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Census
2020**



**STATISTICS
IN SCHOOLS**

Co-Branding Guidelines

Goals of Co-Branding

The U.S. Census Bureau's Statistics in Schools (SIS) program aims to boost students' data literacy by creating interactive activities that show the importance of the 2020 Census and encourage census completion by students' households. As an ongoing program, SIS has an established brand and style. The challenge in creating SIS materials specific to the 2020 Census is to effectively combine the existing style with the branding and feel of the overall 2020 Integrated Communications Contract. All documents created will be compliant with Section 508.

Current SIS Branding

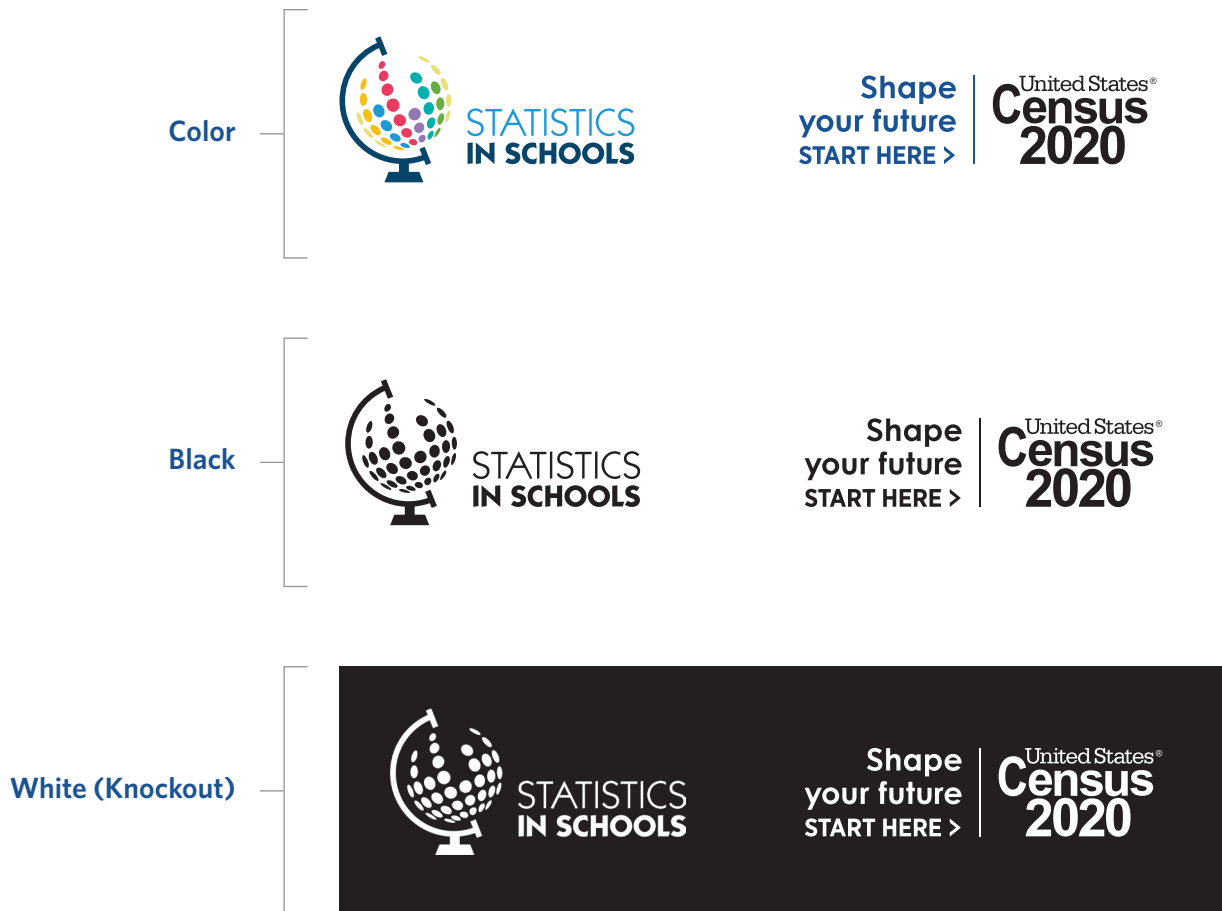
SIS has a single strong brand identity that conveys the unique qualities, values, and competitive advantage of SIS and that promotes its channels and services. The centerpiece of the brand identity is the logo, which captures the value and potential of SIS in an image and color palette that elicits a positive, emotional response from target audiences and evokes associations with the brand position and themes. We built on the current SIS branding guidelines to develop co-branding guidelines that specify the relationship between the 2020 Census and SIS so that audiences will recognize their connection and essential value.

Co-Branding Guidelines

To help the Census Bureau and Census Bureau partners consistently represent and reinforce the distinct position and image of SIS across all media, we developed this user-friendly guide, which details the appropriate use of logos, fonts, colors, images, and other design elements. The use of co-branding guidelines will also prevent materials from becoming overly complex, with too many graphics or inappropriate styles, fonts, or images that risk undermining the work that has been done to solidify the SIS brand identity and messaging.

Co-Brand Logo Use

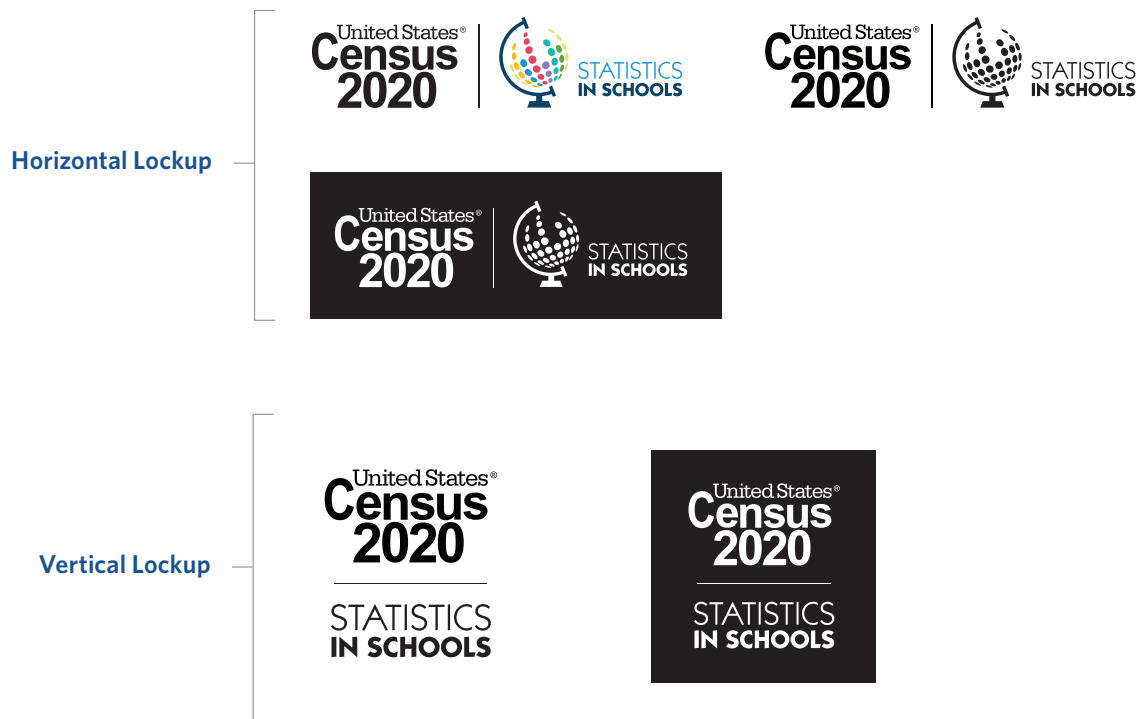
When using the 2020 Census and Statistics in Schools logos together, it is important to maintain consistency in placement, size, and color. The 2020 Census logo should always appear to the right of the Statistics in Schools logo. The logos should always be the same size. Color consistency is also important to keep the integrity of the co-brand. If one logo is used in color, the other should also be in color. When full color is not an option, the logos should appear in black or white (knockout), as shown below. The horizontal version of the SIS logo should be used in co-branding.



Co-Brand Logo Use for Large Promotional Items

A special lockup of the 2020 Census and Statistics in Schools logos was created for promotional items only. When using the 2020 Census and Statistics in Schools logos together on promotional items, the imprint area of the item should be considered when selecting the horizontal or vertical lockup.

For smaller promotional items such as pens where the imprint area is too small to use the horizontal or vertical lockup, use the 2020 Census logo without the tagline with the secondary SIS logo.



Co-Brand Logo Use for Small Promotional Items

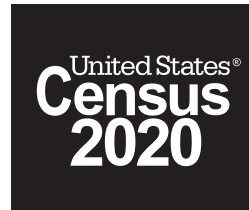
For promotional items such as pens where the imprint area is too small to use the horizontal or vertical lockup, use the secondary SIS logo without the globe and the 2020 Census logo without the tagline.

STATISTICS IN SCHOOLS

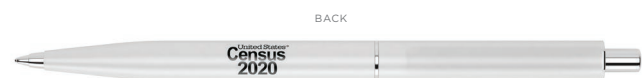
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Alterations

To protect the integrity of the program's brand, never alter the original 2020 Census logo or the SIS logo from the files provided.

The logos should appear against a background that has sufficient visual contrast. Their proportions, colors, font, and other components should not be changed in any way. When resizing the logos, maintain their original proportions to prevent distortion.

Below are examples of inappropriate alterations to the SIS logo. The same principles apply to the 2020 Census logo as well.



Do Not Prevent Contrast



Do Not Distort



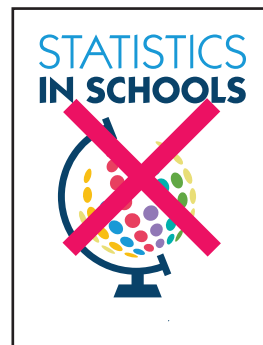
Do Not Stylize



Do Not Change Colors



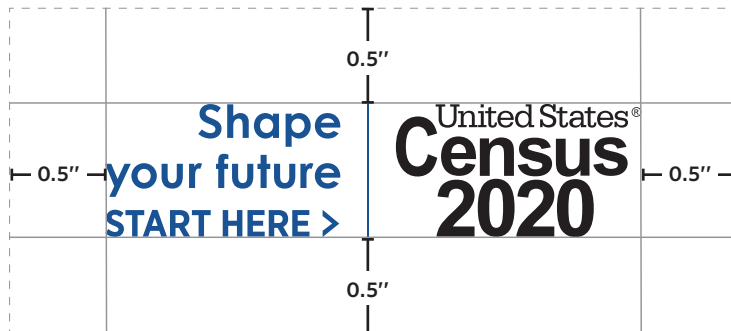
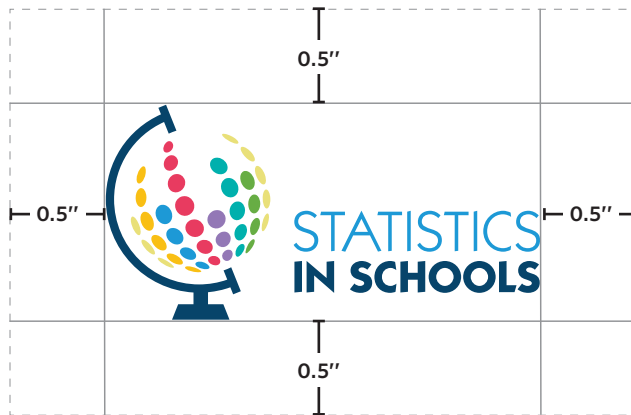
Do Not Change Fonts



Do Not Rearrange Elements

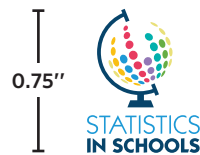
Clear Space

The 2020 Census and SIS brands must always be represented clearly and effectively. The necessary “clear space” surrounding the logos prevents any crowding from nearby text, graphics, images, or logos.

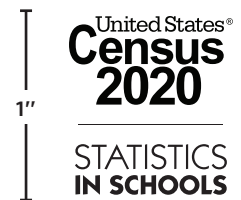


Minimum Size

To maintain readability, pay close attention to the minimum size for each logo. The vertical and horizontal orientations of each logo have different minimum sizes, as do the various lockups.



0.125" | **STATISTICS IN SCHOOLS**

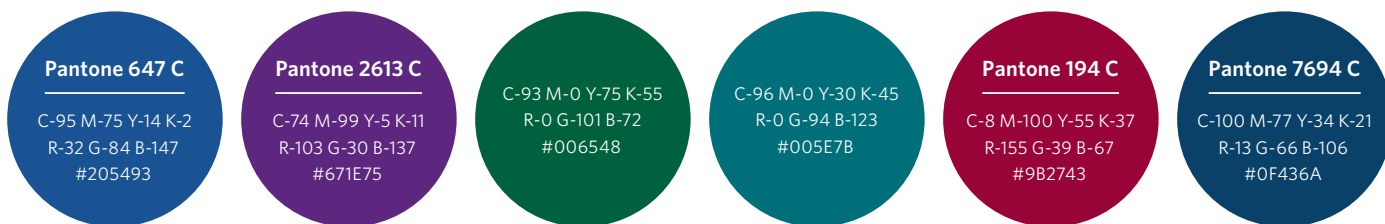


2020 Census and Statistics in Schools Brand Colors

In order to co-brand the 2020 Census and Statistics in Schools, Team Y&R established a combination of the 2020 Census and SIS colors. The darker 2020 Census colors will be used for text to maintain 508 compliance, while the brighter SIS colors will be used as accent colors. Together, the colors ensure readability while conveying the friendly and approachable nature of the co-branded materials.

Note: The following CMYK build colors are not direct conversions from PMS; please use these specified CMYK formulas.

Text



Accent Colors



Photography

When selecting photographs for your 2020 Census/Statistics in Schools content, look for vibrant images that show schools, teachers, and students in a positive light. Photographs should represent ethnic, gender, and age diversity as much as possible to connect with diverse audiences. Authentic event and classroom photographs taken throughout the 2020 Census SIS program should follow these guidelines as well, because they will be used alongside stock images like the ones included in this document.



Thank you for partnering with Statistics in Schools!
Please reach out to **statsinschools@census.gov**
with any questions.