

United States 2010 Census

Issued March 2008

Logo Style Guide



USCENSUSBUREAU

United States[®]
Census
2010

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Introduction

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

Because of its importance, great care must be taken in the use of the 2010 Census logo. The logo is presented in a consistent fashion, and its use must be governed by strict rules. If it is used haphazardly, the logo's value will be diminished.

Most uses of the 2010 Census logo will originate in various program design groups, but from time to time, 2010 Census workers outside of design groups are required to make judgments about the use of the 2010 Census logo, often relating to a one-time use. To facilitate consistency and quality in the use of the logo, among both professional and nonprofessional users, this manual has been prepared.

Exceptions to these guidelines are rare and must be approved by the Census 2010 Publicity Office (C2PO). Your assistance and cooperation in the protection of the 2010 Census logo is valued and appreciated.

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)>.

	UNITED STATES DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. Census Bureau Washington, DC 20533-0001
<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) 763-1346.</p>	
<p>April 26, 2005</p>	
<p>2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES</p>	
<p>No. 2 (2nd reissue)</p>	
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">• The official name for the overall effort is now the 2010 Decennial Census Program. Note that this is singular, not plural. This replaces the previous official name of Reengineered Census of Population and Housing.• To be consistent with this change, we will change our official budget subactivity name from 2010 Decennial Census to 2010 Decennial Census Program. If possible we will make this change beginning with our FY 2007 budget request. This budget subactivity will remain within the "Demographic Statistics Programs" budget activity.• When presenting information about the 2010 Decennial Census Program reengineering effort, there still will be times when it is important to differentiate between the three major components of that effort. In those situations, the following names should still be used:<ul style="list-style-type: none">• American Community Survey (ACS)• MAF/TIGER Enhancements Program (MTEP)• 2010 Census	

1.2

Memo No. 15

2010 Decennial Census Program Decision Memorandum Series

September 29, 2006

Memo No. 15

Subject: 2010 Census logo for the American Indian and Alaska Native (AIAN) population

The 2010 Census Decision Memo No. 15 is on the DMD Portal at

<<http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2015.pdf>>.



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

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

September 29, 2006

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 15

MEMORANDUM FOR Distribution

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

Subject: 2010 Census American Indian and Alaska Native Logo

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



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

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

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>>.

	<p>UNITED STATES DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. Census Bureau Washington, DC 20233-0001</p>
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This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

July 31, 2007

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 19 (Reissue)

MEMORANDUM FOR The Distribution List

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

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

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

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

This memorandum documents the following changes:

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

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

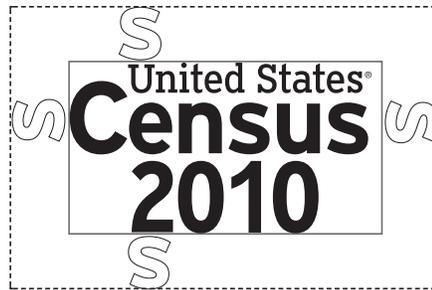
2010 Census Logo Standards

3.1

2010 Census Logo

The 2010 Census logo consists of the words “United States 2010 Census,” 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

United States[®]
Census
2010

United States[®]
Census
2010

Reverse logos

United States[®]
Census
2010

United States[®]
Census
2010

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

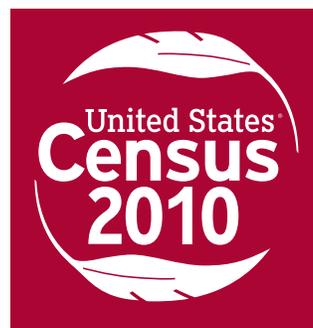
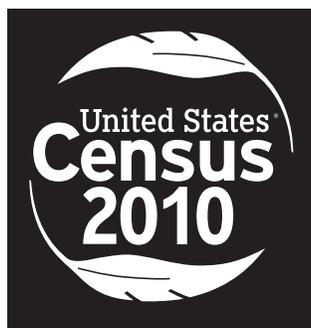
The AIAN 2010 logo combinations are to be used in the manner shown below only, solid black or red words and black feathers.

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,” 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.



2010 Census Puerto Rico Colors

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

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

2010 Census Puerto Rico black



Black
(Both coated and uncoated)

2010 Census Puerto Rico purple



PANTONE® 2613C
(For coated paper stock)



PANTONE® 2613U
(For uncoated paper stock)



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

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

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

5.1.3

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

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

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

Positive logos



Reverse logos



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,” 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.



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[®]
2010
Puerto Rico

Censo[®]
2010
Puerto Rico

Reverse logos

Censo[®]
2010
Puerto Rico

Censo[®]
2010
Puerto Rico

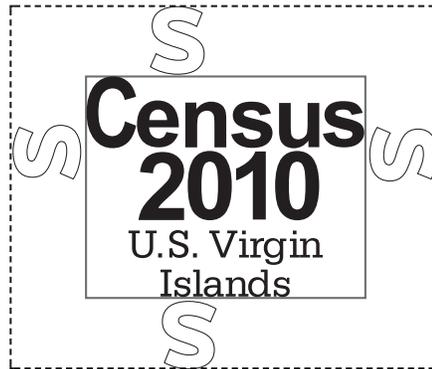
Island Areas Logo Standards

6.1 U.S. Virgin Islands

6.1.1 2010 Census U.S. Virgin Islands Logo

The 2010 Census U.S. Virgin Islands logo consists of the words “2010 Census U.S. Virgin Islands,” 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.



2010 Census U.S. Virgin Islands Colors

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

**Census
2010**
U.S. Virgin
Islands

**Census
2010**
U.S. Virgin
Islands

Reverse logos

**Census
2010**
U.S. Virgin
Islands

**Census
2010**
U.S. Virgin
Islands

6.2

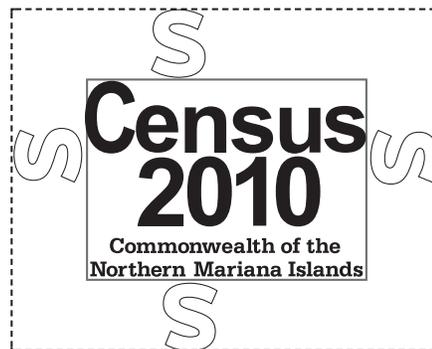
Commonwealth of the Northern Mariana Islands

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,” 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.



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)

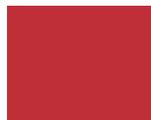


PANTONE® 187U
(For uncoated paper stock)



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

**Census
2010**
Commonwealth of the
Northern Mariana Islands

**Census
2010**
Commonwealth of the
Northern Mariana Islands

Reverse logos

**Census
2010**
Commonwealth of the
Northern Mariana Islands

**Census
2010**
Commonwealth of the
Northern Mariana Islands

6.3

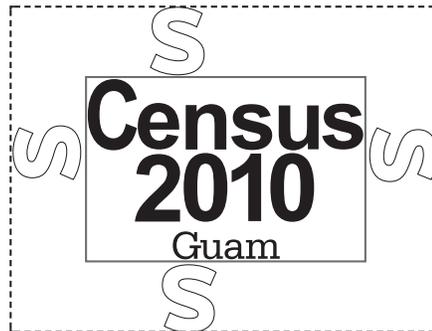
Guam

6.3.1

2010 Census Guam Logo

The 2010 Census Guam logo consists of the words “2010 Census Guam,” 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.



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

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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
2010**
Guam

**Census
2010**
Guam

Reverse logos

**Census
2010**
Guam

**Census
2010**
Guam

6.4

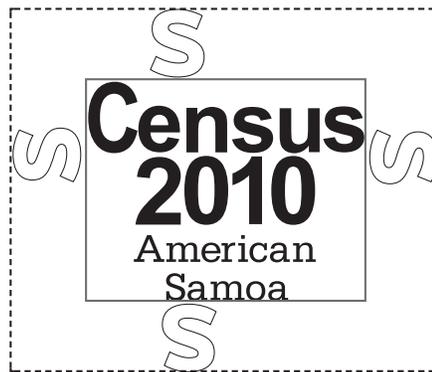
American Samoa

6.4.1

2010 Census American Samoa Logo

The 2010 Census American Samoa logo consists of the words “2010 Census American Samoa,” 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.



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

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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
2010**
American
Samoa

**Census
2010**
American
Samoa

Reverse logos

**Census
2010**
American
Samoa

**Census
2010**
American
Samoa

6.5

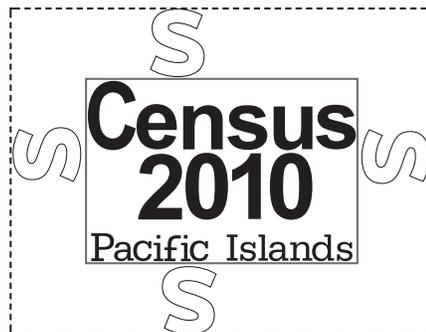
Pacific Islands

6.5.1

2010 Census Pacific Islands Logo

The 2010 Census Pacific Islands logo consists of the words “2010 Census Pacific Islands,” 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 Pacific 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.



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

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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
2010**
Pacific Islands

**Census
2010**
Pacific Islands

Reverse logos

**Census
2010**
Pacific Islands

**Census
2010**
Pacific Islands

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. 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.

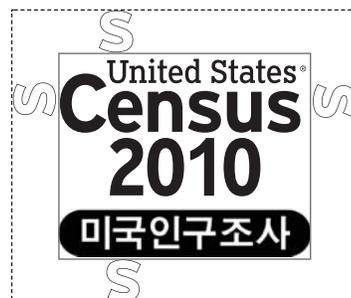
These are examples of some Asian Language 2010 logos.



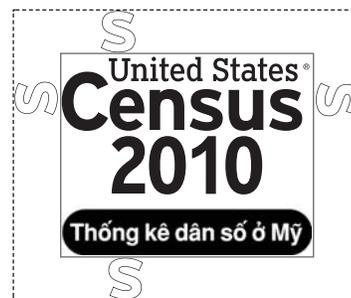
Chinese



Japanese



Korean



Vietnamese

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

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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.



Emerging Market Logo Standards

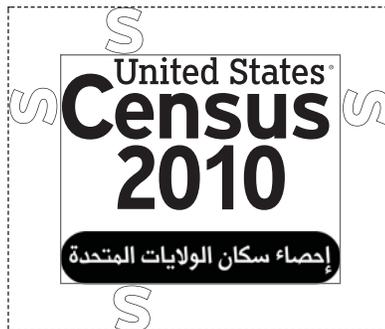
8.1

2010 Census Emerging Market Logos

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

When one of the emerging market 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. 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 examples of some Emerging Market 2010 logos.



Arabic



Polish



Russian

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.

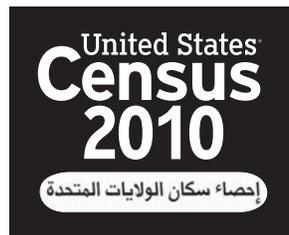
When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

These are examples of some Emerging Market 2010 positive logos.



Reverse Logos

These are examples of some Emerging Market 2010 reverse logos.



Arabic



Polish



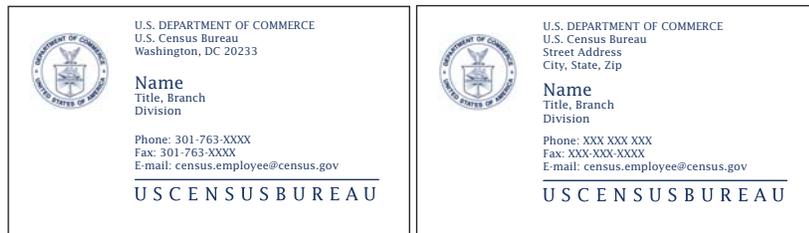
Russian



Business Card Guidelines

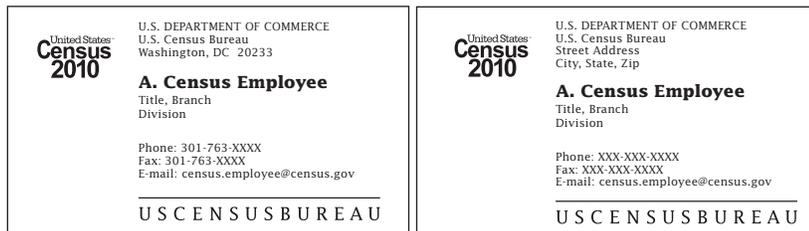
A format has been designed for the Census Bureau that contains the 2010 Census logo along with the Census Bureau wordmark. In addition, a format has been designed for the AIAN logo with the Census Bureau wordmark. This is the set format for the Census Bureau and its subsidiaries and must not be deviated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



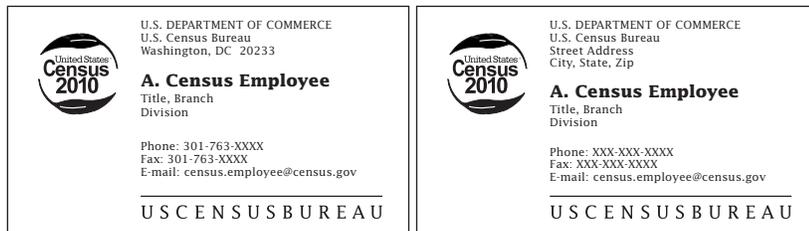
HQ standard

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 cover-sheets, must follow the guidelines set by the Census Bureau's Corporate Identity guidelines. See the Census Bureau's Web site at <http://cww.acsd.census.gov/services/Publications_Printing_and_Graphics_Design_Services/ppf_home.htm> and <www.lighthousestore.org> for more information.

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.

10.1

Brochure

10.1.1

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.



10.1.2

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

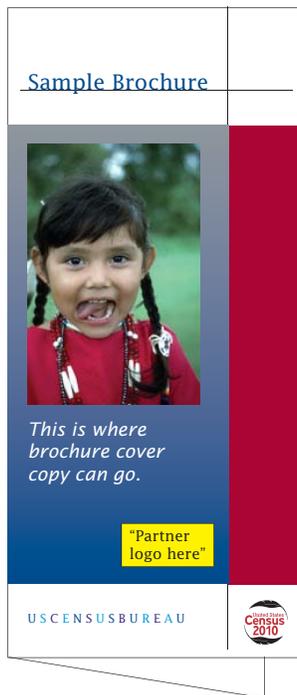
The following are examples of how the AIAN 2010 Census logo could be used with the Census Bureau wordmark.

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.



10.1.3

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



10.2

10.2.1

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
Revised August 2008

Fayetteville and Eastern North Carolina
(Three-county region of Chatham, Cumberland, Currituck, Wayne, and Montgomery, Moore, Richmond and Scotland)

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 several other parts of the plan, the dress rehearsal will give these methods to see how well all of the pieces fit together.

The city of Fayetteville, N.C., and the surrounding area were selected for the dress rehearsal primarily because of its 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 2008 Census Dress Rehearsal.



What You Need to Know

- Most households in the dress rehearsal will receive a census questionnaire in the mail. Some may have questionnaires delivered in person by census workers. Respondents are asked to complete the forms and return them by mail.
- Census workers will visit households that do not return a completed questionnaire.
- 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.

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.

—Linda Kinnaman,
Director of the U.S. Census Bureau

Population
Fayetteville area: 218,552
U.S.: 304,425,998

Percentage of Population by Race

White	70%
Black	26%
Hispanic	2%
Other	2%

Hispanic Origin: Percentage of Population

U.S.	14.0%
Fayetteville area	12.7%

Percentage of Population Age 5+ Who Speak Spanish at Home

U.S.	7%
Fayetteville area	7%

Residing in a Group Quarters

U.S.	11%
Fayetteville area	14.4%

Population in Group Quarters

Fayetteville area	14,408
U.S.	3,776,633
State (North Carolina)	100,000

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS
U.S. CENSUS BUREAU



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 areas for the 2008 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 2008, and we will again need your partnership 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 2008 Census Test and encourage everyone to participate.

What you can do

- Local government, community organizations, and neighborhood groups can:
 - Publicize stories about the 2008 Census Test.
 - Donate space for public service announcements.
 - Provide coverage of census activities and questions.
 - Enlist local media personalities to take part in the census promotional activities.
- Businesses can:
 - Display and distribute census materials.
 - Sponsor community events to promote the 2010 Census Test.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS
U.S. CENSUS BUREAU



AIAN examples

United States 2010 Census
Revised August 2008

San Joaquin County, California

Califomia

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 several other parts of the plan, the dress rehearsal will give these methods to see how well all of the pieces fit together.

San Joaquin County was selected as one of only two dress rehearsal sites in the nation primarily because of its diverse mix of urban, suburban and rural areas and has a significant population of group quarters housing.

A sub-county area surrounding Fayetteville, N.C., also was selected by the Census Bureau to participate in the 2008 Census Dress Rehearsal.

What You Need to Know

- Most households in the dress rehearsal will receive a census questionnaire in the mail. Some may have questionnaires delivered in person by census workers. Respondents are asked to complete the forms and return them by mail.
- Census workers will visit households that do not return a completed questionnaire.
- 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.

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.

—Linda Kinnaman,
Director of the U.S. Census Bureau

Population
San Joaquin: 563,598
U.S.: 304,425,998

Percentage of Population by Race

White	70%
Black	26%
Hispanic	2%
Other	2%

Hispanic Origin: Percentage of Population

U.S.	14.0%
San Joaquin	12.5%

Percentage of Population Age 5+ Who Speak Spanish at Home

U.S.	7%
San Joaquin	10%

Residing in a Group Quarters

U.S.	11%
San Joaquin	19.9%

Population in Group Quarters

San Joaquin	89,269
U.S.	3,776,641
State (California)	100,000

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS
U.S. CENSUS BUREAU



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 areas for the 2008 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 2008, and we will again need your partnership 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 2008 Census Test and encourage everyone to participate.

What you can do

- Local government, community organizations, and neighborhood groups can:
 - Publicize stories about the 2008 Census Test.
 - Donate space for public service announcements.
 - Provide coverage of census activities and questions.
 - Enlist local media personalities to take part in the census promotional activities.
- Businesses can:
 - Display and distribute census materials.
 - Sponsor community events to promote the 2010 Census Test.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS
U.S. CENSUS BUREAU



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

2010 Census example

<p>United States 2010 Census</p> <p>Fayetteville and Eastern North Carolina <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>Fayetteville & Surrounding Area Quick Facts</p> <p>Population Fayetteville area 718,156 U.S. 301,423,906</p> <p>Percentage of Population by Race</p> <p>Fayetteville area</p> <table border="1"> <tr><td>White</td><td>75%</td></tr> <tr><td>Black</td><td>20%</td></tr> <tr><td>Hispanic</td><td>4%</td></tr> <tr><td>Asian</td><td>1%</td></tr> <tr><td>Other race</td><td>2%</td></tr> </table> <p>U.S.</p> <table border="1"> <tr><td>White</td><td>75%</td></tr> <tr><td>Black</td><td>12%</td></tr> <tr><td>Hispanic</td><td>12%</td></tr> <tr><td>Asian</td><td>4%</td></tr> <tr><td>Other race</td><td>1%</td></tr> </table> <p><small>*American Indian and Alaska Native</small></p> <p>Hispanic Origin: Percentage of Population Fayetteville area 6.0% U.S. 12.5%</p> <p>Percentage of Population Age 5+ Who Speak Spanish at Home Fayetteville area 5.7% U.S. 10.0%</p> <p>Housing Units Fayetteville area 294,600 U.S. 111,904,641</p> <p>Population in Group Quarters Fayetteville area 29,400 U.S. 7,778,633</p> <p><small>Source: Census 2000</small></p>	White	75%	Black	20%	Hispanic	4%	Asian	1%	Other race	2%	White	75%	Black	12%	Hispanic	12%	Asian	4%	Other race	1%
White	75%																					
Black	20%																					
Hispanic	4%																					
Asian	1%																					
Other race	2%																					
White	75%																					
Black	12%																					
Hispanic	12%																					
Asian	4%																					
Other race	1%																					
<p>What You Need to Know</p> <ul style="list-style-type: none"> Most households in the dress rehearsal site will receive a census questionnaire in the mail. Some may have questionnaires delivered to their residences by a census worker. Respondents are asked to complete the forms and return them by mail. Census workers will visit households that do not return a completed questionnaire. 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. <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." —Louis Kincaid, Director of the U.S. Census Bureau</p> <p>"Partner logo here"</p>																						
<p>U.S. DEPARTMENT OF COMMERCE ECONOMICS AND STATISTICS ADMINISTRATION U.S. CENSUS BUREAU DD-1326 (08)</p> <p>Census 2010</p>																						

AIAN example

<p>United States 2010 Census</p> <p>San Joaquin County, California</p> <p><i>California</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>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>San Joaquin County Quick Facts</p> <p>Population San Joaquin 563,596 U.S. 301,423,906</p> <p>Percentage of Population by Race</p> <p>San Joaquin</p> <table border="1"> <tr><td>White</td><td>68%</td></tr> <tr><td>Black</td><td>17%</td></tr> <tr><td>Hispanic</td><td>11%</td></tr> <tr><td>Asian</td><td>4%</td></tr> <tr><td>Other race</td><td>2%</td></tr> </table> <p>U.S.</p> <table border="1"> <tr><td>White</td><td>75%</td></tr> <tr><td>Black</td><td>12%</td></tr> <tr><td>Hispanic</td><td>12%</td></tr> <tr><td>Asian</td><td>4%</td></tr> <tr><td>Other race</td><td>1%</td></tr> </table> <p><small>*American Indian and Alaska Native</small></p> <p>Hispanic Origin: Percentage of Population San Joaquin 38.5% U.S. 12.5%</p> <p>Percentage of Population Age 5+ Who Speak Spanish at Home San Joaquin 19.3% U.S. 10.0%</p> <p>Housing Units San Joaquin 189,140 U.S. 111,904,641</p> <p>Population in Group Quarters San Joaquin 18,771 U.S. 7,778,633</p> <p><small>Source: Census 2000</small></p>	White	68%	Black	17%	Hispanic	11%	Asian	4%	Other race	2%	White	75%	Black	12%	Hispanic	12%	Asian	4%	Other race	1%
White	68%																					
Black	17%																					
Hispanic	11%																					
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Other race	2%																					
White	75%																					
Black	12%																					
Hispanic	12%																					
Asian	4%																					
Other race	1%																					
<p>What You Need to Know</p> <ul style="list-style-type: none"> No data or population counts will be published for the 2008 Census Dress Rehearsal. <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." —Louis Kincaid, Director of the U.S. Census Bureau</p> <p>"Partner logo here"</p>																						
<p>U.S. DEPARTMENT OF COMMERCE ECONOMICS AND STATISTICS ADMINISTRATION U.S. CENSUS BUREAU DD-1326 (08)</p> <p>Census 2010</p>																						

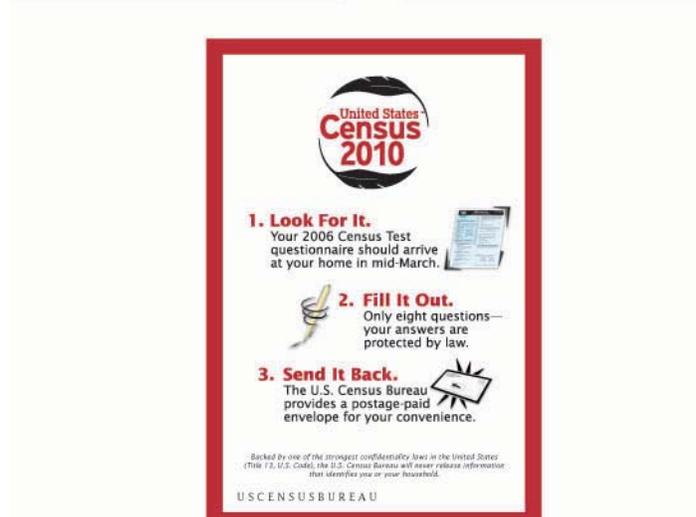
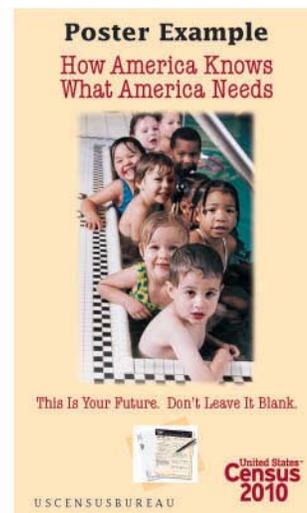
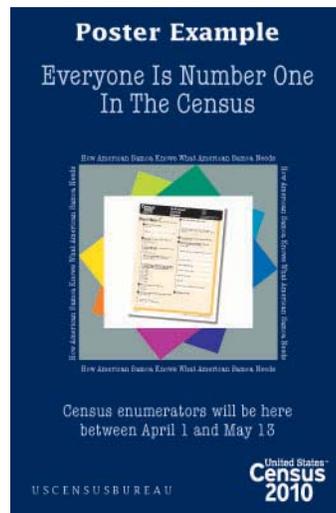
10.3

Poster

10.3.1

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

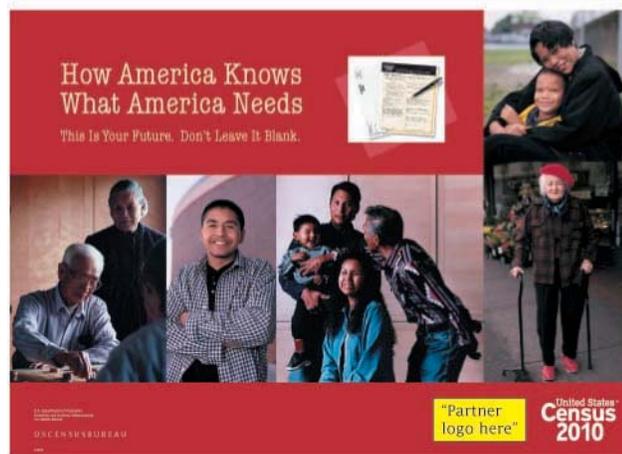
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



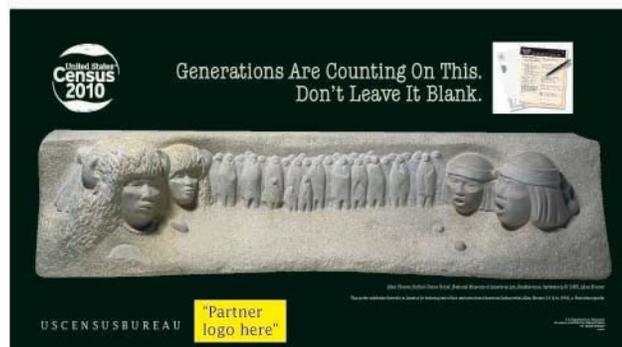
10.3.2

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

2010 Census example



AIAN example

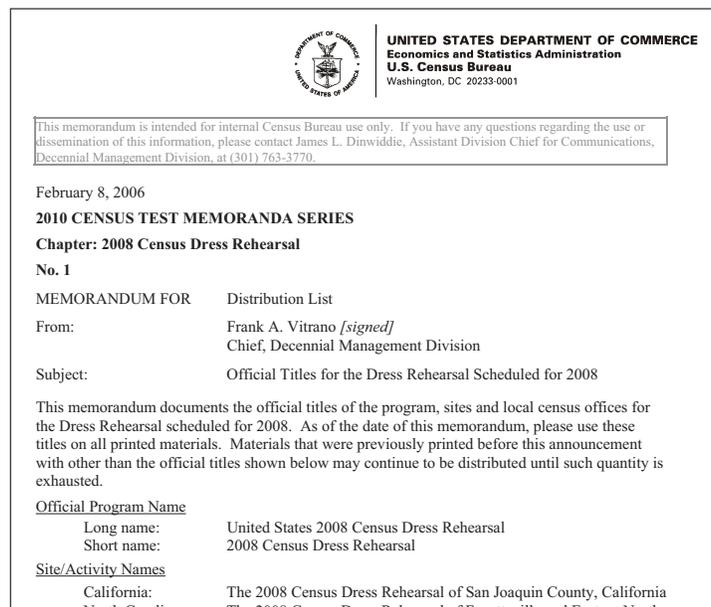
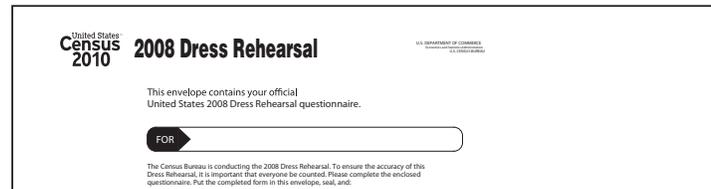
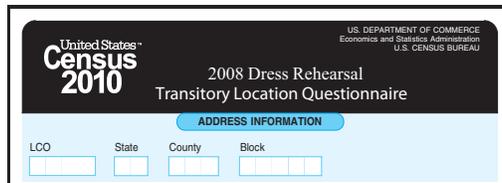
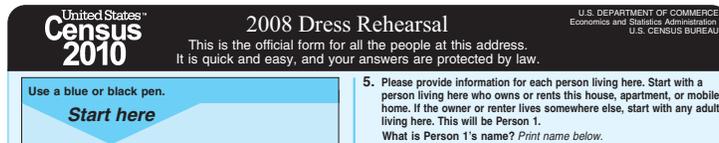


2008 Census Dress Rehearsal

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.



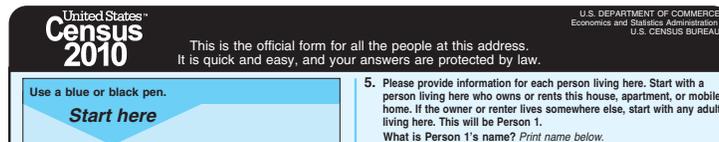
2008 Census DR memo No. 1

2010 Census Public Use Forms

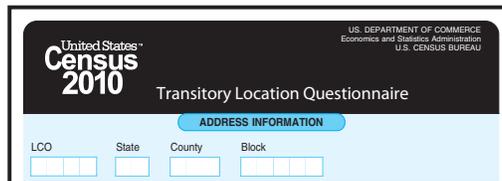
12.1 Questionnaire and Report

12.1.1 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 text "Start here" with the instruction "Use a blue or black pen." On the right side, question 5 is partially 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 header of a "Transitory Location Questionnaire" for the 2010 Census. It features the "United States Census 2010" logo and the U.S. Census Bureau name. 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

The image displays three versions of the U.S. Census 2010 questionnaire, illustrating the design for different language groups. Each form includes instructions, demographic questions, and checkboxes for various categories.

English Questionnaire example: This form is titled "United States Census 2010" and "U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU". It includes instructions to use a blue or black pen and to count every person living in the household on April 1, 2008. Key questions include: "What is Person 1's name?", "What is Person 1's sex?", "What is Person 1's age and what is Person 1's date of birth?", "Is Person 1 Hispanic, Latino, or Spanish?", "What is Person 1's race?", and "Does Person 1 sometimes live elsewhere?".

Bilingual English/Spanish Questionnaire example: This form is titled "Censo 2010" and "U.S. DEPARTMENT OF COMMERCE Economía y Estadística Administración U.S. CENSUS BUREAU". It includes instructions in both English and Spanish. Key questions include: "¿Cuál es el nombre de la persona que vive aquí el 1 de abril de 2008?", "¿Cuál es el sexo de la persona que vive aquí el 1 de abril de 2008?", "¿Cuál es la edad de la persona que vive aquí el 1 de abril de 2008 y cuál es su fecha de nacimiento?", "¿La persona que vive aquí el 1 de abril de 2008 es hispanica, latina o española?", "¿Cuál es la raza de la persona que vive aquí el 1 de abril de 2008?", and "¿Alguna vez la persona que vive aquí el 1 de abril de 2008 ha vivido en otro lugar?".

Spanish Questionnaire example: This form is titled "Censo 2010" and "U.S. DEPARTMENT OF COMMERCE Economía y Estadística Administración U.S. CENSUS BUREAU". It includes instructions in Spanish. Key questions include: "¿Cuál es el nombre de la persona que vive aquí el 1 de abril de 2008?", "¿Cuál es el sexo de la persona que vive aquí el 1 de abril de 2008?", "¿Cuál es la edad de la persona que vive aquí el 1 de abril de 2008 y cuál es su fecha de nacimiento?", "¿La persona que vive aquí el 1 de abril de 2008 es hispanica, latina o española?", "¿Cuál es la raza de la persona que vive aquí el 1 de abril de 2008?", and "¿Alguna vez la persona que vive aquí el 1 de abril de 2008 ha vivido en otro lugar?".

English Questionnaire example

Bilingual English/Spanish Questionnaire example

Individual Census Report Example

2008 Census Dress Rehearsal Individual Census Report

OMB No. 0507-0019-DR Approval Expires 8/30/2010 U.S. DEPARTMENT OF COMMERCE Economic and Statistics Administration U.S. CENSUS BUREAU

Use a blue or black pen. **Start here**

1. What is your name? Print name below.

Last Name: _____
 First Name: _____ MI: _____

2. What is your sex? Mark X ONE box.

Male Female

3. What is your age and what is your date of birth?
 Please report babies as age 0 when the child is less than 1 year old.
 Print numbers in boxes.

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

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

4. Are you of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin -- Print origin, for example, Argentine, Colombian, Dominican, Nicaraguan, Salvadoran, Spanish and/or n.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, e.

Asian Indian Japanese Native Hawaiian
 Chinese Korean Chamorro or Chamorro
 Filipino Vietnamese Samoan
 Other Asian -- Print race by sex, for example, Filipina, Filipino, and so on, c.

Other Pacific Islander -- Print race, e.g., Tokelauan, and so on, c.

Some other race -- Print race, c.

From DX-20 (9-21-2005)

UNITED STATES DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. Census Bureau
WASHINGTON, DC 20540
OFFICE OF THE DIRECTOR

March 17, 2008

Dear Resident:

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

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

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

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

Sincerely,

Charles Louis Kincannon
 Director, U.S. Census Bureau
www.census.gov/2010census

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

FOR OFFICIAL USE ONLY

The U.S. Census Bureau estimates that, for the average respondent, this form will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project (0507-0019-DR), U.S. Census Bureau, 4600 Silver Hill Road, AMBID-3K18, Washington, DC 20233. You may e-mail comments to: Paperwork@census.gov. Use Paperwork Project 0507-0019-DR as the subject.

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

GG Control Number

 A. PN B. JIC1 C. JIC2

FORM DR-08 (9-21-2005) 828102

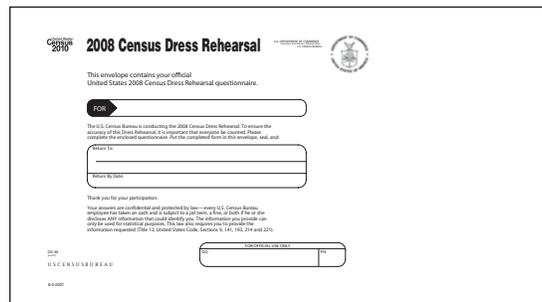
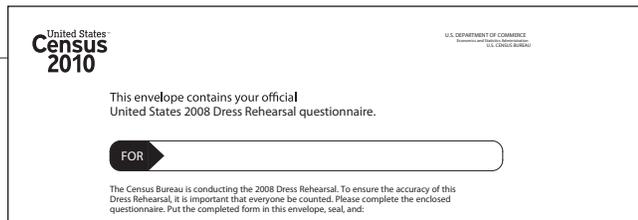
Individual Census Report (ICR) example

12.2

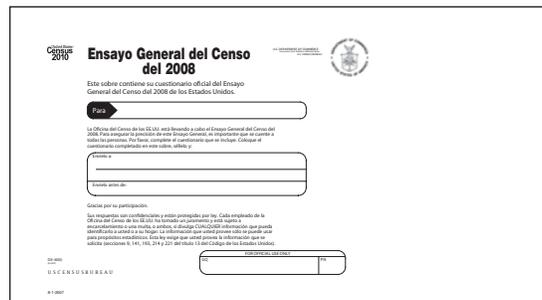
2010 Census Logo With Envelopes

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

 	
LANGUAGE IDENTIFICATION FLASHCARD	
<p>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.</p>	01. English
<p>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.</p>	02. Español/ Spanish
<p>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.</p>	03. Shqip/ Albanian
<p>እንደምንት ፣ ከአሜሪካ የሥልጣን ቆይታ ላይ ፣ እርስዎን እንገልጻለን ቋንቋ የሚናገር እና ሊረዳን የሚችል ሰው አለ? ከሌለ እባክዎን የስልክ ቁጥርን ይጻፉልን፣ በአሜሪካ የሚኖርዎት ይናገሩልን።</p>	04. ተግባር/ግዕዝ/ Amharic
<p>مرحبًا، أنا من مكتب الإحصاء الأمريكي. هل يوجد هنا الآن شخص يتحدث الإنجليزية ويمكنه مساعدتنا؟ إذا لم يوجد، فلارجاء أتاية رقم هاتفكم وسيتصل بكم أحد الأشخاص بلغة العربية.</p>	05. العربية/ Arabic
<p>Բարև Ձեզ, ես ԱՄՆ-ի Մարդահամարի Բյուրոյից եմ: Ներկա՞ է արդյոք մեկը, որը խոսում է Ամերիկյան և կարող է մեզ օժնուել: Եթե ոչ, մերեք Ձեր հեռախոսի համարը և Ձեզ հետ կկապվեն շայերենով:</p>	06. Հայերեն/ Armenian
<p>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।</p>	07. বাংলা/ Bengali
<p>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.</p>	08. Български/ Bulgarian

U.S. CENSUS BUREAU D-3309 (07-22-2008)
Draft #6 (07-22-2008)

2010 Census Manuals

13.1

Manuals

13.1.1

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

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



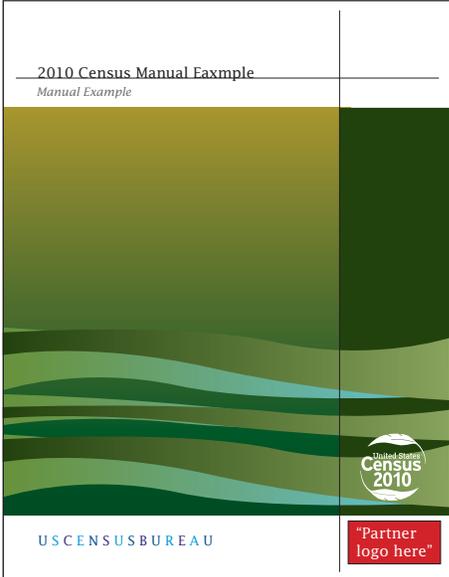
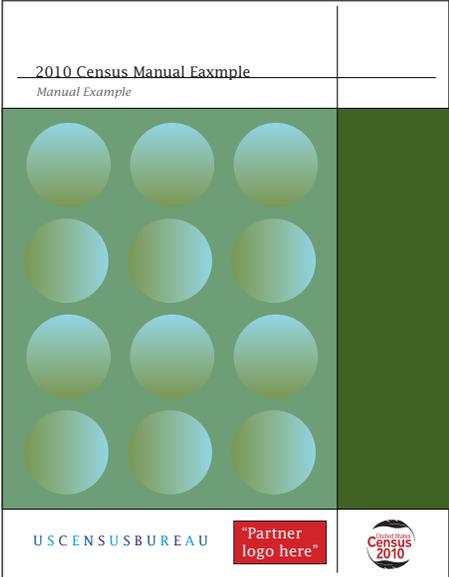
13.1.3

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



13.1.4

Manual Cover Examples With the AIAN Logo and Another Logo Together



U.S. Census Bureau Wordmark

14.1

Wordmark Guidelines

The preferred version of the wordmark is shown on this page. The preferred presentation uses an alternating pattern of navy, blue, and purple letters. The wordmark 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

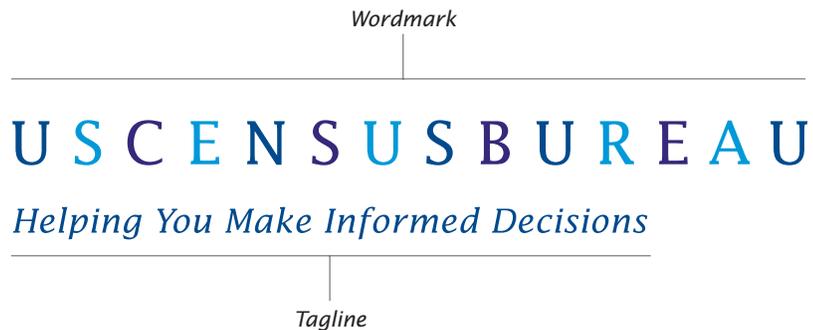
The integrity of the wordmark must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the first element in the wordmark, the capital letter “U.” Do not allow any other elements, such as type, graphics, or photography to interfere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



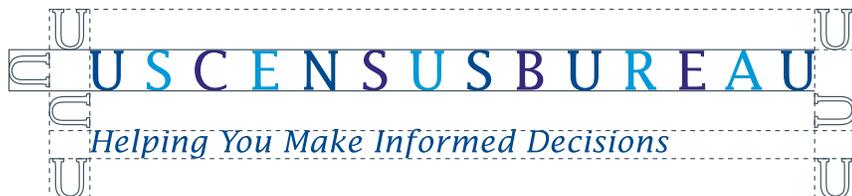
Wordmark With Tagline

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

15.1

Tagline With Logo

DRAFT



Section 16.0

2010 Census Web Site Guidelines

16.1

TBD

Logo Application Process

Application for Use of the 2010 Census Logo

APPLICATION FOR USE OF THE 2010 CENSUS LOGO

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

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

Those wishing to use the 2010 Census logo should visit www.census.gov and complete the registration, or complete the application on the reverse side or click the 2010 Census Logo or 2010 Census link and it will take you to the 2010 Census Web page. A separate document titled "External Guideline-2010 Census Logo Paper Application Process" is on the 2010 Census web page listing the steps on how to complete and submit the paper application."

In addition to information about you and your organization, the application requires the following:

1. A description of how the 2010 Census logo will be used, including (if possible) the location, size and proximity of the census logo to the seal, logo, emblem, or banner of the organization, agency, business, or corporation.
2. A description of how the use of the logo will serve the interests of the Department of Commerce/Census Bureau.
3. A description of the relationship, if any, between the Department of Commerce/Census Bureau and the requesting organization.
4. An affirmation that the use of the logo in the given circumstance would not result in embarrassment to or a perception of favoritism or endorsement by the Department of Commerce/Census Bureau.
5. Agreement to use the logo as outlined in the guidelines.

Your request to use the 2010 Census logo should be sent to:

c2po.integrated.communications.program@census.gov

Application to Use the 2010 Census Logo

Prefix:		
First Name*:	Middle Name:	Last Name*:
Suffix:		
Organization*:		
Title:		
Address 1:		
Address 2:		
City*:	State*:	Postal/Zip Code:
Country:		
Phone*:		
FAX:		
E-mail address:		
Relationship, if any, to the Department of Commerce/Census Bureau*:		

Note: Asterisk means required field.

I agree that I will use the 2010 Census logo in a manner that:

1. Is beneficial to the Department of Commerce and Census Bureau.
2. Will not embarrass the Department of Commerce or the Census Bureau.
3. Will not conflict with trademark rights.
4. Is non-partisan.
5. Does not endorse or show favoritism toward the organization using the logo or other appearance of impropriety.
6. Adheres to the 2010 Census Logo guidelines.

Signed _____ Date _____

Print name _____

Title _____

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.

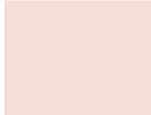
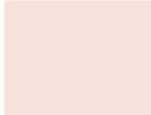
Sans serif: A type style with no serifs and little contrast between thick and thin strokes.

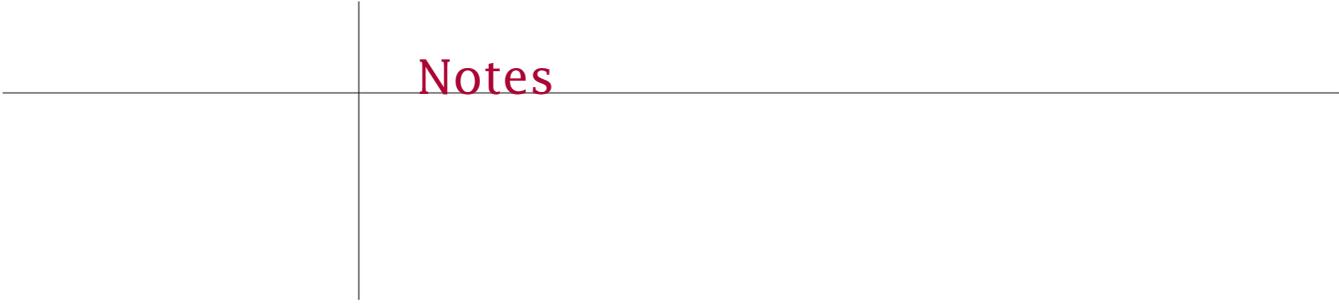
Tagline: An approved phrase or slogan utilized for advertising and promotional purposes.

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

PANTONE® Swatches Shade Percentage Breakdown

Pantone swatches shade percentage breakdown

PANTONE® 194C	PANTONE® 187U	PANTONE® 2613C
 100%	 100%	 100%
 75%	 75%	 75%
 50%	 50%	 50%
 25%	 25%	 25%
 10%	 10%	 10%



Notes