



BRAND STYLE GUIDE

Brand

The brand will deliver clear information that all Californians can trust and reference when it comes to Census 2020. Our tone establishes the foundation of the CENSUS 2020 - CALIFORNIA FOR ALL campaign. This tone reflects our mission, culture, values, and promise to inspire, educate and all Californians to participate in the 2020 Census. We make sure that these traits come through in all of our communications and outreach.

OUR TONE

We take a stand FOR ALL CALIFORNIANS. The 2020 Census will help decide how billions of dollars will reach our families. It is our job to provide people with up-to -date census information, in a culturally congruent way, because their answers will help fund critical resources, create better schools, maintain roads and support many social assistance programs.

Uplift Our Neighborhoods. We are optimistic, informed, direct and prepared. We motivate by connecting with people on a personal level that resonates with communities to show Californians that taking the census will uplift their neighborhoods and improve their lives. We know that there is trepidation in giving personal information to the government, we acknowledge that, but we focus on solutions to assure Californians that their information is confidential.

Target Audience

Our audience is designed to speak directly to historically undercounted populations within the state of California.

INCLUDING:

Latinos

African-Americans

Native Americans and Tribal Communities

Asian-Americans & Pacific Islanders (API)

Middle-Eastern North Africans (MENA)

Immigrants and Refugees

Farm-workers

People with Disabilities

Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ)

Seniors/Older Adults

Homeless Individuals and Families

Children Ages 0-5

Veterans

Areas with low broadband subscription rates and limited or no access

Households with limited English proficiency

Color

Few tools are more powerful than color. Used Imaginatively, color evokes a powerful emotional response. Our color palette consists of PMS 293 and PMS 151 along with ab array of vibrant accent colors that complements our logo.

As a general rule, Pantone 293 and 151 are the primary colors on all our marketing materials. Blue and gold are the unifying elements on all our communications materials, from print, to online, to signage. This ensures that all our materials are highly readable and legible. The juxtaposition of our graphics, imagery, whitespace, and our accent colors gives our material a contemporary feel.

Use the bright colors for subheads, to draw attention to important information and for information graphics. We also allow the use of tints of the bright color pallet. This helps us achieve a unified system, but gives you some necessary creative flexibility.

Primary Palette

Tahoe Blue		Golden Gate		ADA COMPLIANCE NORMAL TEXT
PMS 293	HEX #003CA5	PMS 151	HEX #EF6C1A	HEX #CF4A0C
CMYK 100,86,0,0	RGB 0,60,165	CMYK 0,60,100,0	RGB 239,108,26	RGB 207,70,0

Secondary Palette

	Shasta Blue	HEX #009ED3	CMYK 83,21,0,17	RGB 0,158,211
	Pacific Blue	HEX #009ED3	CMYK 100,70,11,0	RGB 0,91,157
	Valley Mint	HEX #6CEBC5	CMYK 50,0,15,8	RGB 108,235,197
	Humboldt Emerald	HEX #009ED3	CMYK 21,0,12,46	RGB 82,137,107
	Warm Granite	HEX D8D1CA	CMYK 45,35,35,2	RGB 216,209,202

Color Combinations

In planning your communications, our general formula is our primary blue and gold + 2 or 3 additional colors.

Are all color combinations equal?
We've taken great care to choose a palette of colors to express the California For All brand personality. However, some combinations are more spirited, and some more understated. Consider the channel, audience and message in choosing the color combination, and volume of color, most appropriate for your individual needs.

Spirited Color Combinations



Primary Logo - Full Color

Consistent use of our identity will build visibility and recognition for the brand and its personality.



Logo - Simplified

Two and one color versions of the logo are used for certain applications that require a limited color pallet like screen printing.



Two Color



One Color



Greyscale

LANGUAGE SPECIFIC

Use language specific logo for related campaign collateral.



ARABIC



ARMENIAN



CHINESE



ENGLISH



FARSI



JAPANESE



KHMER



KOREAN



PUNJABI



RUSSIAN



SPANISH



TAGALOG



VIETNAMESE

Clearance

To ensure that logos are visible, surround them with clear space that is free of other elements that might cause visual crowding.



Incorrect Usage

The strength of our brand relies on consistency. Our brand guide is designed to create flexibility while maintaining brand integrity. To the right you will find examples of misuse.



Do not resize elements.



Do not outline logo.



Do not rotate logo.



Do not skew logo.



Do not remove white fill or stroke.



Do not change text in circle.

Font - Headline

Main Brand and Headline:
Simplo Heavy
This should be used for the main brand and headlines.

Simplo Regular
This should be used for sub-headlines.

Simplo Heavy

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Simplo Regular

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Font - Body Copy

Frutiger LT Std Font Family

Frutiger LT Std Light should be used for as the primary font for body copy. Use Frutiger LT Std Bold to highlight accent words. Use Frutiger LT Std Italic for pull quotes.

Frutiger LT Std Light

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Frutiger LT Std Bold

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Imagery - Photos

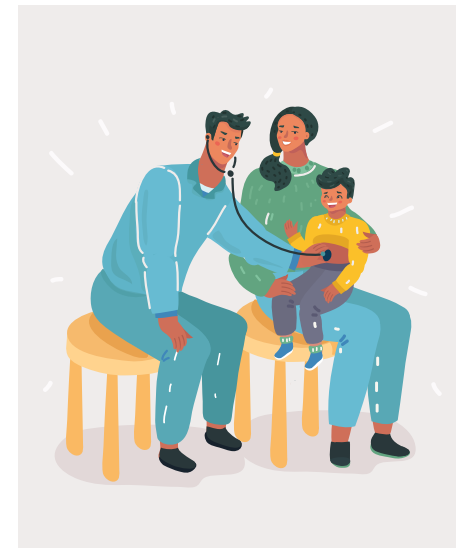
A successful campaign happens when people feel an emotional connection. They must see themselves and their lifestyle reflected in our storytelling. From a creative perspective, emotion affects the personality of the campaign, so we must use imagery and videos that are culturally congruent.

Our campaign will seek to use authentic photos of Californians from the communities we are reaching.



Imagery - Illustrations

Eclectic illustrations can be used to convey the benefits of the census.



T-Shirt : Main Brand

Logo available in one or two colors
in partner portal.




**T-Shirt :
Existing Campaign
Adopting Logo**




Add partner name or logo in matching Pantone colors


Collateral Design Examples:
Main Brand




What You Need to Know
About the Census




BUILD BETTER ROADS AND SCHOOLS



FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES






CREATE JOBS





IMPROVE HOUSING

The next Census is in Spring 2020. Let's ensure all Californians are counted so we can put those resources to good use here at home!


CaliforniaCensus.org
@CACompleteCount   

DOOR HANGER




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3/12-3/20
3/16-3/24
3/26-4/3
April 1
4/8-4/16
4/20-4/27

Invitations to the 2020 Census mailed

Reminder letters mailed

Reminder postcard mailed

CENSUS DAY!

Second reminder & hard copy Census mailed

Final postcards mailed before an in-person follow-up




Three Ways To Complete the Census


MAIL Request a paper Census form in English or Spanish that can be mailed back to the U.S. Census Bureau.

PHONE The Census can be completed by phone in 13 languages.

ONLINE For the first time, the Census form will be available to complete online in 13 languages.

Your 2020 Census data is safe, protected and confidential. California is committed to ensuring a complete and accurate count of all Californians on April 1, 2020.

CaliforniaCensus.org
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POSTER/FLYER

Collateral Design Examples:
Existing Campaign



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POSTER/FLYER

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