

A photograph of a man and a woman sitting at a table, eating together. The man, wearing glasses and a dark blue shirt, is kissing the woman on the cheek. The woman, wearing a denim jacket and a smartwatch, is smiling broadly. They are holding chopsticks and eating from a bowl. The background is a wooden wall.

**CENSUS  
2020**   
census.Georgia.gov

# Brand Guidelines

There is a logo and a theme line to be used in the Georgia 2020 Census marketing materials. Census 2020 with the map of Georgia is the logo. And, the theme line is Every.One.Counts. It is important for consistency and stronger communication to adhere to the rules set up in this document for any and all marketing materials.

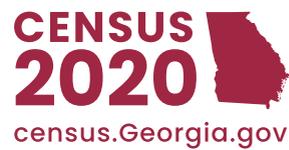
# Census 2020 Logo



The logo is to be used on all communications regarding the 2020 Census. It is only to be used in the configuration below. The colors are black, white or the national campaign color of burgundy.

To maintain our brand standards, please only use artwork provided. Do not adjust or alter our artwork in any way.

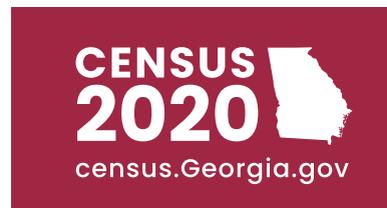
When using the Census 2020 logo, it's best to keep some space around it.



COLOR ONLY LOGO



B/W ONLY LOGO



REVERSE (WHITE) ONLY LOGO  
Use on dark colored backgrounds or photography

**Every. One. Counts.**



The theme line of the campaign is only to be used in the configuration below.  
The words are lined up on the left with periods after each word. They are always to be used as a unit as shown below.

**Every.  
One.  
Counts.**

COLOR ONLY LOGO

**Cada.  
Persona.  
Cuenta.**

COLOR ONLY LOGO

**Every.  
One.  
Counts.**

B/W ONLY LOGO

**Cada.  
Persona.  
Cuenta.**

B/W ONLY LOGO



REVERSE (WHITE) ONLY LOGO  
Use on dark colored backgrounds or photography



REVERSE (WHITE) ONLY LOGO  
Use on dark colored backgrounds or photography

# Campaign Fonts & Color

For additional copy and type use, please use the fonts shown below in upper and lower case.

The campaign color is burgundy, matching the national census campaign. The only additional color to be used is the gray seen below when needed. Otherwise, please use the type in black or white, depending on legibility over the background.

# Poppins

---

## Headline

POPPINS Black

## Subhead + **where monies are allocated**

POPPINS Medium

POPPINS Black

PANTONE 194C  
C: 8 M: 100 Y: 55 K: 37  
HEX# 9B2743  
LAB 36, 49, 13  
R: 155 G: 39 B: 67

**RED**

C: 0 M: 0 Y: 0 K: 0  
HEX# FFFFFFFF  
LAB 100, 0, 0  
R: 255 G: 255 B: 255

**WHITE**

C: 0 M: 0 Y: 0 K: 100  
HEX# 000000  
LAB 0, 0, 0  
R: 0 G: 0 B: 0

**BLACK**

C: 0 M: 0 Y: 0 K: 40  
HEX# 000000  
LAB 0, 0, 0  
R: 0 G: 0 B: 0

**GREY**

Campaign Colors

# Print Material Layout and Copy Guidelines

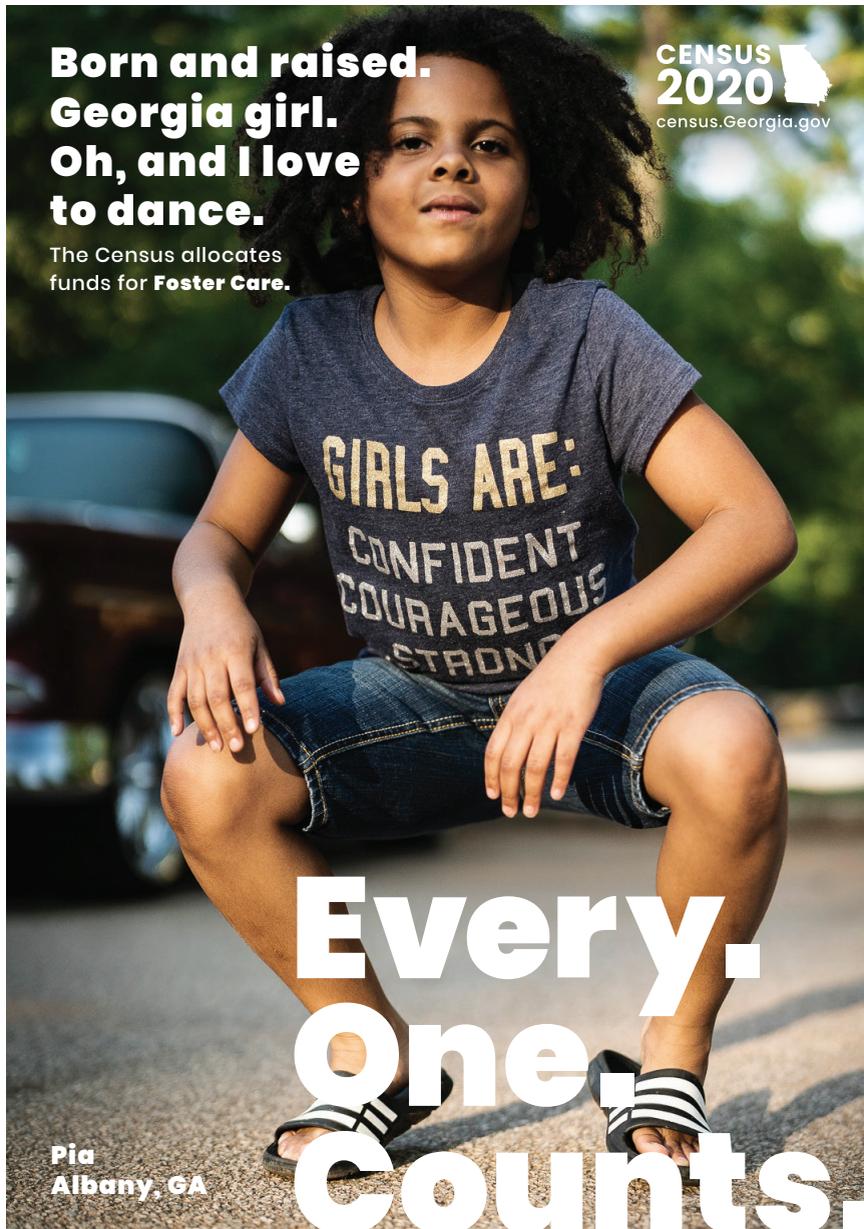


When used with a photograph, the theme line is placed in the bottom right corner of the photo and only in black or white. The 2020 Census logo is in the upper right and only in black or white.

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.