



Census 2020 Campaign in Georgia Customizing the Georgia “Hero” Campaign

1. Download the **POPPINS** type font library (on this site in a zip file).
2. Download the Editable 8.5 x 11 template in Powerpoint format (available in either English or Spanish).
2. Find a photo that will work well in a vertical format to replace the placeholder photo in the template. Consider the composition of the photo and choose a photo that has room around the subject for copy. Refer to the images chosen for the campaign for examples.
3. Download the **MODEL RELEASE FORM** (on this site in pdf format) and have the person (people) in the photograph sign and date it. This is very important! It means the subject gives permission to have their image used to promote the 2020 Census in Georgia campaign.
4. Delete the placeholder image in the template (click on it and hit DELETE).
5. Insert your image (click INSERT/PICTURES), then send the image to the back (Click on the image, then use PICTURE FORMAT to arrange/SEND TO BACK). After you do this, the type and logo should be readable, in white, on top of the new image.
6. Crop the image to fit on the page (leaving a little bit of white space around it) and so the words are not over the subject’s face.
7. Modify the language to speak to the name and city of the person (if applicable); the headline (short sentence in their own words); and subhead (quick line about programs that the Census data affects). See the next pages for direction and examples.
8. If you need help, please reach out to BA Albert, Creative Director for The Networked Planet:

BA@thenetworkedplanet.com

Print Material Layout and Copy Guidelines



When used with a photograph, the theme line is placed in the bottom right corner of the photo and only in black or white. The 2020 Census logo is in the upper right and only in black or white.

Headline is always in the top left corner in Poppins Black.

Subhead is in Poppins Medium and use Poppins Black to emphasize where the monies are allocated (i.e. Foster Care).

Person's first name & where they are from, including abbreviation for Georgia, in Poppins Black.



Census 2020 logo is always placed in the upper right corner. URL is always below it in Poppins Medium.

Every.One.Counts. theme line is always in the right bottom corner and bleeds off of the bottom and right side.



I like helping my neighborhood flourish.

CENSUS 2020
census.georgia.gov

The census influences funding to improve neighborhoods and keep them inclusive.

Every. One. Counts.

Keri
Decatur, GA



Enriquecemos nuestro legado a través de la educación de nuestros hijos.

CENSUS 2020
census.georgia.gov

Los datos del censo ayudan a dirigir fondos a programas que benefician a familias y niños.

Cada. Persona. Cuenta.

Julie
Tucker, GA