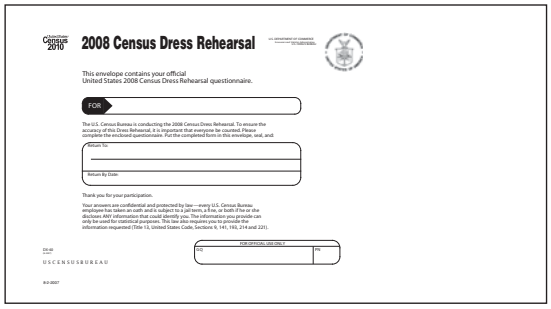
14.2

2010 Census Logo With Envelopes

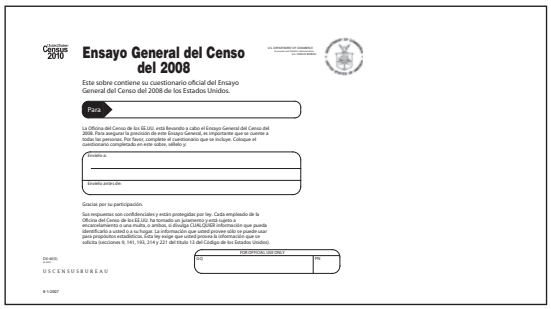
The 2010 Census logo should always appear at the top and left of the envelope.

2010 Census logo





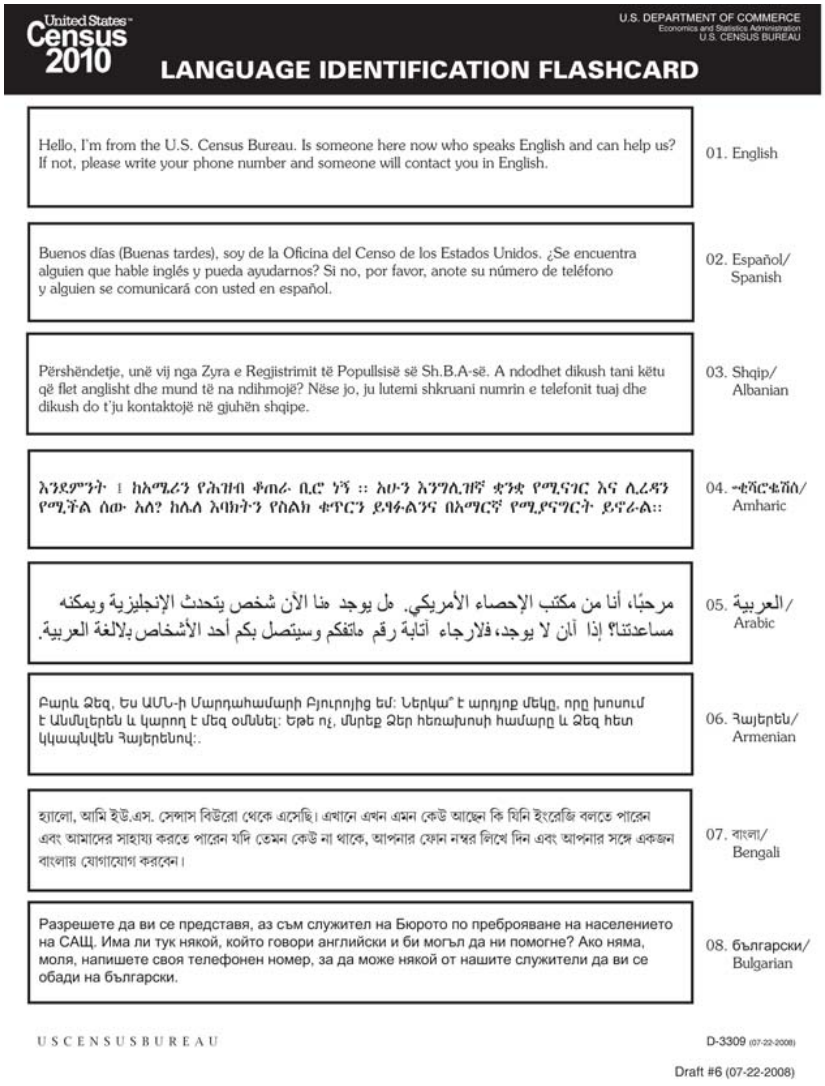
English envelope example



Spanish envelope example

14.3

2010 Census Logo With Flashcard



United States Census 2010

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

LANGUAGE IDENTIFICATION FLASHCARD

Hello, I'm from the U.S. Census Bureau. Is someone here now who speaks English and can help us? If not, please write your phone number and someone will contact you in English.	01. English
Buenos días (Buenas tardes), soy de la Oficina del Censo de los Estados Unidos. ¿Se encuentra alguien que hable inglés y pueda ayudarnos? Si no, por favor, anote su número de teléfono y alguien se comunicará con usted en español.	02. Español/ Spanish
Përshëndetje, unë vij nga Zyra e Regjistrimit të Popullsisë së Sh.B.A-së. A ndodhet dikush tani këtu që flet anglisht dhe mund të na ndihmojë? Nëse jo, ju lutemi shkruani numrin e telefonit tuaj dhe dikush do t'ju kontaktojë në gjuhën shqipe.	03. Shqip/ Albanian
እንደምንት ! ከአሜሪን የሕዝብ ቆጠራ ቢሮ ነኝ ። አሁን እንግሊዝኛ ቋንቋ የሚናገር እና ሊረዳን የሚችል ሰው አለ? ከሌለ እባክትን የስልክ ቁጥርን ይፃፉልንና በአማርኛ የሚያናግርት ይኖራል።	04. ሚሻሮቈሽሰ/ Amharic
مرحبًا، أنا من مكتب الإحصاء الأمريكي. هل يوجد هنا الآن شخص يتحدث الإنجليزية ويمكنه مساعدتنا؟ إذا آان لا يوجد، فلارجاء آتابة رقم هاتفكم وسيتصل بكم أحد الأشخاص بلالغة العربية.	05. العربية/ Arabic
Բարև Ձեզ, Ես ԱՄՆ-ի Մարդահամարի Բյուրոյից եմ: Ներկա՞ է արդյոք մեկը, որը խոսում է Անմնլերեն և կարող է մեզ օմնել: Եթե ոչ, մնրեք Ձեր հեռախոսի համարը և Ձեզ հետ կկապնվեն Հայերենով:.	06. Հայերեն/ Armenian
হ্যালো, আমি ইউ.এস. সেন্সাস বিউরো থেকে এসেছি। এখানে এখন এমন কেউ আছেন কি যিনি ইংরেজি বলতে পারেন এবং আমাদের সাহায্য করতে পারেন যদি তেমন কেউ না থাকে, আপনার ফোন নম্বর লিখে দিন এবং আপনার সঙ্গে একজন বাংলায় যোগাযোগ করবেন।	07. বাংলা/ Bengali
Разрешете да ви се представя, аз съм служител на Бюрото по преброяване на населението на САЩ. Има ли тук някой, който говори английски и би могъл да ни помогне? Ако няма, моля, напишете своя телефонен номер, за да може някой от нашите служители да ви се обади на български.	08. български/ Bulgarian

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

D-3309 (07-22-2008)

Draft #6 (07-22-2008)

Section 15.0

2010 Census Manuals

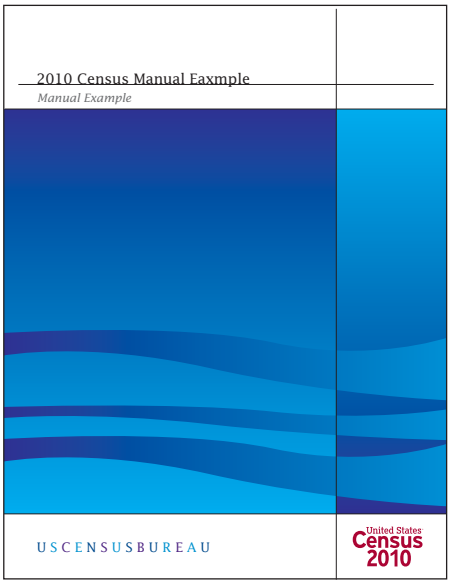
15.1

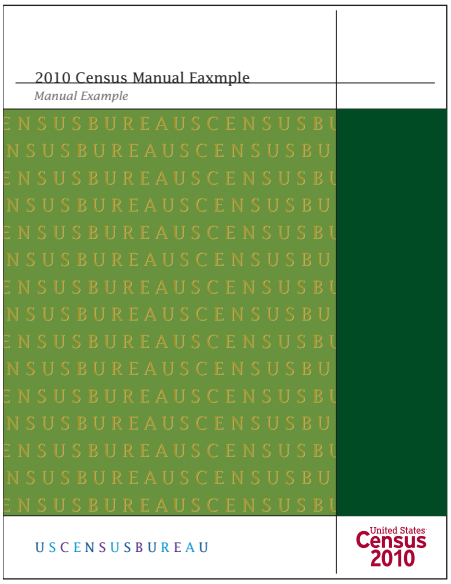
Manuals

15.1.1

Manual Cover Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

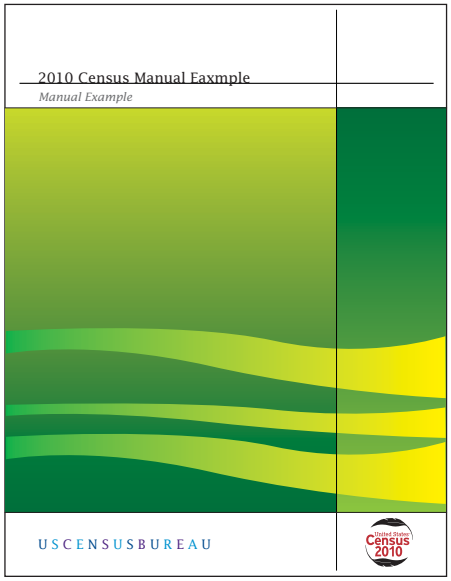
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

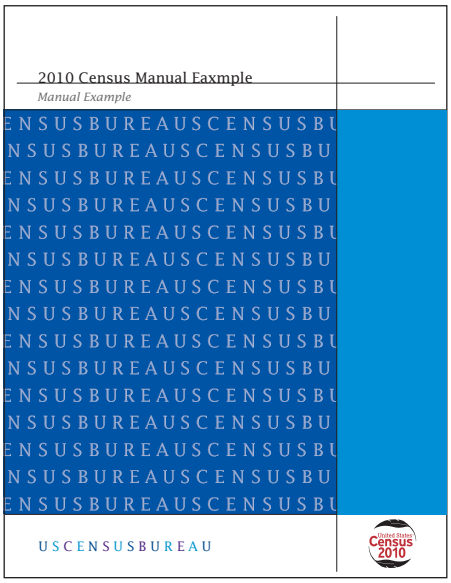




15.1.2

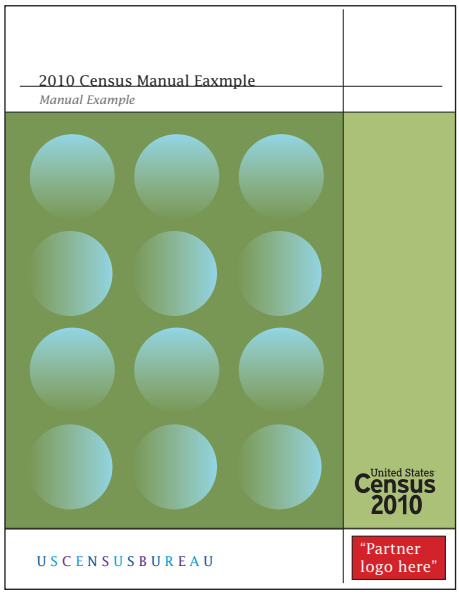
Manual Cover Examples With the AIAN Logo and U.S. Census Bureau Wordmark Together

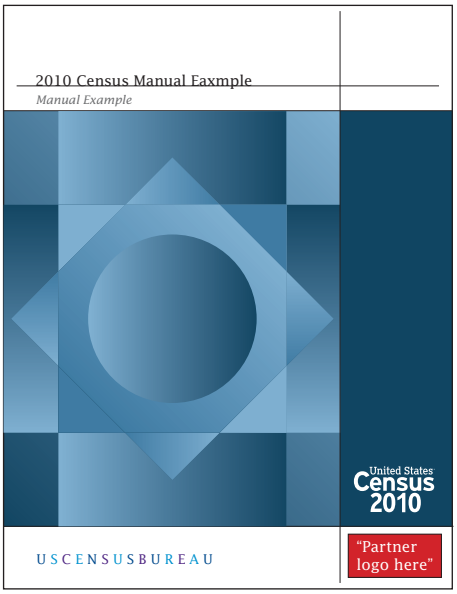




15.1.3

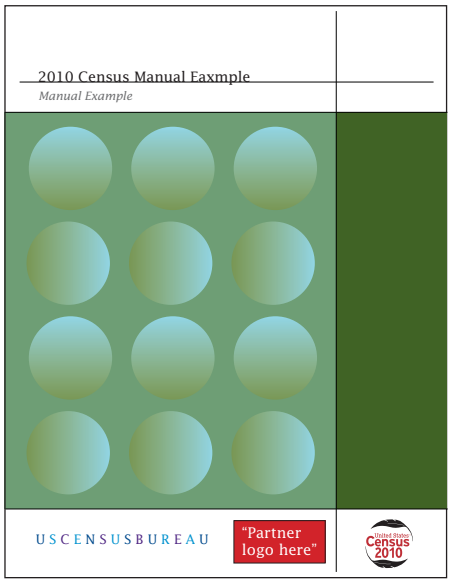
Manual Cover Examples With the 2010 Census Logo and Another Logo Together

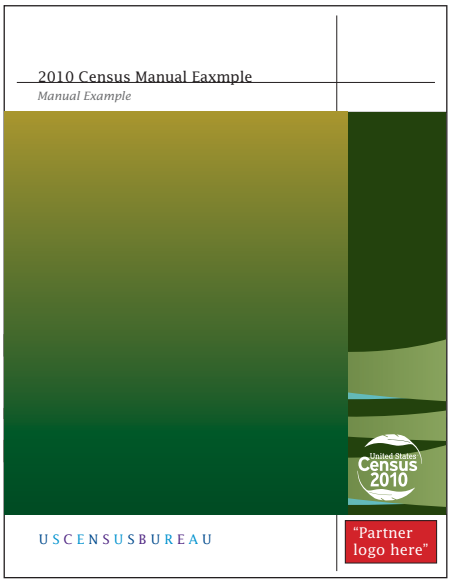




15.1.4

Manual Cover Examples With the AIAN Logo and Another Logo Together





Section 16.0

U.S. Census Bureau Wordmark

16.1

Wordmark Guidelines

The preferred version of the wordmark is shown on this page. The preferred presentation uses an alternating pattern of navy, blue, and purple letters. The wordmark my appear as all black or reversed out of a color. Single-color versions of the wordmark are also permitted, particularly in 1- or 2-color printed products. Our wordmark represents a continuous flow of facts and data being communicated.

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

Wordmark

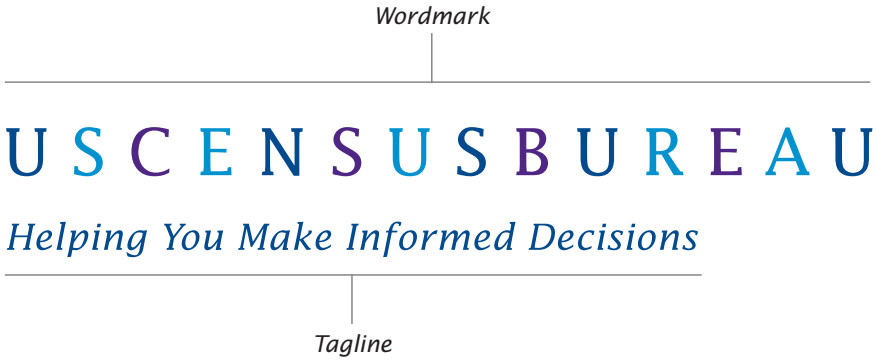
The integrity of the wordmark must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the first element in the wordmark, the capital letter "U." Do not allow any other elements, such as type, graphics, or photography to interfere with the visual impact of the identity. It is acceptable and often desirable to create even more clear space around the wordmark if space allows.

16.2

Wordmark With Tagline

The tagline is a phrase that supports the vision and mission of the U.S. Census Bureau. More than a slogan, the Census Bureau's corporate tagline—when used according to these guidelines—projects longevity and commitment that extends beyond the visual identity system to our perception as a provider of quality services and products.

The corporate tagline has a specifically defined position and relationship to the wordmark. While there are instances where the wordmark may appear alone, the corporate tagline never does. It always appears with the wordmark when data is released to the general public and may appear on certain other applications such as marketing materials. The corporate tagline appears in Census navy, flush left, a cap height down from the wordmark.



As with the wordmark alone, the integrity of the wordmark with corporate tagline must be preserved by allowing for an adequate amount of clear space around the configuration. As shown in the example on this page, a minimum clear space equal to the height of the capital letter "U" must be left around the wordmark with the corporate tagline.

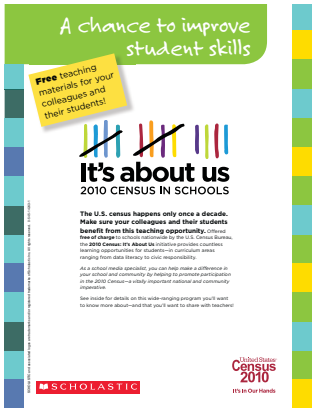
Section 17.0

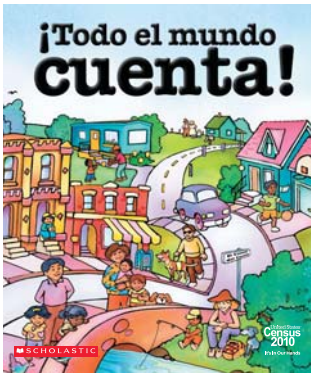
2010 Census Tagline Guidelines

17.1

Additional Logos Were Developed by Outside Contractors to Support the 2010 Census Included:

Census in Schools





The Hand Graphic and Tagline Used On Promotional Materials

IT'S IN **OUR HANDS**

ESTÁ EN **NUESTRAS MANOS**

Section 18.0

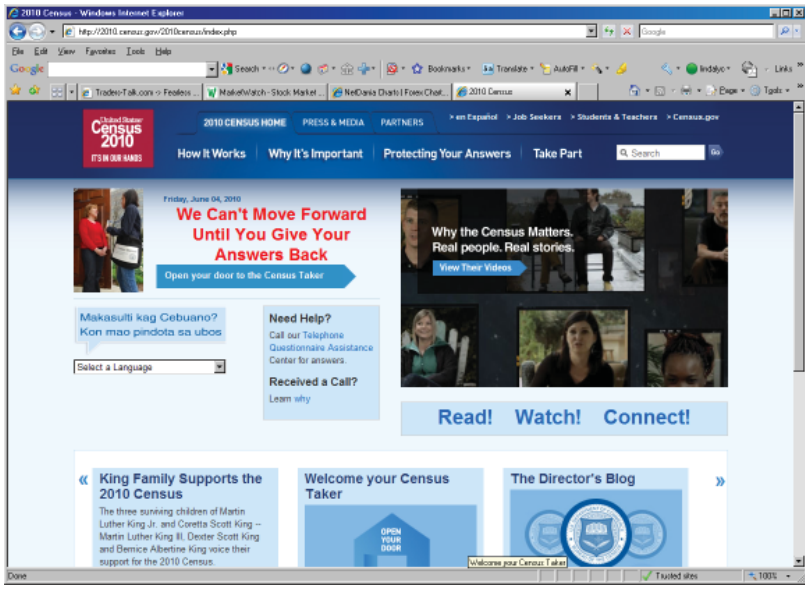
2010 Census Web Site Guidelines

18.1

The 2010 Census Website has been designed to provide the public a virtual real-time experience about the 2010 Census and related activities. Covering topics such as: the questionnaire, privacy and confidentiality and much more.

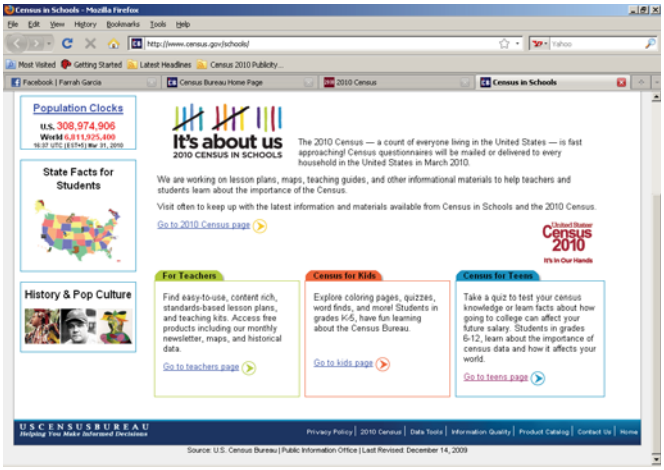
In addition, the website served as an information resource educating the public on other programs such as: Census in Schools, Partnership, and Public Relations. The Census in School website link allowed visitors such as parents, educators and students to download materials that can be used in a classroom for educating children K-12 and adults attending learning facilities about the benefits of the Census for their communities through the use of fun and exciting activities. For the Partnership component of the Integrated Communications Program, the Partnership Communications Area link was created allowing partners to download materials (i.e. posters, toolkits, logos, etc) that can be used in support of their partnership efforts. The On-line Newsroom link was created in support of the Public Relations component of the campaign to inform visitors such as media reporters on the latest Census news from the directors' blog, campaign highlights, information regarding Non Response Follow-up activities and much more.

2010 Census Website



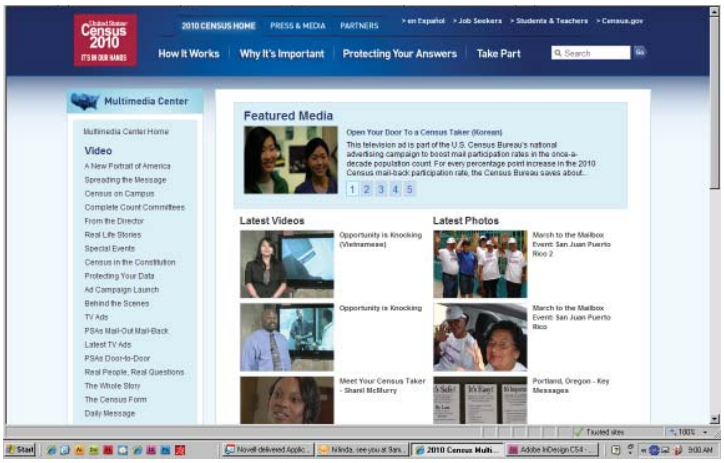
18.1

Census in Schools Website



Partnership Communications Area (PCA)

On-Line News Room



Section 19.0

Logo Application Process

19.1

Use of the 2010 Census Logo

USE OF THE 2010 CENSUS LOGO

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> and click the 2010 Census Logo or 2010 Census link and it will take you to the 2010 Census Web page.

Glossary of Terms

Address block: The block of typeset copy that contains mailing information and/or telephone numbers and any additional

access information.

Corporate colors: Census red and black (see Section 3.2).

Flush left, rag right: A typographic specification where copy will appear aligned on the left and will break naturally between words on the right.

Leading: The vertical spacing between lines of copy that is measured in point increments.

Logo type: The custom typographic rendering of the words and numbers, "United States 2010 Census."

PANTONE®: See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Point (pt.): A type setting unit of measure used in specifying type size, leading, and rule line thickness. There are 12 points to a pica and 72 points per inch.

Positive: Reproduction of an image that appears as a darker value than the background.

Reverse: Reproduction of an image that appears as a negative. Generally, white with a darker background value.

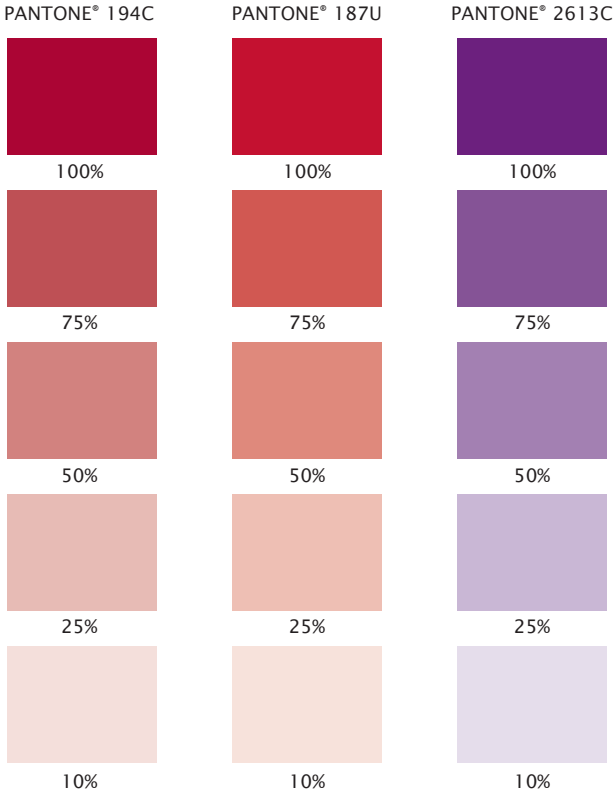
Sans serif: A type style with no serifs and little contrast between thick and thin strokes.

Tagline: An approved phrase or slogan utilized for advertising and promotional purposes.

Value: The relative lightness or darkness of a particular shade or color.

PANTONE® Swatches Shade Percentage Breakdown

Pantone swatches shade percentage breakdown



Notes