

# United States 2010 Census

Issued June 2010 V.2

## *Logo Style Guide*



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

United States<sup>®</sup>  
**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.

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

	<b>UNITED STATES DEPARTMENT OF COMMERCE</b> Economics and Statistics Administration <b>U.S. Census Bureau</b> Washington, DC 20233-0001
<small>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.</small>	
April 26, 2005	
<b>2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES</b>	
No. 2 (2 <sup>nd</sup> reissue)	
MEMORANDUM FOR	Distribution
From:	Preston Jay Waite <i>[signed]</i> Associate Director for Decennial Census
Subject:	Revision to Official Program Names
<p>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.</p> <ul style="list-style-type: none"><li>• The official name for the overall effort is now the <b>2010 Decennial Census Program</b>. Note that this is singular, not plural. This replaces the previous official name of <b>Reengineered Census of Population and Housing</b>.</li><li>• To be consistent with this change, we will change our official budget subactivity name from <b>2010 Decennial Census</b> to <b>2010 Decennial Census Program</b>. 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.</li><li>• 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:<ul style="list-style-type: none"><li>• <b>American Community Survey (ACS)</b></li><li>• <b>MAF/TIGER Enhancements Program (MTEP)</b></li><li>• <b>2010 Census</b></li></ul></li></ul>	



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>.

	<b>UNITED STATES DEPARTMENT OF COMMERCE</b> Economics and Statistics Administration <b>U.S. Census Bureau</b> Washington, DC 20233-0001
<p>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.</p>	
<p>September 29, 2006</p>	
<p><b>2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES</b></p>	
<p><b>No. 15</b></p>	
MEMORANDUM FOR	Distribution
From:	Preston Jay Waite <i>[signed]</i> Associate Director for Decennial Census
Subject:	2010 Census American Indian and Alaska Native Logo
<p>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:</p>	
	
<p>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.</p>	
<p>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.</p>	

## 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>.

	<b>UNITED STATES DEPARTMENT OF COMMERCE</b> Economic and Statistics Administration <b>U.S. Census Bureau</b> Washington, DC 20233-0001
<p>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.</p>	
<p>July 31, 2007</p>	
<p><b>2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES</b></p>	
<p><b>No. 19 (Reissue)</b></p>	
MEMORANDUM FOR	The Distribution List
From:	Teresa Angueira <i>[signed]</i> 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
<p>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.</p>	
<p>This memorandum documents the following changes:</p>	
<ul style="list-style-type: none"> <li>• The color code of the 2010 Census Puerto Rico logo was changed to indicate the correct code- Pantone 2613c.</li> <li>• The previously approved 2010 Census logo for the Pacific Islands has been added to the attachment in Red and Black colors.</li> <li>• The release date of the 2010 American Indian and Alaska Native Logo memo was changed to reflect the correct date - September 29, 2006.</li> </ul>	

## 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

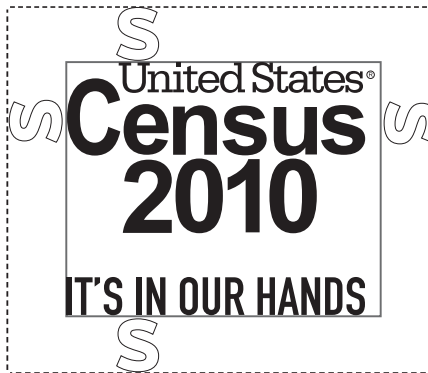
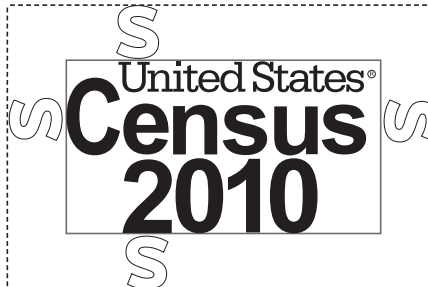
## 2010 Census Logo Standards

### 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.



## 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.



## 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.



## 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.*



## 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.

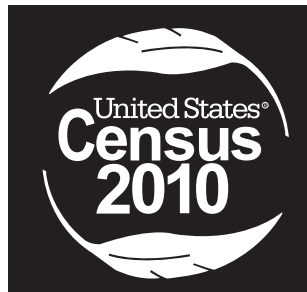
*Positive logos*

---



*Reverse logos*

---



## 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.



## 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.

## 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.

## 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*

**Censo<sup>®</sup>**  
**2010**  
Puerto Rico

**Censo<sup>®</sup>**  
**2010**  
Puerto Rico

### *Reverse logos*

**Censo<sup>®</sup>**  
**2010**  
Puerto Rico

**Censo<sup>®</sup>**  
**2010**  
Puerto Rico

### *Positive and Reverse logos with tagline*

**Censo<sup>®</sup>**  
**2010**  
Puerto Rico

**Censo<sup>®</sup>**  
**2010**  
Puerto Rico

**Censo<sup>®</sup>**  
**2010**  
Puerto Rico

**Está En**  
**Nuestras Manos**

**Está En**  
**Nuestras Manos**

**Está En**  
**Nuestras Manos**

## 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.

## 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

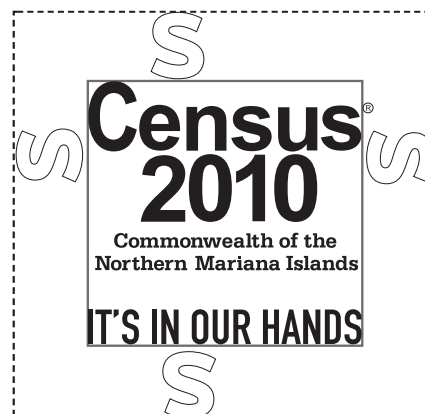
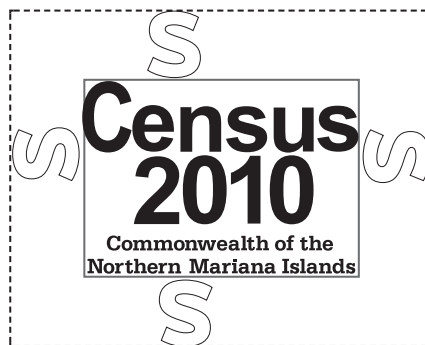
## Commonwealth of the Northern Mariana Islands

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.

## 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

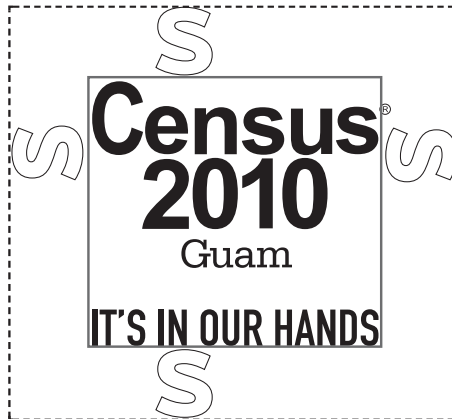
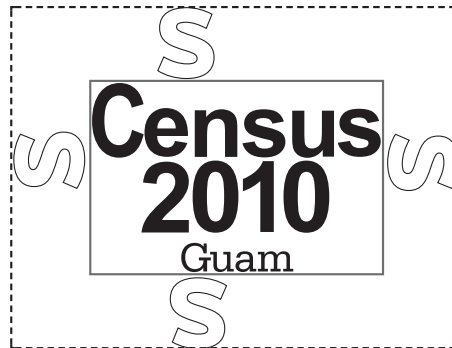
## Guam

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.

## 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.

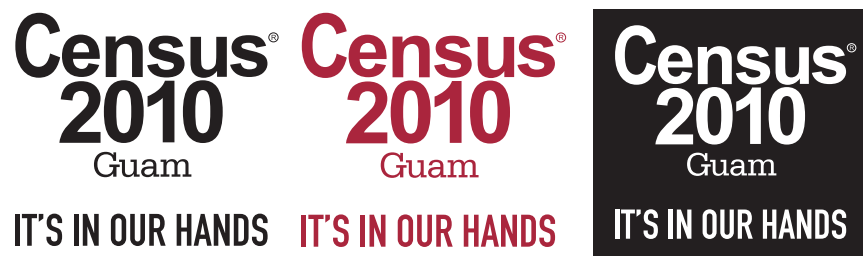
### *Positive logos*



### *Reverse logos*



### *Positive and Reverse logos with tagline*



6.4

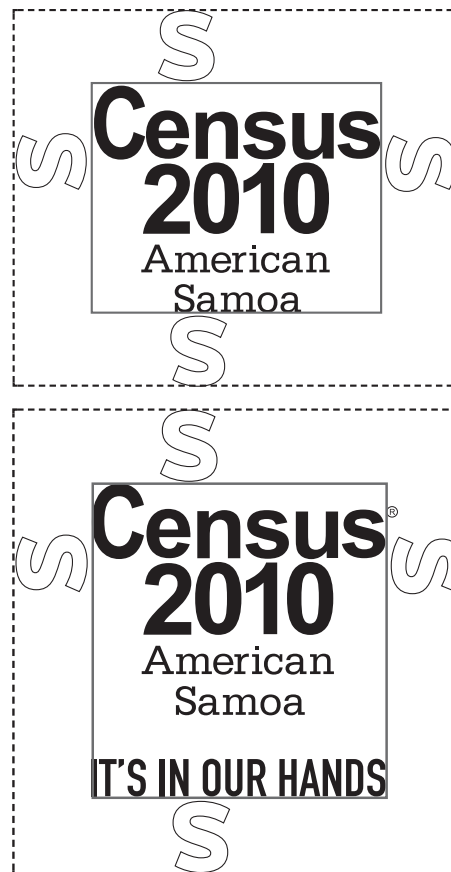
## American Samoa

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.



## 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.

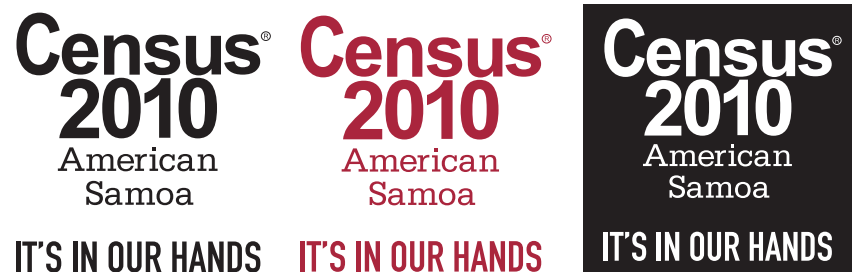
### *Positive logos*



### *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.

## 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*

**Census<sup>®</sup>  
2010**  
Pacific Islands

**Census<sup>®</sup>  
2010**  
Pacific Islands

### *Reverse logos*

**Census<sup>®</sup>  
2010**  
Pacific Islands

**Census<sup>®</sup>  
2010**  
Pacific Islands

### *Positive and Reverse logos with tagline*

**Census<sup>®</sup>  
2010**  
Pacific Islands  
**IT'S IN OUR HANDS**

**Census<sup>®</sup>  
2010**  
Pacific Islands  
**IT'S IN OUR HANDS**

**Census<sup>®</sup>  
2010**  
Pacific Islands  
**IT'S IN OUR HANDS**

## 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

## 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.

## 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*

## Reverse Logos

*These are examples of some Asian Language 2010 reverse logos.*

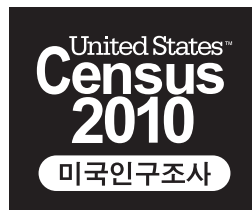
*Chinese*



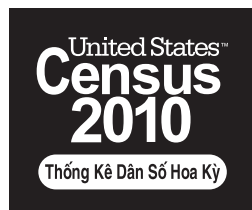
*Japanese*



*Korean*



*Vietnamese*





These are examples of some Asian Language 2010 tagline logos.

	Positive	Reverse
<i>Chinese</i>	<p>United States<sup>™</sup> <b>Census</b> 2010 美國人口普查 全靠您我掌握</p>	<p>United States<sup>™</sup> <b>Census</b> 2010 美國人口普查 全靠您我掌握</p>
<i>Japanese</i>	<p>United States<sup>™</sup> <b>Census</b> 2010 米国国勢調査 私たちの協力から始まります。</p>	<p>United States<sup>™</sup> <b>Census</b> 2010 米国国勢調査 私たちの協力から始まります。</p>
<i>Korean</i>	<p>United States<sup>™</sup> <b>Census</b> 2010 미국인구조사 우리 손에 있습니다</p>	<p>United States<sup>™</sup> <b>Census</b> 2010 미국인구조사 우리 손에 있습니다</p>
<i>Vietnamese</i>	<p>United States<sup>™</sup> <b>Census</b> 2010 Thống Kê Dân Số Hoa Kỳ MỖI NGƯỜI GÓP MỘT TAY</p>	<p>United States<sup>™</sup> <b>Census</b> 2010 Thống Kê Dân Số Hoa Kỳ MỖI NGƯỜI GÓP MỘT TAY</p>

## Emerging Market Logo Standards

### 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.

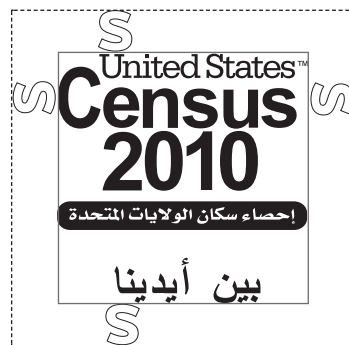
*These are both examples of some Emerging Market 2010 logos.*



Arabic



Polish



## 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.

## 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*

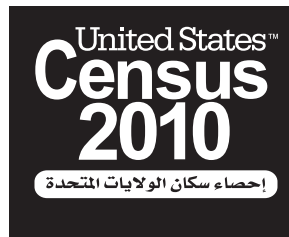


*Russian*

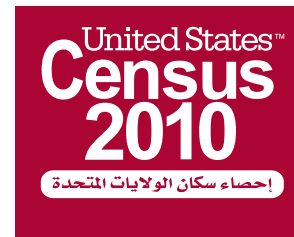


## Reverse Logos

*These are examples of some Emerging Market 2010 reverse logos.*



*Arabic*



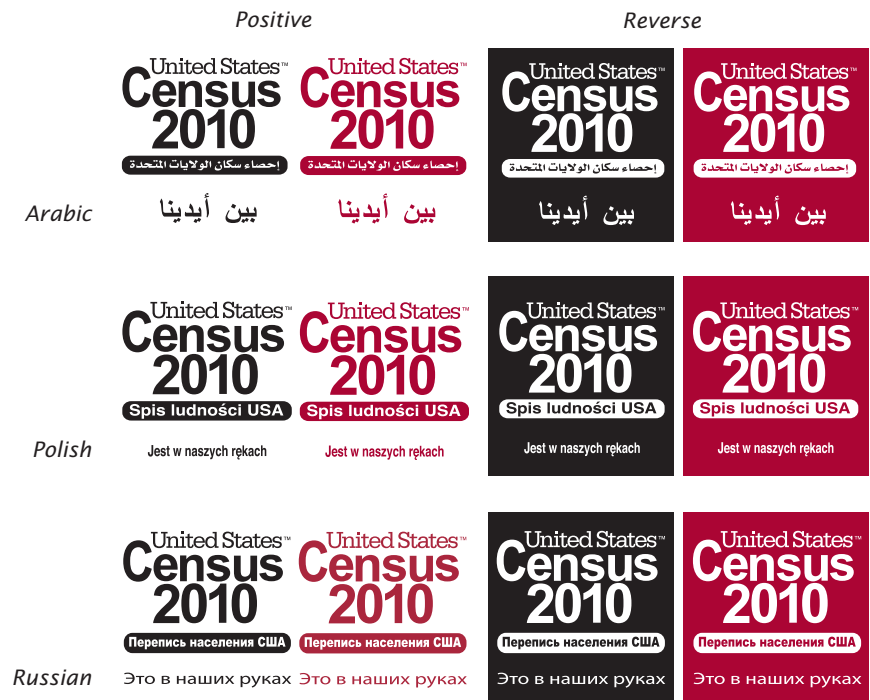
*Polish*



*Russian*



*These are examples of some Emerging Language 2010 tagline logos.*



## 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.

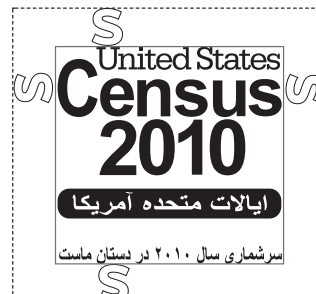
To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's minority in-language audiences.

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*

## 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.



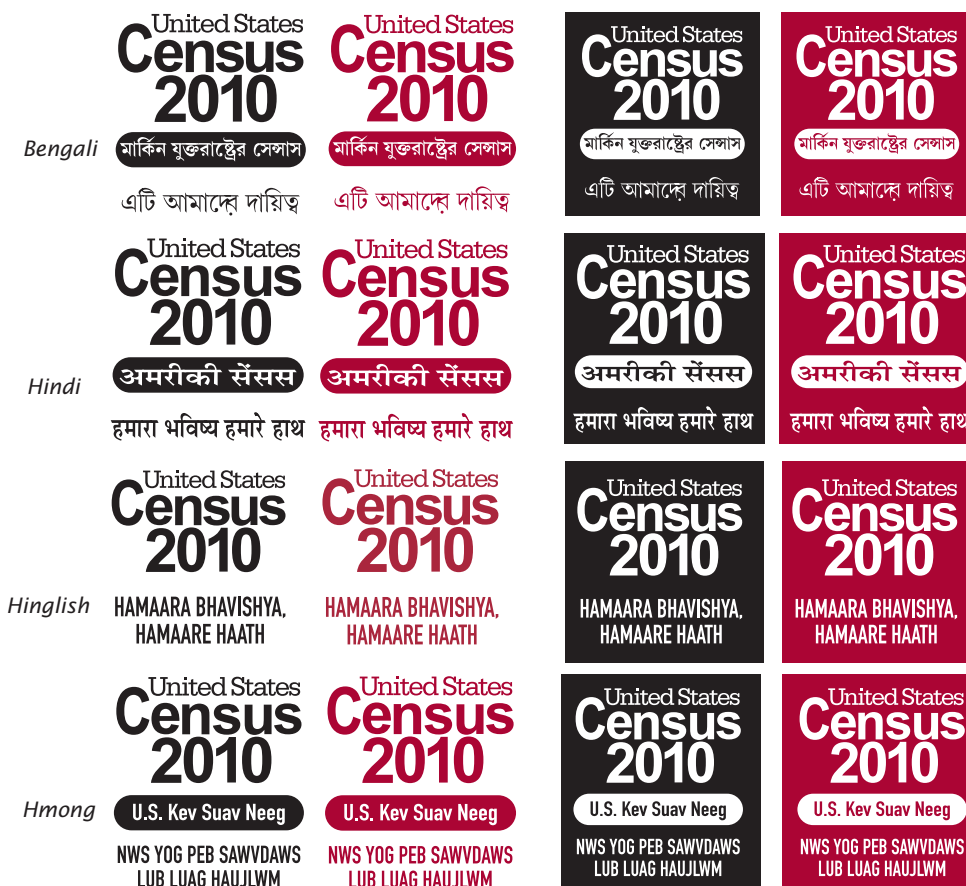
## Logos

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

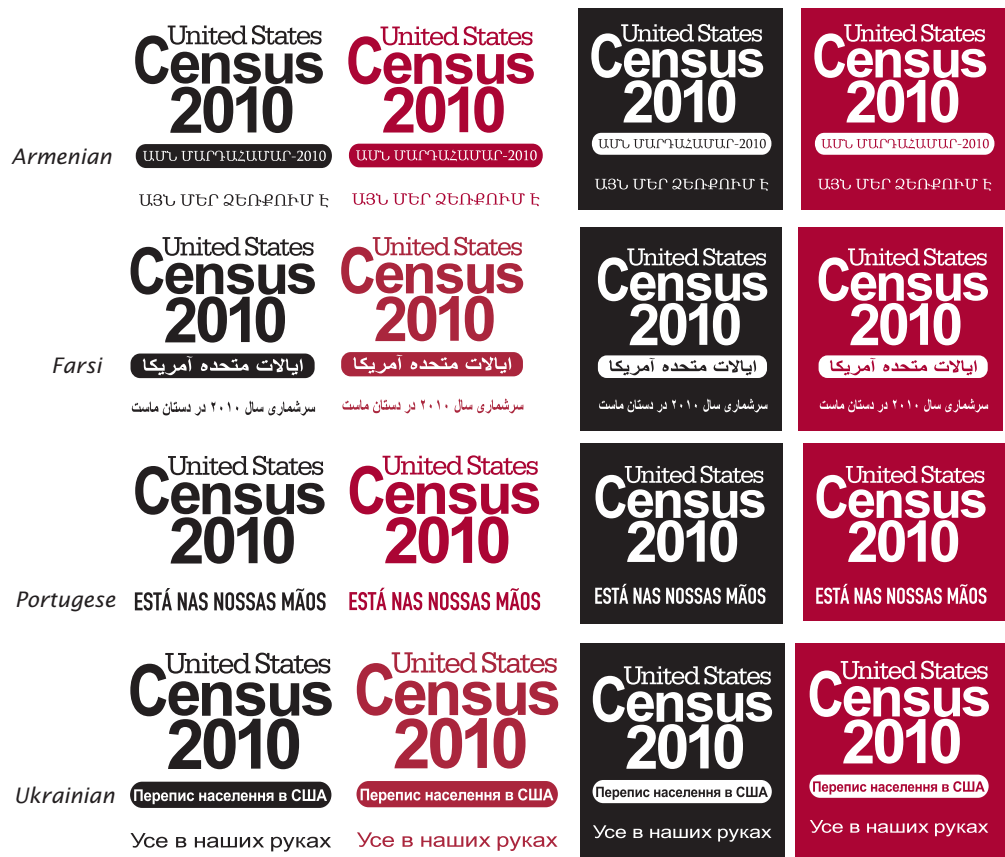
<i>English</i>	<p>United States <b>Census</b> 2010</p> <p>HAMAARA BHAVISHYA, HAMAARE HAATH</p>	<p>United States <b>Census</b> 2010</p> <p>HAMAARA BHAVISHYA, HAMAARE HAATH</p>	<p>United States <b>Census</b> 2010</p> <p>HAMAARA BHAVISHYA, HAMAARE HAATH</p>	<p>United States <b>Census</b> 2010</p> <p>HAMAARA BHAVISHYA, HAMAARE HAATH</p>
<i>Hmong</i>	<p>United States <b>Census</b> 2010</p> <p>U.S. Kev Suav Neeg</p> <p>NWS YOG PEB SAWVDAWS LUB LUAG HAUJLWM</p>	<p>United States <b>Census</b> 2010</p> <p>U.S. Kev Suav Neeg</p> <p>NWS YOG PEB SAWVDAWS LUB LUAG HAUJLWM</p>	<p>United States <b>Census</b> 2010</p> <p>U.S. Kev Suav Neeg</p> <p>NWS YOG PEB SAWVDAWS LUB LUAG HAUJLWM</p>	<p>United States <b>Census</b> 2010</p> <p>U.S. Kev Suav Neeg</p> <p>NWS YOG PEB SAWVDAWS LUB LUAG HAUJLWM</p>
<i>Khmer</i>	<p>United States <b>Census</b> 2010</p> <p>ចំនួនរូបជាជនសហរដ្ឋ</p> <p>គឺពឹងពើរើងទាំងព្រះរាជ</p>	<p>United States <b>Census</b> 2010</p> <p>ចំនួនរូបជាជនសហរដ្ឋ</p> <p>គឺពឹងពើរើងទាំងព្រះរាជ</p>	<p>United States <b>Census</b> 2010</p> <p>ចំនួនរូបជាជនសហរដ្ឋ</p> <p>គឺពឹងពើរើងទាំងព្រះរាជ</p>	<p>United States <b>Census</b> 2010</p> <p>ចំនួនរូបជាជនសហរដ្ឋ</p> <p>គឺពឹងពើរើងទាំងព្រះរាជ</p>
<i>Laotian</i>	<p>United States <b>Census</b> 2010</p> <p>ສຳມະໄນຕົວຂອງ ສະຫະລັດອາເມຣິກາ</p> <p>ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ</p>	<p>United States <b>Census</b> 2010</p> <p>ສຳມະໄນຕົວຂອງ ສະຫະລັດອາເມຣິກາ</p> <p>ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ</p>	<p>United States <b>Census</b> 2010</p> <p>ສຳມະໄນຕົວຂອງ ສະຫະລັດອາເມຣິກາ</p> <p>ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ</p>	<p>United States <b>Census</b> 2010</p> <p>ສຳມະໄນຕົວຂອງ ສະຫະລັດອາເມຣິກາ</p> <p>ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ</p>
<i>Tagalog</i>	<p>United States <b>Census</b> 2010</p> <p>NASA ATING MGA KAMAY</p>	<p>United States <b>Census</b> 2010</p> <p>NASA ATING MGA KAMAY</p>	<p>United States <b>Census</b> 2010</p> <p>NASA ATING MGA KAMAY</p>	<p>United States <b>Census</b> 2010</p> <p>NASA ATING MGA KAMAY</p>
<i>Thai</i>	<p>United States <b>Census</b> 2010</p> <p>การสำรวจสำมะโน ประชากรสหรัฐฯ</p> <p>อนาคตขึ้นอยู่กับเรา</p>	<p>United States <b>Census</b> 2010</p> <p>การสำรวจสำมะโน ประชากรสหรัฐฯ</p> <p>อนาคตขึ้นอยู่กับเรา</p>	<p>United States <b>Census</b> 2010</p> <p>การสำรวจสำมะโน ประชากรสหรัฐฯ</p> <p>อนาคตขึ้นอยู่กับเรา</p>	<p>United States <b>Census</b> 2010</p> <p>การสำรวจสำมะโน ประชากรสหรัฐฯ</p> <p>อนาคตขึ้นอยู่กับเรา</p>
<i>Urdu</i>	<p>United States <b>Census</b> 2010</p> <p>مردم شماری، امریکہ</p> <p>یہ ہمارے اختیار میں ہے۔</p>	<p>United States <b>Census</b> 2010</p> <p>مردم شماری، امریکہ</p> <p>یہ ہمارے اختیار میں ہے۔</p>	<p>United States <b>Census</b> 2010</p> <p>مردم شماری، امریکہ</p> <p>یہ ہمارے اختیار میں ہے۔</p>	<p>United States <b>Census</b> 2010</p> <p>مردم شماری، امریکہ</p> <p>یہ ہمارے اختیار میں ہے۔</p>

9.3

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



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



9.3

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

<p><i>French</i></p>				
<p><i>German</i></p>				
<p><i>Greek</i></p>				
<p><i>Italian</i></p>				
<p><i>Yiddish</i></p>				

## Email Designation

Several email designations have been designed to be used by Census employees to increase the public's 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



*Example 2:*

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

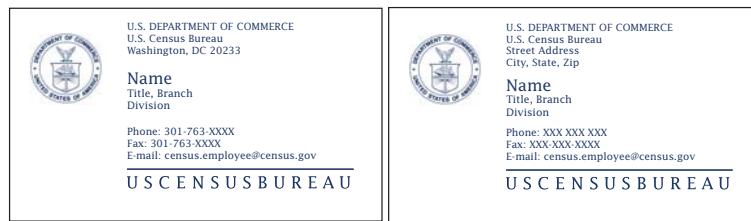


Read the 2010 Census Blog, connect with us on Facebook, Twitter and YouTube to get more tips, or visit our 2010 Census site.

## Business Card Guidelines

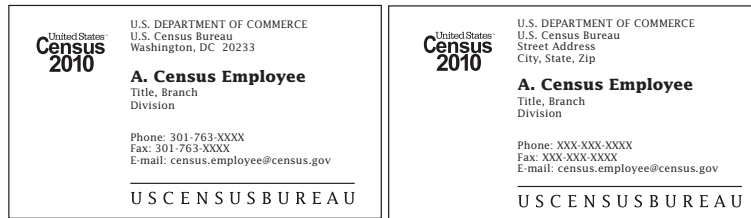
A format has been designed for the Census Bureau that contains the 2010 Census logo along with the Census Bureau wordmark. In addition, a format has been designed for the AIAN logo with the Census Bureau wordmark. This is the set format for the Census Bureau and its subsidiaries and must not be deviated 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



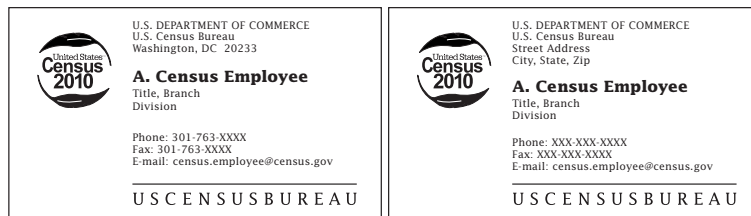
HQ standard

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://cwww.acsd.census.gov/services/Publications\\_Printing\\_and\\_Graphics\\_Design\\_Services/ppf\\_home.htm](http://cwww.acsd.census.gov/services/Publications_Printing_and_Graphics_Design_Services/ppf_home.htm)> and <[www.lighthousestore.org](http://www.lighthousestore.org)> for more information.

## 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

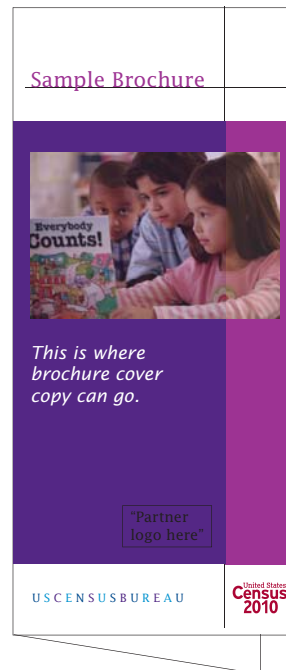
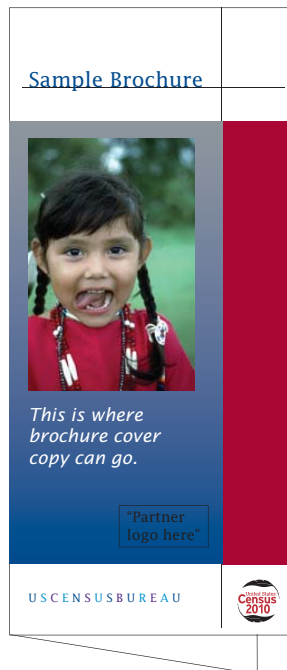
The following are examples of how the AIAN 2010 Census logo could be used with the Census Bureau wordmark.

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





12.2

12.2.1

# Factsheet

## 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

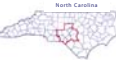
**United States 2010 Census**

**Fayetteville and Eastern North Carolina**  
*(Five-county region of Chatham, Cumberland, Currituck, Tyrone, and Wayne; Montgomery, Moore, Rockingham and Wayne)*

The 2010 Census Direct Rehearsal will be an opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have used certain parts of the design, the direct rehearsal will illustrate methods to see how well all of the pieces fit together.

The city of Fayetteville, N.C., and the surrounding five-county area were selected for the direct rehearsal primarily because it has a mix of urban, suburban and rural areas and has two large military bases (Fort Bragg and Pope Air Force Base).

San Joaquin County, Calif., also was selected by the Census Bureau to participate in the 2010 Census Direct Rehearsal.



**What You Need to Know**

- Most households in the direct rehearsal will receive a census questionnaire in Spanish. Some may have questionnaires delivered in both English and Spanish. Reproduction is not required to complete the form and return them to us.
- Census workers will visit households that do not return a completed questionnaire.
- Keeping answers confidential is the Census Bureau's higher priority—a commitment that is backed by one of the strongest confidentiality laws in the United States.

“Participating in the 2010 Census Direct Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010.”  
—Linda Brinkman,  
Director of the U.S. Census Bureau

**Key Facts**

**Population**  
Fayetteville area: 210,251  
U.S.: 291,221,908

**Percentage of Population by Race**

White	67%
Black	27%
Hispanic	4%
Asian	1%
Other	1%

**Hispanic Origin: Percentage of Population**

U.S.	12.5%
Fayetteville area	4.6%

**Age 65+ Who Speak Spanish at Home**

U.S.	5.7%
Fayetteville area	10.6%

**Hispanic, White**

U.S.	204,629
Fayetteville area	113,084

**Population in Group Quarters**

U.S.	29,400
Fayetteville area	27,943

U.S. Department of Commerce  
Economic and Statistics Administration  
1000 RELEASE

**Census 2010**

**Building Partnerships**  
**United States 2010 Census**  
*Your help is essential*

In preparation for the 2010 Census, the U.S. Census Bureau selected Travis County as one of only two sites for the 2010 Census Test. With its reputation as a technology center, its rapidly growing and diverse population, and its variety of housing, Travis County is an ideal testing ground for the Census Bureau.

Partners helped the Census Bureau conduct a successful Census 2010, and we will again need our partners' help in Travis County to successfully complete the 2010 Census Test.

Local governments, community organizations, businesses, and the media in Travis County can help spread the word about the 2010 Census Test and encourage everyone to participate.

**What you can do:**

- Local governments, community organizations, and neighborhood groups can:
  - Recruit census workers.
  - Distribute and distribute census materials.
  - Participate in training and training census employees.
- Businesses can:
  - Display and distribute census materials.
  - Send out community events to promote the 2010 Census Test.
  - Display a map of the area included in the test.
- Media can:
  - Publicize stories about the 2010 Census Test.
  - Provide space for public service announcements.
  - Provide coverage of census activities and operations.
  - Take part in the census promotional activities.

U.S. Department of Commerce  
Economic and Statistics Administration  
1000 RELEASE

**Census 2010**

### AIAN examples

**United States 2010 Census**

**San Joaquin County, California**

The 2010 Census Direct Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have used certain parts of the design, the direct rehearsal will illustrate methods to see how well all of the pieces fit together.

San Joaquin County was selected as one of only two sites for the direct rehearsal primarily because it is an urban area with a multilingual population and has an assortment of group quarters housing.

A nine-county area surrounding Fayetteville, N.C., also was selected by the Census Bureau to participate in the 2010 Census Direct Rehearsal.

**What You Need to Know**

- No data or population counts will be published for the 2010 Census Direct Rehearsal.
- Census workers will visit households that do not return a completed questionnaire.
- Keeping answers confidential is the Census Bureau's higher priority—a commitment that is backed by one of the strongest confidentiality laws in the United States.

“Participating in the 2010 Census Direct Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010.”  
—Linda Brinkman,  
Director of the U.S. Census Bureau

**Key Facts**

**Population**  
San Joaquin County: 261,596  
U.S.: 291,221,908

**Percentage of Population by Race**

White	67%
Black	27%
Hispanic	4%
Asian	1%
Other	1%

**Hispanic Origin: Percentage of Population**

U.S.	12.5%
San Joaquin County	30.0%

**Age 65+ Who Speak Spanish at Home**

U.S.	5.7%
San Joaquin County	10.6%

**Hispanic, White**

U.S.	11,083,000
San Joaquin County	18,771

**Population in Group Quarters**

U.S.	29,400
San Joaquin County	7,730

U.S. Department of Commerce  
Economic and Statistics Administration  
1000 RELEASE

**Census 2010**

**Building Partnerships**  
**United States 2010 Census**  
*Your help is essential*

In preparation for the 2010 Census, the U.S. Census Bureau selected Travis County as one of only two sites for the 2010 Census Test. With its reputation as a technology center, its rapidly growing and diverse population, and its variety of housing, Travis County is an ideal testing ground for the Census Bureau.

Partners helped the Census Bureau conduct a successful Census 2010, and we will again need our partners' help in Travis County to successfully complete the 2010 Census Test.

Local governments, community organizations, businesses, and the media in Travis County can help spread the word about the 2010 Census Test and encourage everyone to participate.

**What you can do:**

- Local governments, community organizations, and neighborhood groups can:
  - Recruit census workers.
  - Distribute and distribute census materials.
  - Participate in training and training census employees.
- Businesses can:
  - Display and distribute census materials.
  - Send out community events to promote the 2010 Census Test.
  - Display a map of the area included in the test.
- Media can:
  - Publicize stories about the 2010 Census Test.
  - Provide space for public service announcements.
  - Provide coverage of census activities and operations.
  - Take part in the census promotional activities.

U.S. Department of Commerce  
Economic and Statistics Administration  
1000 RELEASE

**Census 2010**

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

## 2010 Census example

<p><b>United States 2010 Census</b></p> <p><b>Fayetteville and Eastern North Carolina</b> <i>Nine county region of Chatham, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, Richmond and Scotland</i></p> <p>The 2008 Census Dress Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have tested certain parts of the plan, the dress rehearsal will fine-tune methods to see how well all of the pieces fit together.</p> <p>The city of Fayetteville, N.C., and the surrounding nine-county area were selected for the dress rehearsal primarily because it has a mix of urban, suburban and rural areas and has two large military bases (Fort Bragg and Pope Air Force Base).</p> <p>San Joaquin County, Calif., also was selected by the Census Bureau to participate in the 2008 Census Dress Rehearsal.</p>		<p>Revised August 2008</p> <p><b>Fayetteville &amp; Surrounding Area</b> <b>Quick Facts</b></p> <p>Population Fayetteville area 710,156 U.S. 301,423,968</p> <p><b>Percentage of Population by Race</b></p> <p>Fayetteville area Other race 2% Asian 1% Black 28% White 69%</p> <p>U.S. Other race 2% Asian 5% Black 12% White 79%</p> <p><b>Hispanic Origin: Percentage of Population</b> Fayetteville area 15.6% U.S. 12.5%</p> <p><b>Percentage of Population Age 5+ Who Speak Spanish at Home</b> Fayetteville area 1.7% U.S. 10.0%</p> <p><b>Housing Units</b> Fayetteville area 294,690 U.S. 115,904,641</p> <p><b>Population in Group Quarters</b> Fayetteville area 29,460 U.S. 5,778,833</p> <p>Source: Census 2000</p>
<p><b>What You Need to Know</b></p> <ul style="list-style-type: none"> <li>Most households in the dress rehearsal site will receive a census questionnaire in the mail. Some may have questionnaires delivered to their residence by a census worker. Respondents are asked to complete the forms and return them by mail.</li> <li>Census workers will visit households that do not return a completed questionnaire.</li> <li>Keeping answers confidential is the Census Bureau's highest priority—a commitment that is backed by one of the strongest confidentiality laws in the United States.</li> </ul> <p>"Participating in the 2008 Census Dress Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010."</p> <p>—Louis Kincannon, Director of the U.S. Census Bureau</p> <p><b>"Partner logo here"</b></p>		<p>U.S. Department of Commerce Economic and Statistics Administration U.S. CENSUS BUREAU DD-1120 (8-08)</p> <p><b>Census 2010</b></p>
<p>USCENSUSBUREAU</p>		<p>U.S. Department of Commerce Economic and Statistics Administration U.S. CENSUS BUREAU DD-1120 (8-08)</p> <p><b>Census 2010</b></p>

## AIAN example

<p><b>United States 2010 Census</b></p> <p><b>San Joaquin County, California</b></p> <p>Cal #omia</p> <p>The 2008 Census Dress Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have tested certain parts of the plan, the dress rehearsal will fine-tune methods to see how well all of the pieces fit together.</p> <p>San Joaquin County was selected as one of only two dress rehearsal sites in the nation primarily because it is an urban area with a multilingual population and has an assortment of group quarters housing.</p> <p>A nine-county area surrounding Fayetteville, N.C., also was selected by the Census Bureau to participate in the 2008 Census Dress Rehearsal.</p>		<p>Issued April 2008</p> <p><b>San Joaquin County</b> <b>Quick Facts</b></p> <p>Population San Joaquin 363,098 U.S. 281,423,968</p> <p><b>Percentage of Population by Race</b></p> <p>San Joaquin Other race 17% Asian 11% Black 7% White 65%</p> <p>U.S. Other race 4% Asian 5% Black 12% White 79%</p> <p><b>Hispanic Origin: Percentage of Population</b> San Joaquin 30.5% U.S. 12.5%</p> <p><b>Percentage of Population Age 5+ Who Speak Spanish at Home</b> San Joaquin 19.5% U.S. 10.0%</p> <p><b>Housing Units</b> San Joaquin 180,140 U.S. 115,904,641</p> <p><b>Population in Group Quarters</b> San Joaquin 18,771 U.S. 5,778,833</p> <p>Source: Census 2000</p>
<p><b>What You Need to Know</b></p> <ul style="list-style-type: none"> <li>No data or population counts will be published for the 2008 Census Dress Rehearsal.</li> </ul> <p>"Participating in the 2008 Census Dress Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010."</p> <p>—Louis Kincannon, Director of the U.S. Census Bureau</p> <p><b>"Partner logo here"</b></p>		<p>U.S. Department of Commerce Economic and Statistics Administration U.S. CENSUS BUREAU DD-1120 (8-08)</p> <p><b>Census 2010</b></p>
<p>USCENSUSBUREAU</p>		<p>U.S. Department of Commerce Economic and Statistics Administration U.S. CENSUS BUREAU DD-1120 (8-08)</p> <p><b>Census 2010</b></p>

# Factsheet Cover Examples With the 2010 Census Logo Alone

## Children Dora Spanish Factsheet

**¡Dora te recuerda que debes incluir a todos los pequeños exploradores en el Censo del 2010!**

Los niños no se han contado correctamente en cada censo desde el primero en el 1790. Por favor, recuerda incluir a todos sus niños al completar el cuestionario del Censo del 2010.

**¿Qué es el Censo de los Estados Unidos?**  
Cada 10 años, el gobierno reporta el número de personas que viven en los Estados Unidos llevando a cabo un censo llamado censo. Este censo es requerido por la Constitución de los Estados Unidos.

**¿Quién debe ser contado?**  
Todo el mundo, incluyendo a los bebés! Todos los bebés, niños y adultos que viven en un hogar deben ser contados, independientemente de la nacionalidad, ciudadanía, raza, edad o sexo. Si usted tiene un bebé o niño pequeño en su hogar, recuérdelo incluir en el censo.

**¿Por qué es importante el censo?**  
Los datos del censo se utilizan para determinar el número de representantes que le corresponden a su estado en el Congreso de los Estados Unidos, así como la representación de su comunidad en la legislatura estatal. Los datos también se utilizan para distribuir más de \$400 mil millones en fondos federales cada año a las comunidades para establecer y mejorar las escuelas, los hospitales, las carreteras y los servicios para ancianos.

**United States Censo 2010**  
10 PREGUNTAS, 10 MINUTOS PARA UNA MEJOR COMUNIDAD  
2010census.gov/espanol

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## Community Factsheet

**United States Census 2010**  
The U.S. Census Bureau is issuing a call to action for every resident of our nation: **"BE COUNTED IN 2010."**

**The Census: A Snapshot**

- What:** The census is a count of everyone residing in the United States.
- Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

**A Complete Count: The Importance of Census Data**

- Every year, the federal government can allocate more than \$400 billion to states and communities based, in part, on census data.
- Census data can be used for writing grant proposals.
- Community planners and governments rely on census data to determine where there is a need for additional social services and funding.
- Census data can help you estimate the number of potential volunteers in your community and the number of residents who may need your services.

**2010 Census Questionnaire: Quick, Easy and Confidential**

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

**THE 2010 CENSUS IS IMPORTANT.**  
It determines the distribution of more than \$400 billion annually of government funding for local community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

**YOU CAN MAKE A DIFFERENCE.**  
As an influential community-based organization leader, you can ensure the people you represent are fully counted. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.

COMMUNITY-BASED ORGANIZATIONS

U.S. DEPARTMENT OF COMMERCE

## Elected Official Factsheet

**United States Census 2010**  
The U.S. Census Bureau is issuing a call to action for every resident of our nation: **"BE COUNTED IN 2010."**

**The Census: A Snapshot**

- What:** The census is a count of everyone residing in the United States.
- Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

**A Complete Count: The Importance of Census Data**

- Every year, the federal government can allocate more than \$400 billion to states and communities based, in part, on census data.
- Census data guide planning for new hospitals, roads, job training centers, schools and more.
- Census data are used to determine the need for additional social services, block grants and other grant programs essential to many communities.
- Census data inform a diverse range of local initiatives, from justifying the need for an after-school program to designating urban revitalization areas.

**2010 Census Questionnaire: Quick, Easy and Confidential**

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

**THE 2010 CENSUS IS IMPORTANT.**  
It determines the distribution of more than \$400 billion annually of government funding for local community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

**YOU CAN MAKE A DIFFERENCE.**  
As an influential elected official, you can raise awareness of and encourage participation in this historic event. By doing so, you can help your constituents receive their fair share of federal funds, cement jobs and congress on representation.

ELECTED OFFICIALS

U.S. DEPARTMENT OF COMMERCE

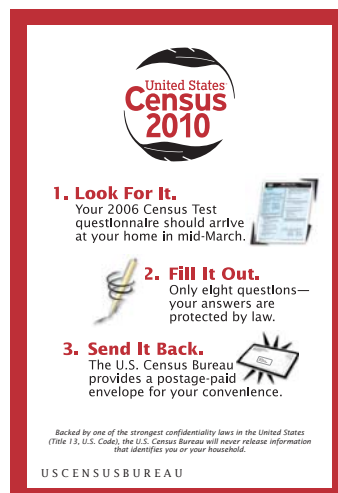
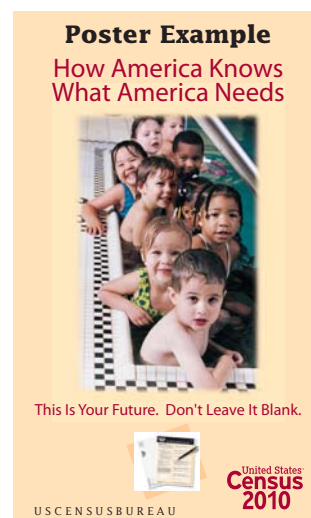
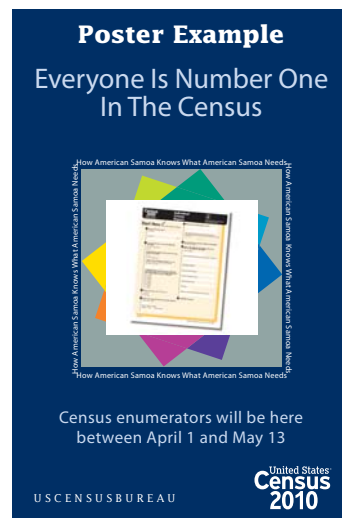
12.3

## Poster

12.3.1

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

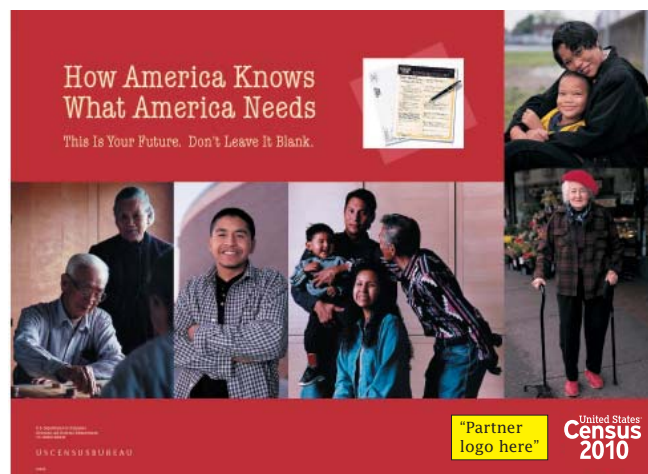
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



12.3.2

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

2010 Census example



AIAN example



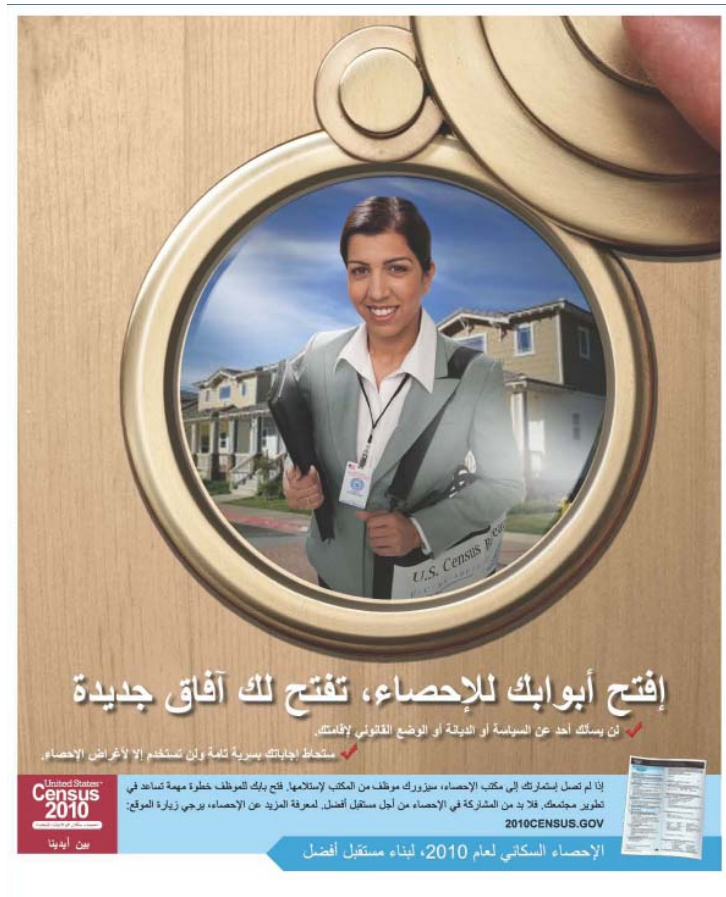




12.4

## 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”

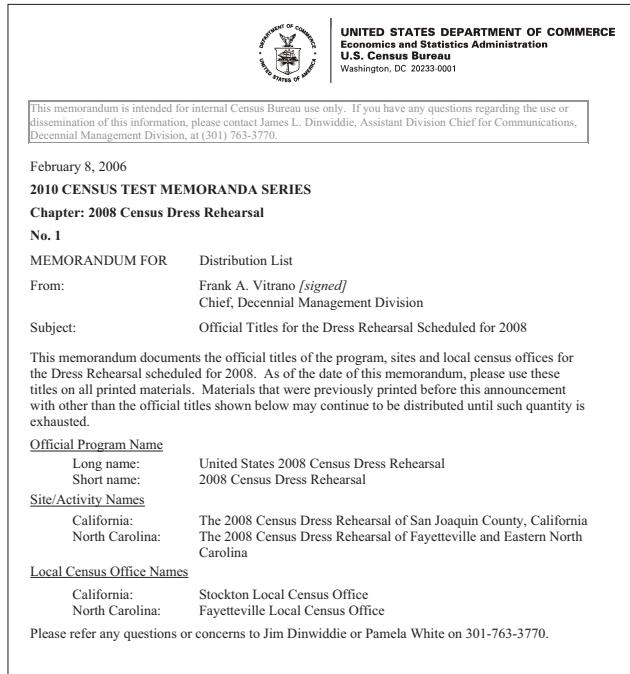
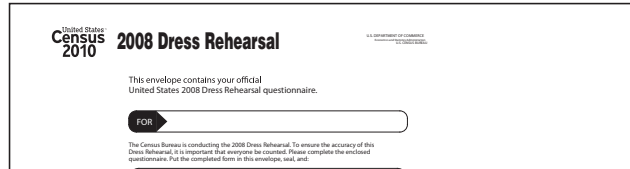
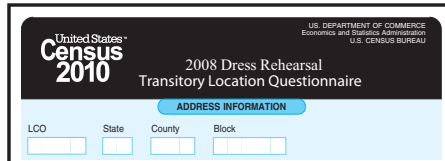
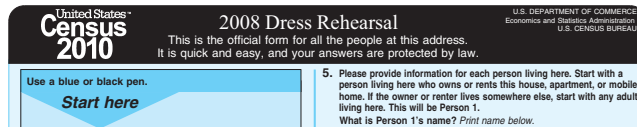


# 2010 Census Dress Rehearsal

## 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.*



2008 Census DR memo No. 1

# 2008 Dress Rehearsal Examples

## English Questionnaire

**2008 Dress Rehearsal**  
This is the official form for all the people at this address.  
It is quick and easy, and your answers are protected by law.

**Start here**

Use a blue or black pen.

The Census must count every person living here on April 1, 2008. Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, old people's institution, detention facility, etc., on April 1, 2008.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, etc. Otherwise, they may be counted here.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2008, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2008?

Number of people is

2. Were there any additional people staying here April 1, 2008 that you did not count in Question 1?

Mark X all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home —

Mark X ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear without a mortgage or loan?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand at home.

Area Code + Number

OMB No. 0807-0019-DR; Approval Expires 8/30/2008  
U.S. CENSUS BUREAU

## Bilingual English/Spanish Questionnaire

**2008 Census Dress Rehearsal**  
Este es el formulario oficial para todas las personas en esta dirección.  
Es rápido y fácil, y sus respuestas están protegidas por ley.

**Start here**

Use a blue or black pen.

The Census must count every person living in the United States on April 1, 2008. Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, old people's institution, detention facility, etc., on April 1, 2008.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, etc. Otherwise, they may be counted here.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2008, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2008?

Number of people is

2. Were there any additional people staying here April 1, 2008 that you did not count in Question 1?

Mark X all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home —

Mark X ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear without a mortgage or loan?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand at home.

Area Code + Number

OMB No. 0807-0019-DR; Approval Expires 8/30/2008  
U.S. CENSUS BUREAU

## Military Census Report (MCR)

**2008 Dress Rehearsal Military Census Report**

Use a blue or black pen.

**Start here**

1. What is your name? First name below.

Last Name

First Name

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 your age and date of birth in the circle like this: 34 years old. First numbers in boxes.

Age on April 1, 2008: Month  Day  Year of birth

OMB No. 0807-0019-DR; Approval Expires 8/30/2008  
U.S. CENSUS BUREAU

## Transitory Location Questionnaire

**2008 Dress Rehearsal Transitory Location Questionnaire**

ADDRESS INFORMATION

LOC:  State:  County:  Block:

Map Sect:  Unit ID:

INTRODUCTION

S1. I will complete a census questionnaire for all the people staying at this residence on April 1, 2008. This includes people who are staying at this address on April 1, 2008. This Privacy Notice explains that your answers are kept confidential. It is to be returned to the Information Sheet while we fill out the questionnaire.

S2. Including yourself, how many people are living or staying in this (this/these/those) who have no other places they usually live?

Number of people is

HOUSING

H1. What is the mailing address of this unit?

House No.

Street Name, Rural Route and box, or PO box

Apt. No. or Location

City  State  ZIP Code

H2. Do you or does someone in the house mortgage or loan, including home equity?

Mark X ONE box.

- Own with a mortgage or loan?
- Own free and clear?
- Rent?
- Occupied without payment of rent?

OMB No. 0807-0019-DR; Approval Expires 8/30/2008  
U.S. CENSUS BUREAU

## Spanish envelope

## English envelope

**Ensayo General del 2008**  
Este sobre contiene los cuestionarios oficiales del Censo General del 2008 de los Estados Unidos.

**2008 Dress Rehearsal**  
This envelope contains your official United States 2008 Dress Rehearsal questionnaire.

U.S. CENSUS BUREAU

## 2010 Census Public Use Forms

### Questionnaire and Report

#### 2010 Census Logo With Questionnaire and Report

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

The image shows the top header of a 2010 Census questionnaire. On the left is the "United States Census 2010" logo. To the right, it states "U.S. DEPARTMENT OF COMMERCE, Economics and Statistics Administration, U.S. CENSUS BUREAU". Below the logo, it says "This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law." A blue arrow points to the start of the form with the text "Use a blue or black pen. Start here". To the right, question 5 is visible: "5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1. What is Person 1's name? Print name below."

The image shows the top of a "Transitory Location Questionnaire" form. It features the "United States Census 2010" logo and the text "U.S. DEPARTMENT OF COMMERCE, Economics and Statistics Administration, U.S. CENSUS BUREAU". The title "Transitory Location Questionnaire" is centered. Below the title is a blue button labeled "ADDRESS INFORMATION". Underneath, there are four input fields: "LCO" (with a 5-digit grid), "State" (with a 2-digit grid), "County" (with a 3-digit grid), and "Block" (with a 5-digit grid).

# English and Bilingual Questionnaire Examples

United States  
**Census 2010**

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

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

**Start here**

Use a blue or black pen.

The Census must count every person living here on April 1, 2008. Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- The Census Bureau also conducts counts in institutions and other places, so:
  - Do not count anyone living away either at college or in the Armed Forces.
  - Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2008.
  - Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.
- The Census must also include people without a permanent place to stay, so:
  - If someone who has no permanent place to stay is staying here on April 1, 2008, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2008?

Number of people =

2. Were there any additional people staying here April 1, 2008 that you did not include in Question 1? Mark X all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark X ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number:  -

OMB No. 0607-0915 Approval Expires 9/30/2007  
Form **DX-1 (S)**-2008

U.S. CENSUS BUREAU

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? Print name below.

Last Name:   
First Name:  M  F

6. What is Person 1's sex? Mark X ONE box.

Male  Female

7. What is Person 1's age and what is Person 1's 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:  Months  Day  Year of birth:

NOTE: Please answer BOTH Question 9 about race. For this person:

8. Is Person 1 of Hispanic, Latin, or Spanish ethnicity? Mark X ONE or MORE boxes.

- No, not of Hispanic, Latino, or Spanish ethnicity
- Yes, Mexican, Mexican American, or Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latin American, Colombian, Guatemalan, or other Hispanic, Latin American, or Spanish ethnicity

9. What is Person 1's race? Mark X ONE or MORE boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native
- Asian Indian
- Japanese
- Chinese
- Korean
- Filipino
- Vietnamese
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on
- Some other race — Print race

10. Does Person 1 sometimes live elsewhere? Mark X ONE box.

- No
- Yes — Mark X all that apply.
  - In college house
  - In the military
  - At a seasonal or second residence

→ If more people were counted in this household, please continue on the next page.

English Questionnaire example

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

**Start here**

Use a blue or black pen.

The Census must count every person living in the United States on April 1, 2008. Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- The Census Bureau also conducts counts in institutions and other places, so:
  - Do not count anyone living away either at college or in the Armed Forces.
  - Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2008.
  - Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.
- The Census must also include people without a permanent place to stay, so:
  - If someone who has no permanent place to stay is staying here on April 1, 2008, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2008?

Number of people =

2. Were there any additional people staying here April 1, 2008 that you did not include in Question 1? Mark X all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark X ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number:  -

OMB No. 0607-0915 Approval Expires 9/30/2007  
Form **DX-1 (E/S)**-2008

U.S. CENSUS BUREAU

Este es su cuestionario oficial del Censo de los EE.UU. Es fácil y rápido de completar y sus respuestas serán protegidas por ley. Por favor, complete su cuestionario en el idioma que se sienta más cómodo y deseado por correo hoy.

**Comience Aquí**

Use un bolígrafo de tinta azul o negra.

El Censo tiene que contar a cada persona que vive aquí el 1 de abril de 2008. Antes de contestar la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones.

- Cuente a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.
- La Oficina del Censo también lleva a cabo recuentos en instituciones y otros lugares, por lo tanto:
  - No cuente a alguien que no vive aquí por estar en la universidad o en las Fuerzas Armadas.
  - No cuente a alguien que está en un hogar de convalecencia, cárcel, prisión, centro de detención, etc., el 1 de abril de 2008.
  - No incluya a estas personas en su cuestionario, aunque vuelvan a vivir aquí después de salir de la universidad, hogar de convalecencia, ejército, cárcel, etc. De otra manera, serán contadas dos veces.
- La Oficina del Censo también tiene que incluir a las personas sin un lugar permanente donde quedarse, por lo tanto:
  - Si alguien sin un lugar permanente donde quedarse se está quedando aquí el 1 de abril de 2008, cuente a esa persona. De lo contrario, puede que no sea contada en el censo.

1. ¿Cuántas personas vivían o se quedaban en esta casa, apartamento o casa móvil el 1 de abril de 2008?

Número de personas =

2. ¿Había personas adicionales quedándose aquí el 1 de abril de 2008 que usted no incluyó en la Pregunta 1? Marque X todas las que apliquen.

- Niños, tales como bebés recién nacidos o hijos de crianza
- Parientes, tales como hijos adultos, primos o parientes políticos
- Personas que no son parientes, tales como compañeros de cuarto o cónyuges que viven en el hogar
- Personas que se quedan aquí temporalmente
- No hay personas adicionales

3. ¿Es esta casa, apartamento o casa móvil — Marque X UNO cuadro.

- Propiedad suya o de alguien en este hogar con una hipoteca o préstamo? Incluye los préstamos sobre el valor líquido de la casa.
- Propiedad suya o de alguien en este hogar libre y sin deudas (sin una hipoteca o préstamo)?
- Alquilado?
- Ocupado sin pago de alquiler?

4. ¿Cuál es su número de teléfono? Puede que lo llamemos si no entendimos una respuesta.

Código de Área + Número:  -

U.S. CENSUS BUREAU

Bilingual English/Spanish Questionnaire example



14.1.4

# Individual Census Report Example

The image shows a sample of a 2010 Census Individual Census Report form. The form is divided into two main sections: a questionnaire on the left and an official letter on the right.

**Questionnaire Section (Left):**

- Header:** United States Census 2010, 2008 Census Dress Rehearsal Individual Census Report. OMB No. 0607-0919-DR, Approved Expires 8/30/2010.
- Instructions:** Use a blue or black pen. Start here.
- 1. What is your name? Print name below.** Last Name, First Name, M, F.
- 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.** Age on April 1, 2008, Month, Day, Year of birth.
- 4. Are you of Hispanic, Latino, or Spanish origin? NOTE: Please answer BOTH Question 4 about Hispanic origin and Question 5 about race. For this census, Hispanic origins are not races.** 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 orig. for example, Argentine, 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; Japanese; Native Hawaiian; Chinese; Korean; Guamanian or Chamorro; Filipino; Vietnamese; Samoan; Other Asian — Print race, for example, Indo, Laotian, Thai, Pakistani, Cambodian, 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, State or foreign country, ZIP Code.

**Official Letter Section (Right):**

- Date:** March 17, 2008.
- Header:** UNITED STATES DEPARTMENT OF COMMERCE, Economics and Statistics Administration, U.S. Census Bureau, OFFICE OF THE DIRECTOR.
- Salutation:** Dear Resident:
- Text:** 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).
- Instructions:** Please follow the instructions you were given when you received this form for returning it to the appropriate person.
- Signature:** Charles Louis Kincannon, Director, U.S. Census Bureau.
- Text:** Thank you for completing your official 2008 Census Dress Rehearsal form.
- FOR OFFICIAL USE ONLY:** G2 Control Number, A, PN, B, JIC1, C, JIC2.
- Footnote:** 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 Number:** FORM DR-08 (04-2007), 803102.

Individual Census Report (ICR) example

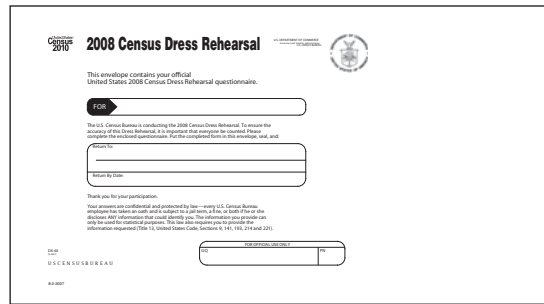
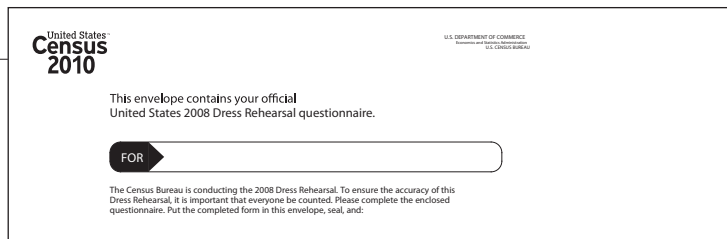


14.2

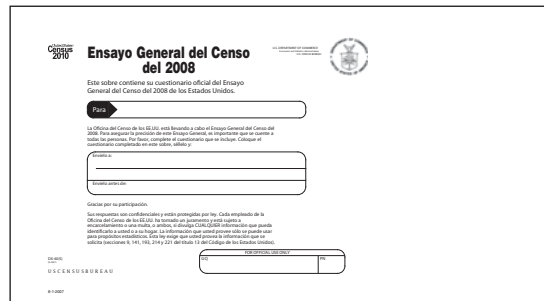
## 2010 Census Logo With Envelopes

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

2010 Census logo




English envelope example



Spanish envelope example

## 2010 Census Logo With Flashcard

	U.S. DEPARTMENT OF COMMERCE Economic and Statistics Administration U.S. CENSUS BUREAU
<b>LANGUAGE IDENTIFICATION FLASHCARD</b>	
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
አንደኛው ፣ ከአሜሪካ የሥነ-ምግባር ቢሮ ነኝ ። እሁን እንግሊዘኛ ቋንቋ የሚናገር አኛ ለረዳኝ የሚችል ሰው አለ? ከሌለ እባክትን የስልክ ቁጥርን ይጻፉልኝ። በአሜሪካ የሚኖሩት ይጻፉልኝ።	04. ቱግርቱግል/ Amharic
مرحبًا، أنا من مكتب الإحصاء الأمريكي. هل يوجد هنا الآن شخص يتحدث الإنجليزية ويمكنه مساعدتنا؟ إذا كان لا يوجد، فلارجاء، فلارجاء أتأبى رقم هاتفكم وسيصل بكم أحد الأشخاص بلغة العربية.	05. العربية/ Arabic
Բարև Ձեզ, ես ԱՄՆ-ի Մարդահամարի Բյուրոյից եմ: Ներկա՞ է արդյոք մեկը, որը խոսում է Անգլերեն կամ Կարող է մեզ օժնետել: Եթե ոչ, միտք Ձեր հեռախոսի համարը կ Ձեզ հետ կկապվեն 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. CENSUS BUREAU

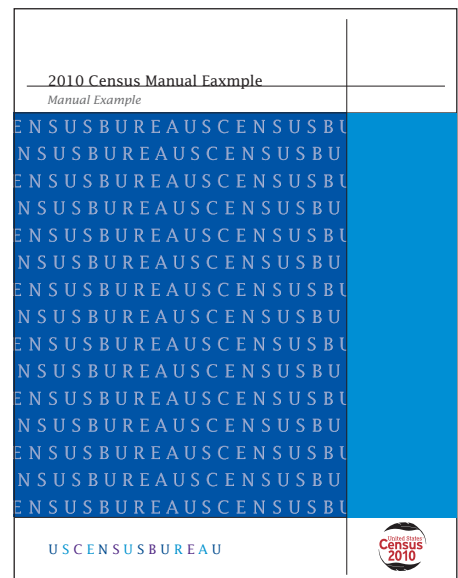
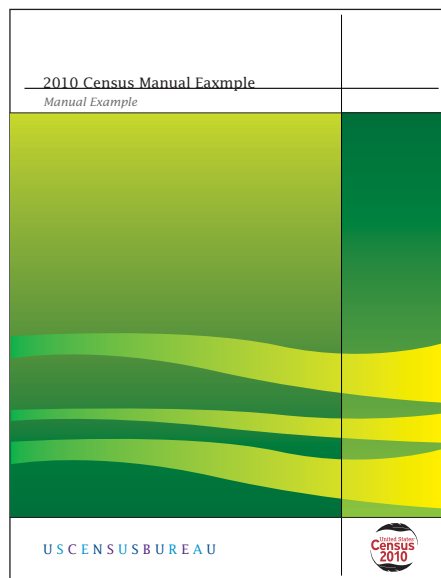
D-3309 (07-22-2008)

Draft #6 (07-22-2008)



15.1.2

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



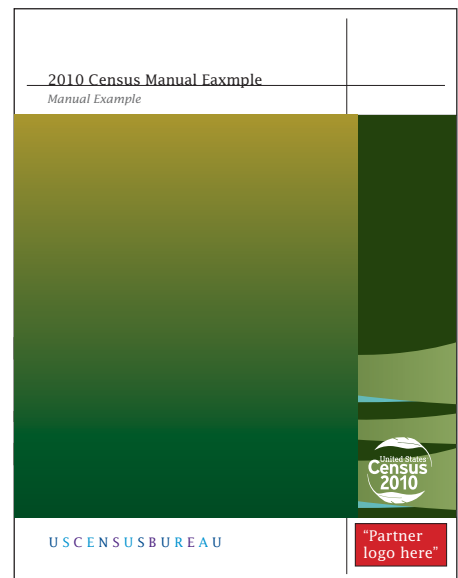
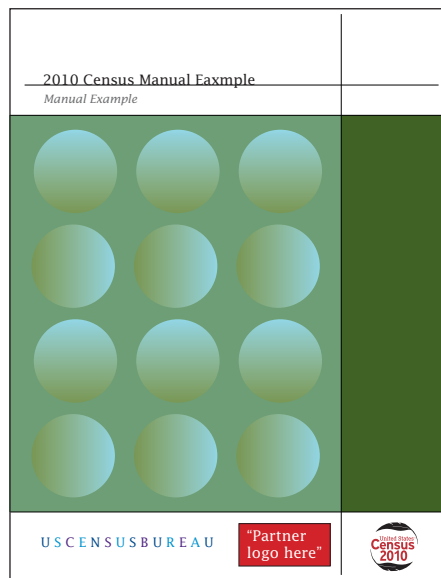
15.1.3

## 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



## U.S. Census Bureau Wordmark

### 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 may 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*

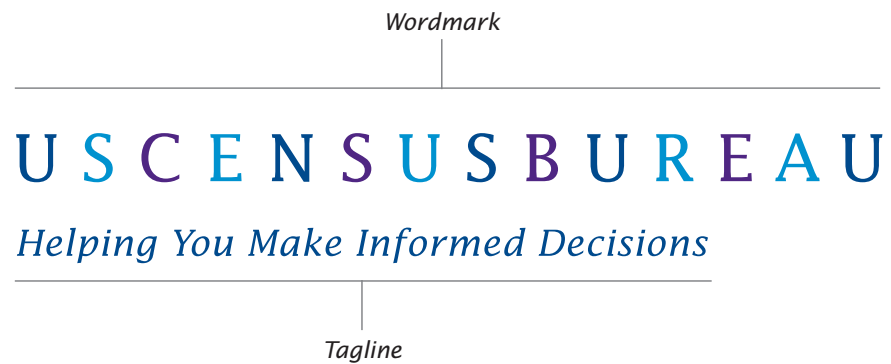
The integrity of the wordmark must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the first element in the wordmark, the capital letter “U.” Do not allow any other elements, such as type, graphics, or photography to interfere 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.



## 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.

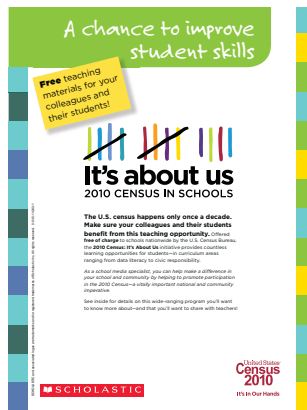




# 2010 Census Tagline Guidelines

## 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



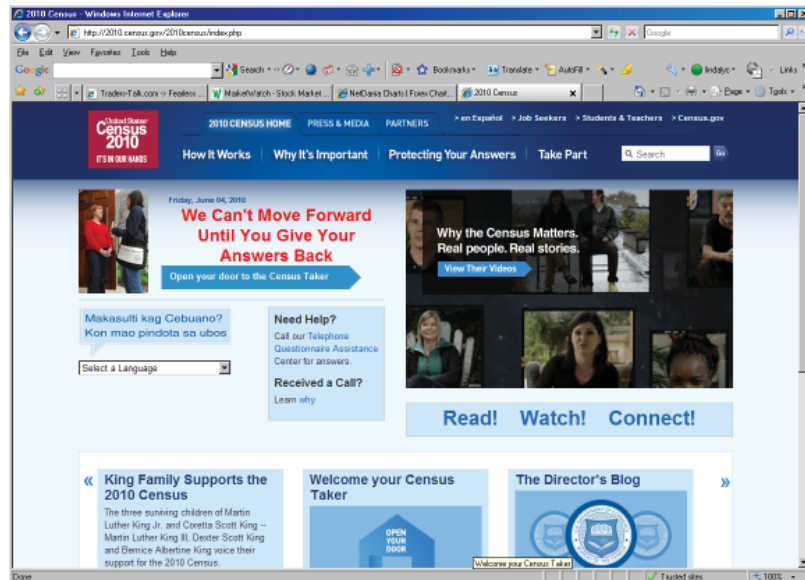
ESTÁ EN NUESTRAS MANOS

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.

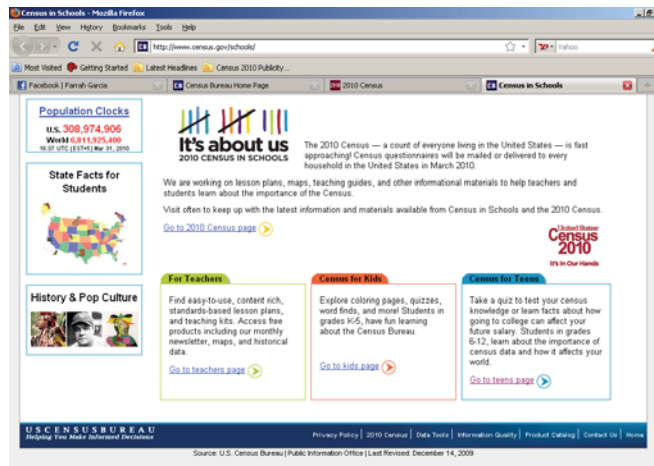
In addition, the website served as an information resource educating the public on other programs such as: Census in Schools, Partnership, and Public Relations. The Census in School website link allowed visitors such as parents, educators and students to download materials that can be used in a classroom 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

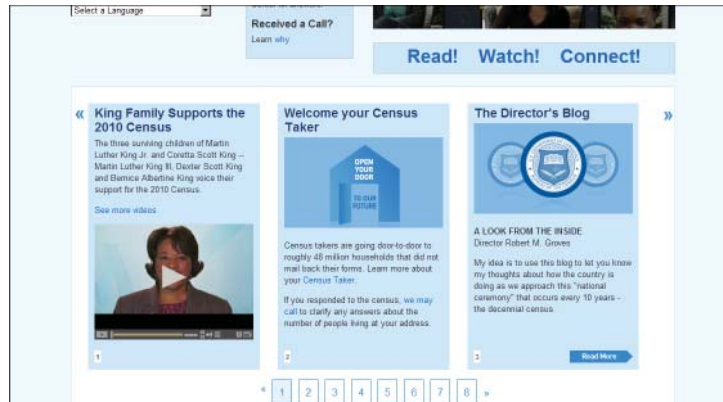


18.1

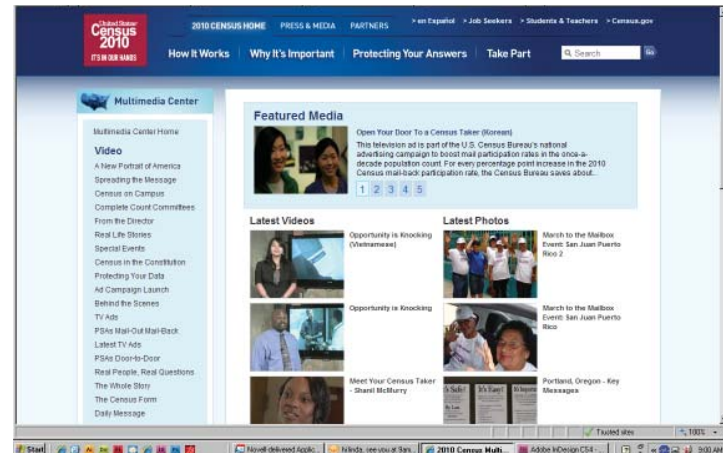
## Census in Schools Website



## Partnership Communications Area (PCA)



## On-Line News Room



## Logo Application Process

### 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](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.

## 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.

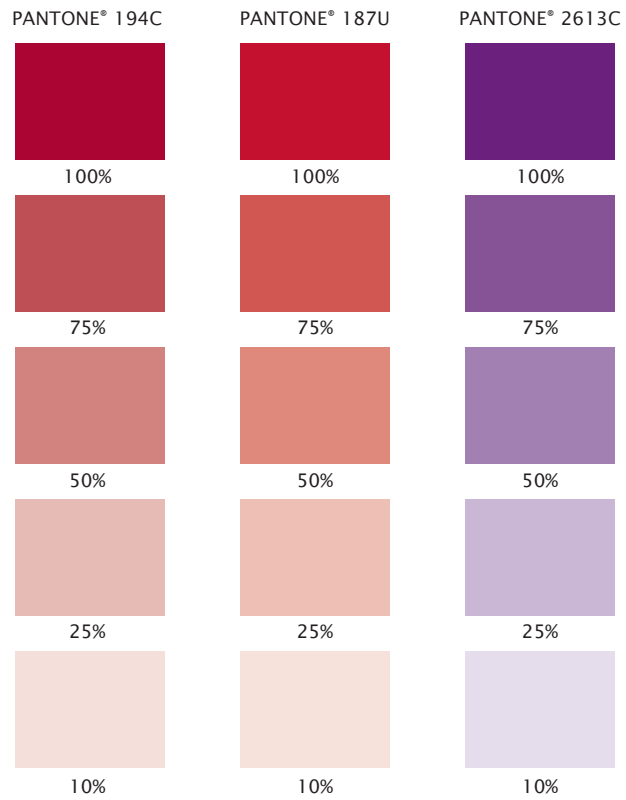
**Sans serif:** A type style with no serifs and little contrast between thick and thin strokes.

**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