

Visual Styling Guide for Census 2020 Media Campaign

I. Purpose and Vision

The purpose of the guidelines provided below is to produce a uniform look throughout all media produced by the State of Georgia and its associates for the 2020 Census Campaign. The styles chosen communicate a professional, clean but modern look which represents the efforts of the state for the 2020 Campaign.

II. Graphics/ Logo and Graphics

The State of Georgia, through the Office of Planning and Budget has produced a logo (shown below) to be used in all materials created for the Census 2020 campaign. This logo must be clearly displayed with no other graphical elements placed over it. Additionally, the logo must always be opaque and should not be used as a watermark.

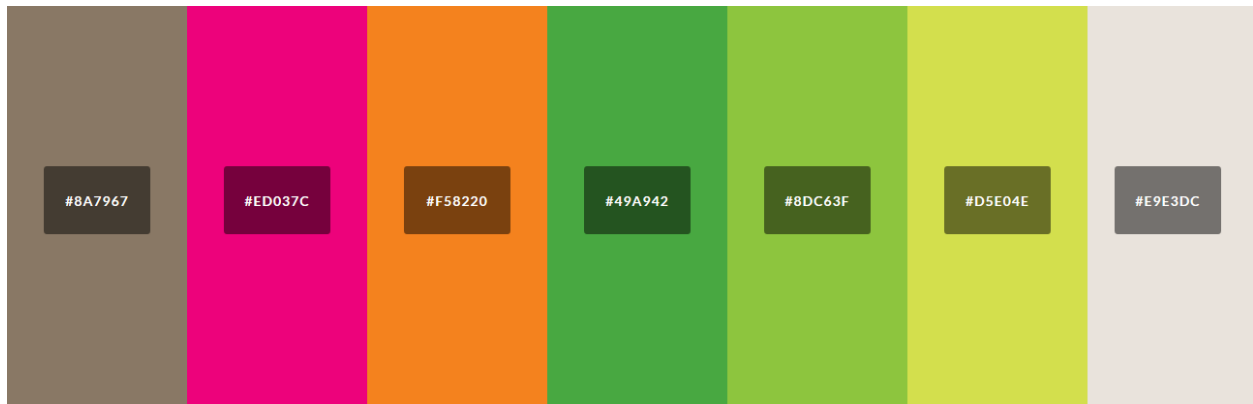
The minimum size for the logo should be 150px by 60px.



III. Color Palette

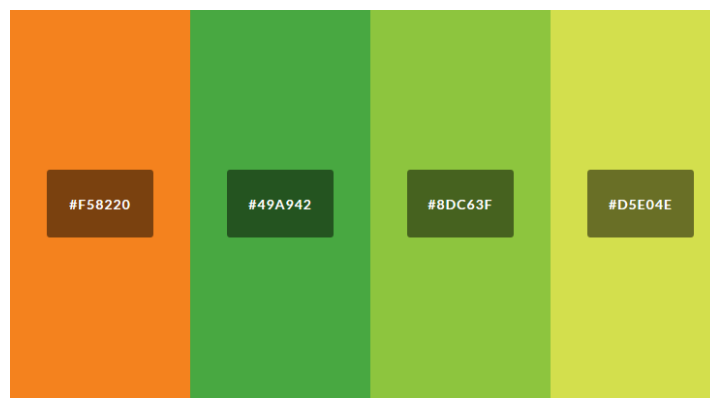
The full color palette is derived from the logo and may be used for all projects at the designer's discretion. It is recommended to be used for projects appealing to the general public and features a mixed of text and media.

Full Color Palette



Simplified Palette

The simplified palette is recommended for image heavy media produced on a smaller scale, such as printed flyers.



Muted Palette

The muted palette is recommended for text heavy media produced for business and more formal purposes.



IV. Typography

Heading Font: **Montserrat Bold**

The heading font is **Montserrat Bold**, which was chosen for its harmony with the logo. It can be [download here](#). Only the bold format may be used. This font should be used sparingly as a stylistic element to draw attention.

Body Web Font: **Lato**

The font **Lato** should be used for the body of all web media. This font can be downloaded [here](#). All variations of this font may be used, but sparingly.

Print Font: **Georgia**

The font **Georgia** should be used for all media created for printed media. This font can be downloaded [here](#). All variations of this font may be used, but sparingly.