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# U.S. Census Bureau Style Guide

## *Brand and Corporate Identity Standards*

Issued February 2012



United States<sup>TM</sup>  
**Census**  
Bureau

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## A MESSAGE FROM THE DIRECTOR

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Dear colleagues and associates:

I am pleased to introduce an updated version of the U.S. Census Bureau's brand and corporate identity guidelines and style guide. The previous style guide, released in Fiscal Year 2011, introduced our new logo and updated the styles, typefaces, and color palettes for the many information products we produce. This new document, which is posted on our intranet site, provides additional standards and guidelines.

Some of the new components of this style guide include:

- New templates for factsheets, news releases, newsletters, and brochures.
- Guidelines for report covers, spines, and title and acknowledgement pages.
- Logo placement of social media icons and QR (Quick Response) codes.

Throughout the next year, we will provide additional updates to the style guide that will include guidelines for on-line and social media products, in addition to corporate messaging, stock images, and more. This will help to ensure we have a consistent look and feel across all communications channels.

As you review this new guide, I ask your assistance in adopting the guidelines and implementing them to help ensure a consistent and contemporary look to the Census Bureau brand.

Sincerely,



Robert M. Groves  
Director, U.S. Census Bureau



## INTRODUCTION

### About Our Brand

In accordance with the U.S. Constitution, the first census was taken in 1790. In 1810, the third Decennial Census included questions about the nation's economy. Data on 220 kinds of manufactured products were collected in 25 broad categories. By the 1840 Census, data on manufacturing, mining, and fisheries were collected; retail trade, wholesale trade, construction industries, and many other sectors were added over the years.

In 1902, the Census Bureau was established as a permanent federal agency, and the first quinquennial (every 5 years) economic census cycle began. In 1967, the present economic census schedule (years ending in “2” and “7”) was established. Today, we conduct more than 200 annual surveys that have become world-renowned as key indicators of the United States' economic stability.

Today's world demands faster, cheaper, and better information around the clock. With increased online usage and emerging technological trends, it is even more critical that the importance and relevance of the Census Bureau be ever present in people's hearts and minds.

This is why we are exploiting the success of the recent 2010 Census Integrated Communications Campaign. We are leveraging the \$380 million recently invested in public relations and new media to help maintain the people's trust and recognition that were achieved based upon successful logo-anchored outreach.

With this new branding effort, we also are implementing consistent “one voice” messaging and a holistic look and feel across all media channels and programs to dispel questions that people often ask—“What do you do the other 9 years?”

And, the brand will now include new taglines that reflect the relevance and scope of all of our work: “Measuring America—People, Places, and Our Economy” that bring us back to our roots.

### Brand and Corporate Identity Standards

The Census Bureau's best known assets are its public image, name recognition, and reputation as the renowned leader in statistical methodologies and valued data collections about our nation's people, places, and economy. In the end, they affect how the American public responds to our communications and programs. These are the cornerstones of our brand and corporate identity standards.

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Because of the importance of a strong visual identity that helps us project our relevancy—a corporate image that accurately reflects who we are and what we do—we have taken great care in the development and implementation of these guidelines to present the brand in a consistent fashion and to govern the corporate identity standards by strict rules. If our use of these standards is haphazard, our renowned brand will be diminished. These guidelines have been prepared to facilitate consistency and quality in the use of the logo and taglines among both professional and nonprofessional users.

Exceptions to the guidelines are rare and must be approved by the Census Bureau’s Brand and Corporate Identity Standards Team. Your assistance and cooperation in the protection of the Census Bureau’s name and image is valued and appreciated.

### Section 1.3

## **Components of Brand and Corporate Identity Standards**

An affluent and well-integrated brand and corporate identity fosters increased public recognition and relevance. An integrated brand (and associated identity standards) transcends any single element and includes all channels of communication and forms of media and messaging distributed by the agency.

To help us achieve this goal:

- Executive staff champions the importance of brand and corporate identity standards.
- The Census Bureau has demonstrated its ability to implement change efficiently and effectively when given a mandate to do so.
- In-house communications and publishing staffs are capable, experienced, and willing to enforce and maintain design and communication standards.
- Successful implementation hinges on a balance of standards to provide the framework and clear parameters for design, with flexibility and creativity to enable customization of at least some components of the identity standards.

### Section 1.3.1

#### ***Members of the Brand and Corporate Identity Standards Team***

Stephen L. Buckner (Chair)	Chief, Center for New Media and Promotions
Jeri Green	Chief, Office of External Stakeholder Engagement
Francis Grailand Hall	Chief, Administrative and Customer Services Division
Kendall B. Johnson	Chief, Customer Liaison and Marketing Services Office
Fern Bradshaw	Assistant Division Chief, Field Division Partnership and Data Services
Stanley J. Rolark	Chief, Public Information Office

### Section 1.3.2

#### ***Elements***

The main goal of the style guide is to bring consistency to our brand and corporate identity by creating a common, shared “look and feel” that reaches across the spectrum of directorates to reinforce our messaging, while promoting the Census Bureau and improving our corporate culture.

Building upon the April 2011 version, the guide incorporates modifications to business cards and e-mail signatures, presentation templates, and marketing and advertisement packages. Now, included for the first time is information on the report-cover-grid-system, booklets and brochures, and other products such as letterhead usage, posters, post cards, CD/DVDs, and factsheets.

*An updated list of style guide elements, planned for later in 2012, will incorporate guidelines on:*

- Data Visualization
- Charts and Graphs
- Web Releases
- Social Media
- Corporate Language and Messaging
- Plain Language Guidelines
- Stock Visuals
- Video Inventory

---

By invigorating the image of the Census Bureau and utilizing the most effective visual presence, we will preserve our reputation as trustworthy, technologically sophisticated, and efficient. Incorporating our new look and feel into your everyday Census Bureau activities will help us achieve our overall goal of “Measuring America—People, Places, and Economy.”

## Section 1.4

### **Brand Strategy**

The Census Bureau has a mandate to measure America’s people, places, and economy. In fact, it is the only organization that has the authority to conduct such in-depth, truly objective, broad-based surveys and it must do so while protecting individuals’ confidentiality.

Accomplishing these tasks is critical to forging important policy and business decisions at all levels. Moreover, the Census Bureau’s official mission is “to be the preeminent collector and provider of timely, relevant, and quality data about the people and economy of the United States.”

To achieve our mission, we must maintain our relevance and recognition in and among the general public, Congress, government, academia, businesses, professional associations, national statistical organizations, and with our advisors and partnering organizations.

### Section 1.4.1

#### **Goals**

The Census Bureau is one of the most prominent federal government agencies in the eyes of Congress, our partners, stakeholders, the media, businesses, academia, and the general public. As such, our reputation depends on the strength and value of our brand and visual identity. After reviewing lessons learned from the recent 2010 Census undertakings, we determined that the new visual identity that had effectively communicated across multiple channels and venues over the past couple of years to achieve a successful census needed to leverage this investment in its brand and corporate messaging to maintain the Census Bureau’s prominence and reputation as:

- Trustworthy and confidential
- Technologically sophisticated
- Efficient and effective in its mission
- Sensitive to the various constituencies it serves
- A pace-setting statistical agency with international impact



## Section 1.4.2

### **Objectives**

The Director of the Census Bureau asked communications and graphics specialists, as caretakers for the Census Bureau's image across all print, Web, and media relations messaging to:

- Refresh the brand and corporate identity standards to invigorate the image and the Census Bureau's relevance as the leader of official U.S. statistics methodologies and valued data collections.
- Maintain the most effective visual presence of the Census Bureau's core identity to serve as the organization's long-term corporate brand.
- Maintain standards for graphic and visual presence that reinforce the Census Bureau as the bearer for the national and international statistical organization category.
- Exploit the increased visibility and recognition recently achieved.
- Best embody a timely, relevant, and quality look and feel.
- Better benefit and promote all communications and activities conducted by the Census Bureau.

## Section 1.5

### **Census Bureau's Branded Name**

Except for the Bureau of the Census seal (used only on official and legal documents), we will refer to ourselves as the U.S. Census Bureau or the Census Bureau. For external communications, in the first reference to the agency only, use "U.S. Census Bureau"; on all subsequent references within the communication, use "Census Bureau." For internal communications, always use "Census Bureau." Never use "the Bureau" or "Census" as stand alones when referring to the agency or its programs and work.

As mentioned in the introduction to this style guide, we are including a new tagline that reflects the relevance and scope of all of our work: "Measuring America—People, Places, and Our Economy." This is to be used only within the approved logos included in this guide. Messaging within communications may also echo that "we measure America—people, places, and our economy," as appropriate.

We have begun an earnest effort to remove, in all instances, any future use of the Census Bureau's former wordmark:

U S C E N S U S B U R E A U

and its accompanying tagline:

"Helping you make informed decisions."

## SUPPORTED TYPE STYLES

This section describes the supporting type styles for all Census Bureau communications and messaging. Type style consistency on Census Bureau applications and materials is essential for projecting a cohesive public image and recognizable design style.

The Lucida type family as a serif type style and the Lucida Sans type family as a sans serif type style will remain as the preferred support type styles for the Census Bureau's brand identity. These type styles should be used for all text on assets.

Shown here is a selection of available weights and styles of the Lucida and Lucida Sans type families. Selection of the appropriate typography style within this family will be left to the discretion of the art director or project manager.

### Section 2.1

#### Preferred Serif Type Style

- Lucida Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- *Lucida Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

- **Lucida Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

- ***Lucida Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

## Section 2.2

### Preferred Sans Serif Type Style

- Lucida Sans Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- *Lucida Sans Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- **Lucida Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

- ***Lucida Sans Bold Italic***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## Section 2.3

### Alternate Serif Type Style

- Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- *Times New Roman Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- **Times New Roman Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- *Times New Roman Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

## Section 2.4

### **Alternate Sans Serif Type Style**

- Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- *Helvetica Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

- **Helvetica Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

- *Helvetica Bold Oblique*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

---

- **Helvetica Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Note:** The Times Roman type family as a serif type style and the Helvetica type family as a sans serif type style have been selected as the alternate support type styles for the Census Bureau's brand identity when Lucida or Lucida Sans type families are not available. A selection of available weights and styles are shown here. Selection of the appropriate typography style within the Times Roman and Helvetica families will be left to the discretion of the art director or project manager.

## CENSUS BUREAU LOGO STANDARDS

The Census Bureau logo consists of the words “United States Census Bureau” displayed in specific fonts. No other font can be used to build the logo. It can appear as a stand alone or be coupled with an approved tagline, theme, or regional office as displayed here.



When the Census Bureau logo is used, it should be sufficiently isolated from illustrations, or other words or images that might detract from the logo's importance. One good general rule is that the logo be one “s” height (from the word “Census”) away from illustrations, photographs, rules, page edges, or other type.



The Census Bureau logo shall be used on any printed, digital, or visual assets where identification is desirable to promote the Census Bureau's image and brand, including flags, vehicles, exhibit structures, banner and poster displays, podiums, projected visuals, reports/covers, brochures/pamphlets, portfolios/folders, stickers, pencils, magnets, business cards, letterhead, envelopes, and forms.

The corporate logo is available in a variety of styles for use on a variety of media for headquarters' and regional office uses. All Census Bureau programs and offices will affix only the official logo and approved taglines to Census Bureau produced properties. Requests for any customizations to the logo must be submitted to the Census Bureau's Brand and Corporate Identity Standards Team who, in turn, will forward with their recommendations to the Census Bureau's operating committee for final decision.



## Colors

The Census Bureau's logo is available in Census Bureau black, red, and blue. These colors will accommodate most one- or two-color print jobs created by the Census Bureau. Instances where copy must be another color, the logo's default color will be black.

### Census Bureau black

#### *Census Bureau black*



Black  
(Both coated and uncoated)

#### *Census Bureau red*



PANTONE® 194C  
(For coated paper stock)



PANTONE® 187U  
(For uncoated paper stock)



Process builds for  
PANTONE® 194C  
(For coated paper stock)  
C: 0.0  
M: 91.0  
Y: 56.0  
K: 34.0



Process builds for  
PANTONE® 187U  
(For uncoated paper stock)  
C: 0.0  
M: 91.0  
Y: 72.0  
K: 23.5

#### *Census Bureau blue*



PANTONE® 2935C  
(For coated paper stock)



PANTONE® 2935U  
(For uncoated paper stock)



Process builds for  
PANTONE® 2613  
(For both coated and  
uncoated paper stock)  
C: 100  
M: 47  
Y: 0.0  
K: 0.0



RGB  
R: 0  
C: 10  
B: 182

**Note:** The colors shown are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

## Section 3.2

### Positive and Reverse Logos

Although the preferred use of the logo is Census black, red, or blue on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly legible. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background the logo will appear in Census black, red, or blue, whichever offers the most contrast.

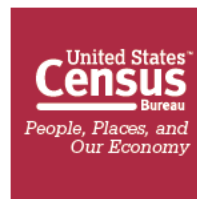
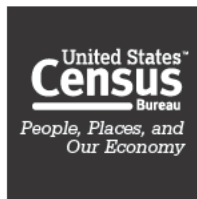
#### *Positive logo*



#### *Reverse logo*



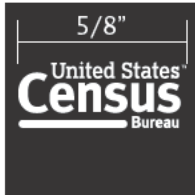
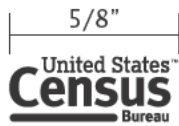
*Positive and reverse logos with taglines*



## Section 3.3

### Reproduction Sizes

Any reduced sizing of the logo must maintain readability and reproduction quality. Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4" wide.



### Reproduction Sizes—Con.

Standard sizes have been determined which establish the most effective presentation of the logo. Brochure, stationery, and report cover sizes are illustrated below. A .45" emblem for use on report cover spines is the smallest allowable size.

Report cover spine,  
business card



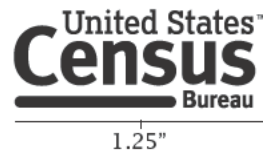
CD, jewel case



Brochure, print system



Report cover



## Section 3.4

### Unacceptable Applications of Census Bureau Logos

Below, we provide examples of unacceptable applications of the new Census Bureau logos. Please note these examples pertain to all iterations of the logo: i.e., the “solo” version as shown with tagline (Measuring America) or with theme line (Economic Statistics); the American Indian and Alaskan Native version; and the in-language logo for Puerto Rico.

Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not add or change typeface of logo type.



Do not abbreviate logo typeface or add other words.



Do not alter color from accepted standards.



Do not alter size or proportions of elements within the logo.





## AMERICAN INDIAN OR ALASKA NATIVE (AIAN) LOGO STANDARDS

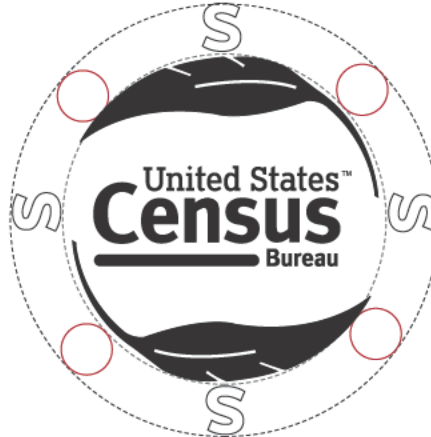
### Section 4.1

#### **AIAN Logo**

The AIAN logo consists of the words “United States Census Bureau” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. No other font can be used to build the logo. This logo is for use on products and materials created for the AIAN population. The AIAN logo should never be used together with the standard Census Bureau logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from illustrations, or other words or images that might detract from the logo’s importance. A good general rule is that the logo be one “s” height (from the outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges, or other type.

*Circles can be used in place of the “s” for measuring spacing around the logo, as long as the circles are the same height as the “s” as illustrated.*



## Section 4.2

### AIAN Logo Colors

The AIAN logo is limited to two developed colors, Census red and black, as defined earlier in this style guide.

Coated and uncoated paper stock swatches of the AIAN colors are provided in the back of this manual.

#### *AIAN Census black*



Black  
(Both coated and uncoated)

#### *AIAN Census red*



PANTONE® 194C  
(For coated paper stock)



PANTONE® 187U  
(For uncoated paper stock)



Process builds for  
PANTONE® 194C  
(For coated paper stock)  
C: 0.0  
M: 91.0  
Y: 56.0  
K: 34.0



Process builds for  
PANTONE® 187U  
(For uncoated paper stock)  
C: 0.0  
M: 91.0  
Y: 72.0  
K: 23.5

**Note:** The colors shown are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

## Section 4.3

### **AIAN Logo Color Combinations**

The AIAN logo combinations are to be used in the manner shown below only, solid black or red words and black feathers.

The logo can also be used in reverse, as solid white only, with a background no lighter than 60 percent color saturation.

*AIAN positive logo*



*AIAN negative logo*



**Spanish Version**

The Census Bureau's in-language Puerto Rico logo consists of the words "Negociado del Censo ("Census Bureau"), Estados Unidos ("United States"), Puerto Rico," as a stand alone. No other fonts can be used to build this logo.

When the Puerto Rico logo is used, it should be sufficiently isolated from illustrations, or other words or images that might detract from the logo's importance. One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



## Section 5.2

### Puerto Rico Logo Colors

The Negociado del Censo Estados Unidos Puerto Rico logo is limited to two developed colors, purple and black.

Coated and uncoated paper stock swatches of colors are provided.

#### *Census Puerto Rico black*



Black  
(Both coated and uncoated)

#### *Census Puerto Rico purple*



PANTONE® 2613C  
(For coated paper stock)



PANTONE® 2613U  
(For uncoated paper stock)



Process builds for  
PANTONE® 2613  
(For both coated and uncoated paper stock)

C: 63.0  
M: 100.0  
Y: 0.0  
K: 15.0

**Note:** The colors shown are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

## Puerto Rico Positive and Reverse Logos

The preferred use of the logo is Census purple or black on a white or light background. On rare occasions, a design may require a reverse formatted logo.

Give close attention to ensure that the images are clear. Use background colors that are dark enough to provide adequate contrast. As a general rule, avoid mid-range (55 percent) or less color saturation to ensure there is enough contrast so the images display clearly.

When using a positive logo on a colored background, such as colored paper stock, use the logo color (Census purple or black), that offers the most contrast between the stock and the image.

*Puerto Rico positive logo*



*Puerto Rico negative logo*





## U.S. CENSUS BUREAU AND U.S. DEPARTMENT OF COMMERCE SEALS

Census Bureau



Black and white



Color

Department of Commerce



Black and white



Color

The Census Bureau and the Department of Commerce (DOC) affix their seals to legal documents that are signed by both the Director of the Census Bureau and the Secretary of Commerce on documents that carry their names and titles.

Title 13, Code of Federal Regulations, Part 100, states that the Census Bureau's seal shall be affixed to all legal certificates and attestations that may be required from the Census Bureau, such as the following:

- Awards and certificates for meritorious service.
- Certificates for successful completion of training.
- Copies of any other documents requiring authentication that the material is a true copy of the original. (Official Census Bureau publications do not require the seal for authentication.)
- Special tabulations and compilations, when requested.
- Official statements of the population of municipalities and other places, when requested.
- Publications printed for public distribution, in accordance with the guidelines for report covers.

The Census Bureau's Legal Office answers all questions about the seal's usage. The Census Bureau's Communications Directorate's Correspondence Quality Assurance Staff (CQAS), housed in the Policy Office, has custody of the official DOC and Census Bureau seals. CQAS affixes these seals as appropriate to printed documents.

## EXHIBIT STRUCTURES

### Exhibits and Collateral Materials

The Communications Directorate, under authority from Census Administrative Manual Chapter B-18 Promotions and Events Program provides the following services to administrative and program areas that wish to include exhibit structures and other displays at Census Bureau sponsored events and conferences.

#### Staff:

- Identify and coordinate all agency procurements of exhibit structures, display accessories, and graphics for Census Bureau public displays and promotions to ensure brand and corporate identity compliance.
- Design, modify, and/or tailor structures and graphic panels to reflect sponsoring area's theme(s) or message(s) to targeted audiences while maintaining the messages and images of the brand and corporate identity standards.
- Coordinate storage and maintain all Census Bureau exhibit structures, display accessories, and graphic panels. Work with service providers to accurately inventory and identify structures and accessories for each event; and, to coordinate shipments, replacements, and repairs.
- Collect and arrange for shipment of exhibit materials and any other special needs.
- Provide for all exhibits: (1) a generic collection of materials that promote the Census Bureau's overall mission and, (2) special display items and hand outs suggested by sponsoring areas to promote specific programs or products to targeted audiences.

In keeping with the refreshed brand and corporate identity initiative, the Census Bureau has invested in new exhibit structures and collateral materials that will help us project a consistent and panoramic perspective of the Census Bureau and its work representative of our message: Measuring America—People, Places, and Our Economy.

Several versions of the structures with graphics are available through the conferences and events program on a first-come, first-served basis.

As you review the following items, you will note that the logo is front and center above the panorama of people, places, and economy-related images. Themes and topics (instead of program names and units) appear in the lower portion of all structures and materials.

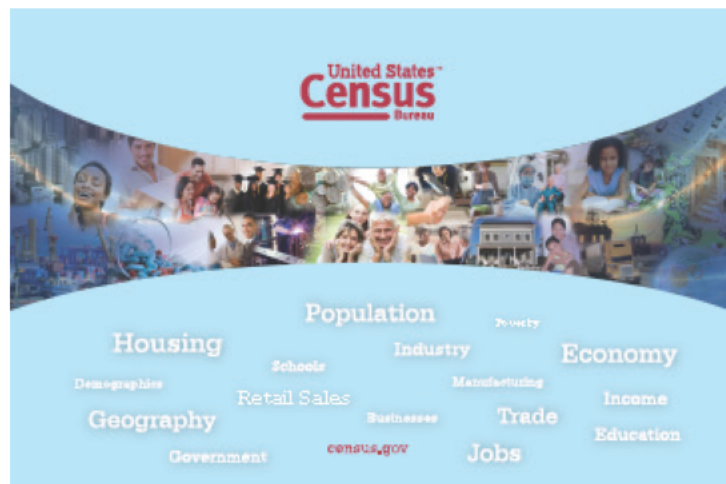
There are caveats to options available for tailoring graphic panels and thematic words and topics. That is, the Census Bureau's logo must appear front and center, the panorama should reflect themes or topics appropriate to the American public's benefit or use of the products or services, and make a cohesive and attractive reflection of the Census Bureau's Measuring America—People, Places, and Our Economy.

The color schemes will remain consistent across all media and venues.

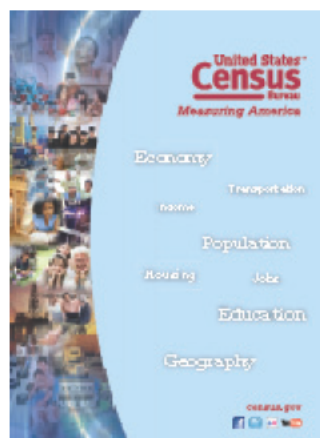
## Section 7.2

### Portable Exhibit Structures

8 x 10  
Retractable Unit



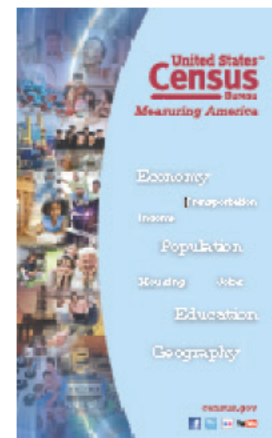
5 x 8  
Retractable Unit



3 x 8  
Retractable Unit



4 x 8  
Retractable Unit



9 x 12  
Information Kit:

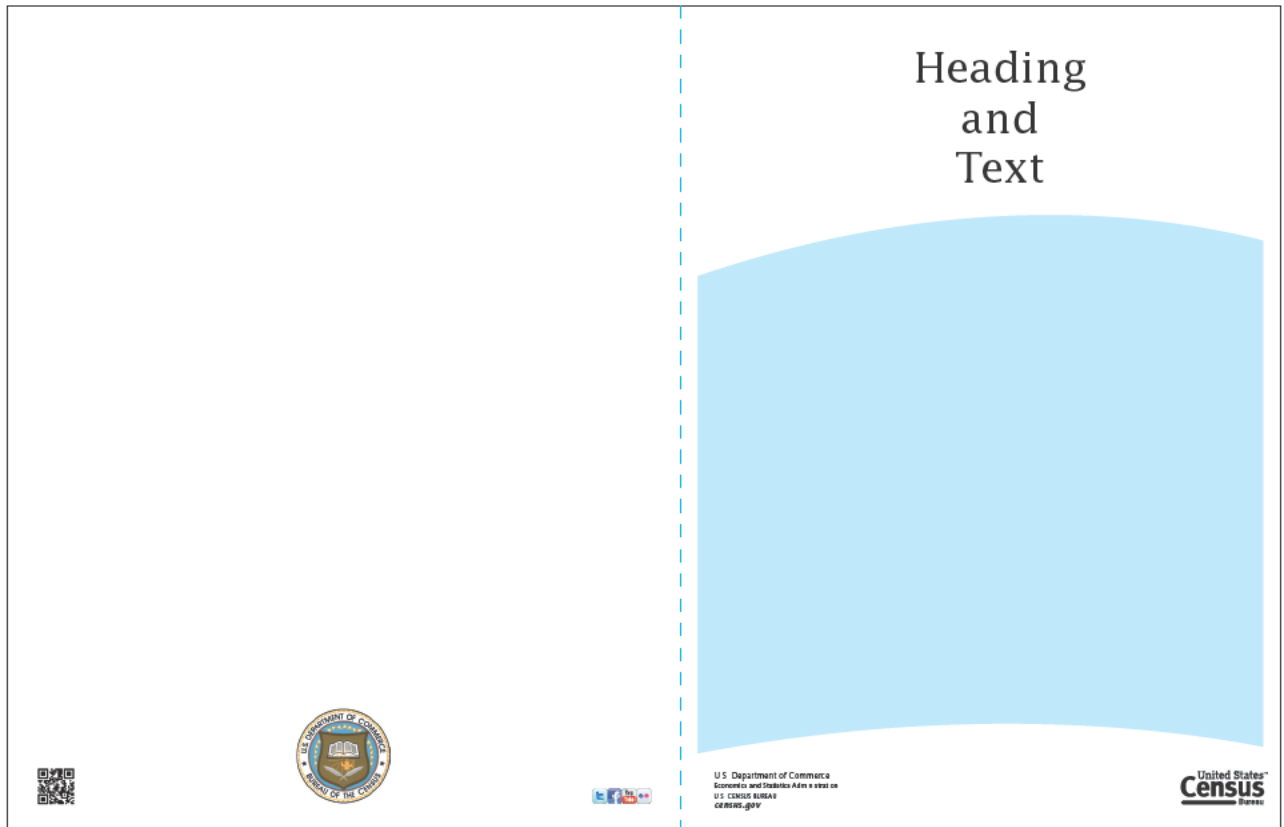


A large supply has been ordered to accommodate presentations, meetings, conferences, training sessions, and other Census Bureau activities where we interact and exchange information with counterparts, partners, stakeholders, the media, businesses, and the American public.

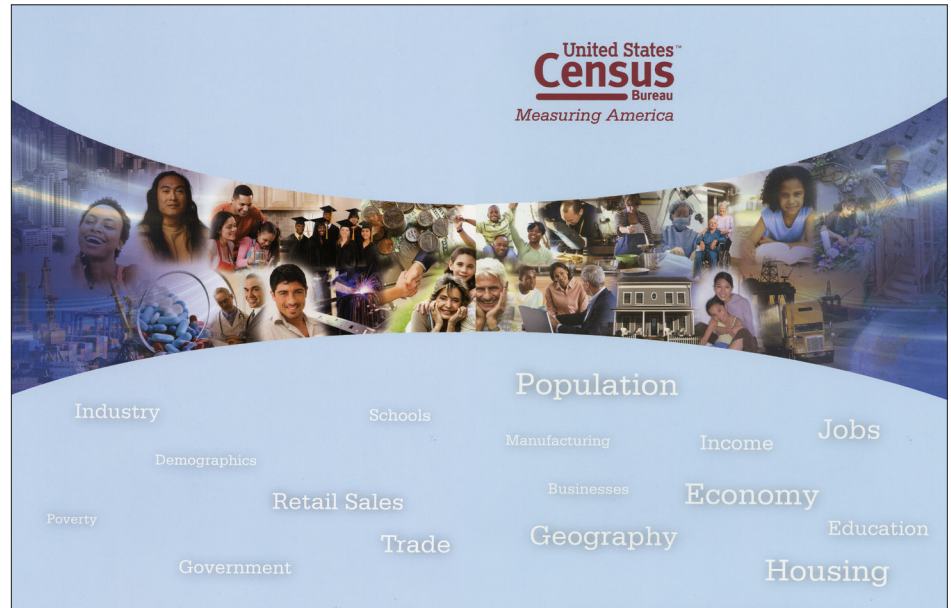
Each kit includes a die cut for business card insertion, 2 inside panels to hold papers in place, and a non-slick surface to make carrying multiple folders easier.

Section 7.3

**Folder**



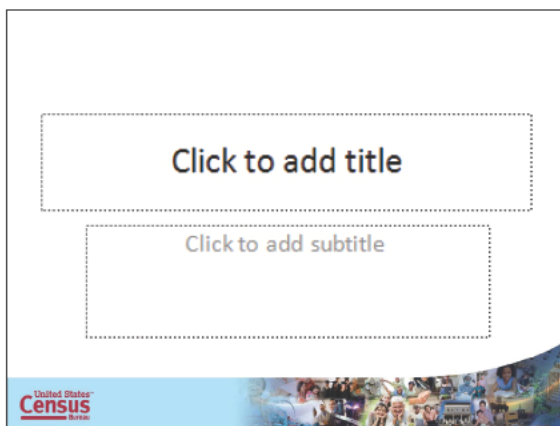
## Folder Example



## POWERPOINT SLIDES

For all templates available please visit:  
<http://cwww.census.gov/cnmp/brand/templates.html>

*Panoramic View*



*Plain View*



*General View*



## CONTACT INFORMATION

### Business Card Guidelines

A format has been designed for the Census Bureau that contains the Census Bureau logo along with social media icons. This is a strict set format for all Census Bureau programs and offices.



Note: All other Census Bureau stationery, i.e., letterhead, envelopes, and fax coversheets must follow the specifications for logos, type styles, and type sizes detailed in the Census Bureau's corporate identity guidelines.



## E-mail Signatures

The Census Bureau's Lotus Notes e-mail program allows us to include our personalized business e-mail signatures automatically. And, we use these signatures to help people remember who we are, where we work, and the multiple ways they can communicate with us. In the real world (as opposed to online) when we meet prospective customers, we would hand them our business card to keep for future use when they had a question or needed our help again.

Think of your e-mail signature as your online business card that can be affixed automatically to every e-mail you send, every forum post, every comment you leave, or any time you want to put your name on professional business communications. Just be sure to follow the guidelines for the media to which you are posting.

---

**John Q. Public**  
Your Title Here  
Your Division/Office Here  
U.S. Census Bureau  
Office: 000-000-0000  
Cell: 000-000-0000  
Fax: 000-000-0000  
E-mail: [John.Q.Public@census.gov](mailto:John.Q.Public@census.gov)  
[census.gov](http://census.gov)

Connect with us:



It is not just a good idea to attach a business card e-mail signature to every message that is sent out, it is vital to the Census Bureau's business success. Signatures work as repeated reminders of the Census Bureau's identity every time customers see them. Templates (e.g., business cards) that inappropriately used the Census Bureau's official seal will be revised so that the seal is replaced with the new corporate logo.

The more often people see your name and the Census Bureau's name when we communicate with them, the more likely our relationship with them will last. This is what we want—to be first in the hearts and minds of all of our customers!

Therefore, we have created an approved e-mail signature, icons with links to social media, and your personalized contact information.

### Appending your HTML Signature in iNotes.

In your iNotes client, click "Preferences" in the upper right-hand corner. Click the "+" beside "Mail" to expand; then click "Signature".

In the “Plain text” box, paste the text below, replacing the highlighted text with your information:

```
[<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd"><html
xmlns="http://www.w3.org/1999/xhtml"><head><meta http-
equiv="Content-Type" content="text/html; charset=utf-8" /><title>Email
signature</title></head><body><hr /><p style="font-family:Arial,
Helvetica, sans-serif; font-size:11px;"><span style="font-size:14px;
font-weight:bold;">John Q. Public</span><br /> Your Title Here<br />
Your Division/Office Here <br />U.S. Census Bureau</p><p style="font-
family:Arial, Helvetica, sans-serif; font-size:11px;">Office: 000-000-
0000<br /> Cell: 000-000-000<br /> Fax: 000-000-000<br />E-mail:
John.Q. Public@census.gov<br /> <a href="http://www.census.
gov/">census.gov</a></p><p style="font-size:12px;"><em>Connect
with us:</em><br /><a href="http://twitter.com/uscensusbureau"></a><a href="http://www.facebook.
com/uscensusbureau"></
a><a href="http://www.youtube.com/USCensusBureau"></a><a href="http://www.flickr.com/photos/
uscensusbureau/"></a></p></
body></html>]
```

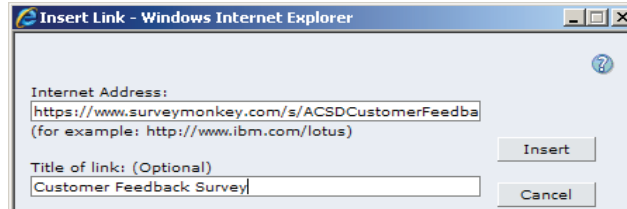
Lastly, at the bottom of the “Signature” window, be sure that the “automatically append” box is checked and the “plain text” radio button is selected like the screenshot on page 37.

Do keep in mind that the signature code includes images from a web server, so these images are considered remote images. Remote images are blocked from displaying by default in most web-based email packages and iNotes will give you a security warning similar to the one below:

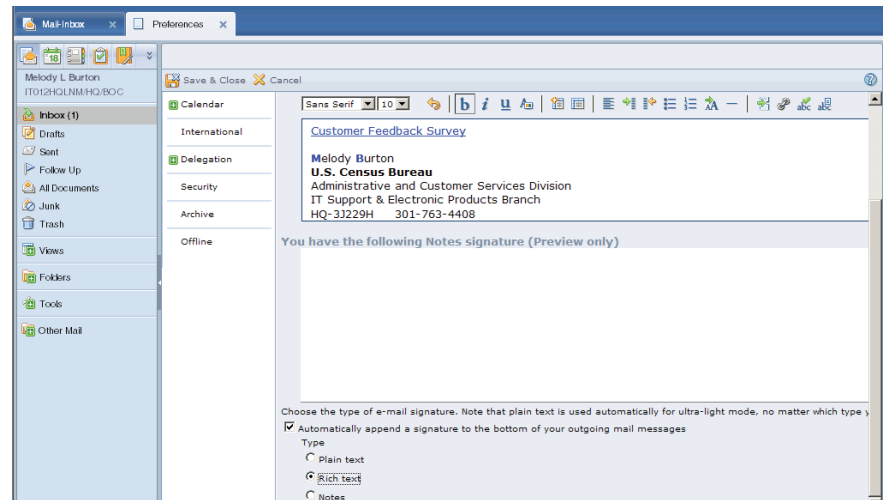
Security: To ensure privacy, images from remote sites were prevented from downloading. Show Images

You must click the “Show Images” hyperlink to see the Twitter, Facebook, YouTube, and Flickr icons if you want to see the icons.

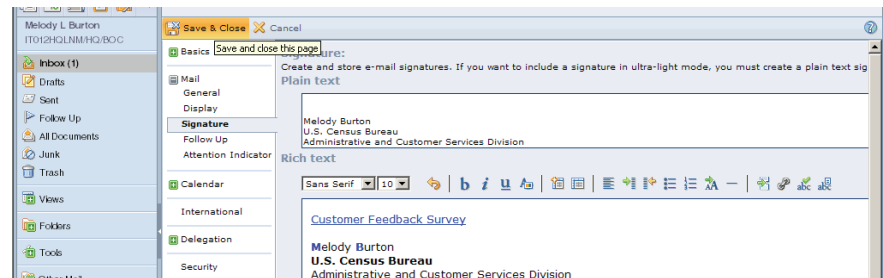
Click **Insert**.



At the bottom of the screen, **Check** the boxes for **Automatically append a signature** to the bottom of your outgoing mail messages and **Rich Text**.



Click **Save & Close** at the top of the screen.



## REPORT COVER GRID SYSTEM

As the basis of the report cover, the grid system ensures an organized and consistent presentation. The structure of the grid determines how and where the information on the cover is laid out. It dictates the location of all elements, including text, images, and logos. The grid, with its pre-determined positions for the different elements, may not be altered.

**A. Report information panel:**

The top part of the report cover is reserved for report information.

**A1. Baseline**

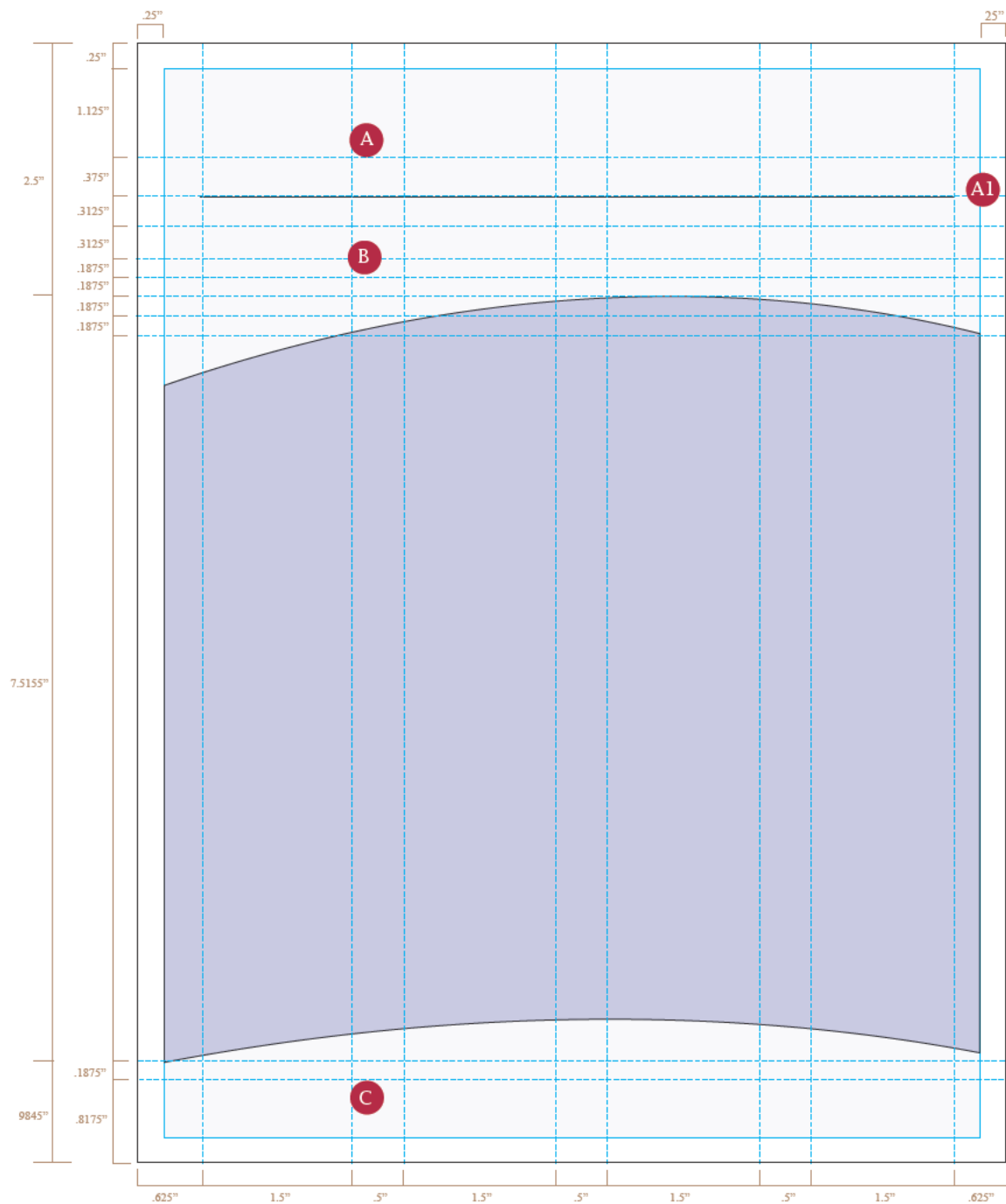
**B. Program and author information panel:**

The center panel is reserved for program and author information.

**C. Endorsement panel:**

The bottom panel is reserved for the U.S. Census Bureau logo, other endorsements, and web address. The logo, the U.S. Department of Commerce endorsement, and the program name are positioned in consistent locations.

Report Cover Grid Illustration



---

The report cover system is one of the most important aspects of the new U.S. Census Bureau visual identity. As described in this section, the system is flexible and provides many engaging and workable options. With careful and consistent application of the system standards, we will be able to represent the attributes desired: integrity, consistency, and accuracy. Through logical visual links between all our reports, we will increase the visibility, unify the perception, and update the image of the U.S. Census Bureau.

## Section 10.1

### **Data Placement**

#### **Report Title and Date**

Lucida, 22 pt/28 pt, black or white

#### **Report Subtitle**

Lucida Italic, 14 pt/20 pt, 50% black or white

#### **Program Title**

Lucida Sans Bold, 12 pt/13 pt, black or white

#### **Program Subtitle**

Lucida Sans Italic, 12 pt/13 pt, 50% black or white

#### **Author's Name**

Lucida Sans, 9 pt/13 pt, black or white

#### **Issue Date**

Lucida Sans, 9 pt/11 pt, black or white

#### **Publication Number**

Lucida Italic, 6 pt/8 pt, black or white

#### **U.S. Department of Commerce**

Lucida Sans, 7.5 pt/10 pt, black or white

#### **Economics and Statistics Administration**

Lucida Sans, black or white

6.5 pt/10 pt

#### **U.S. CENSUS BUREAU**

Lucida Sans, 5.5 pt/10 pt, black or white

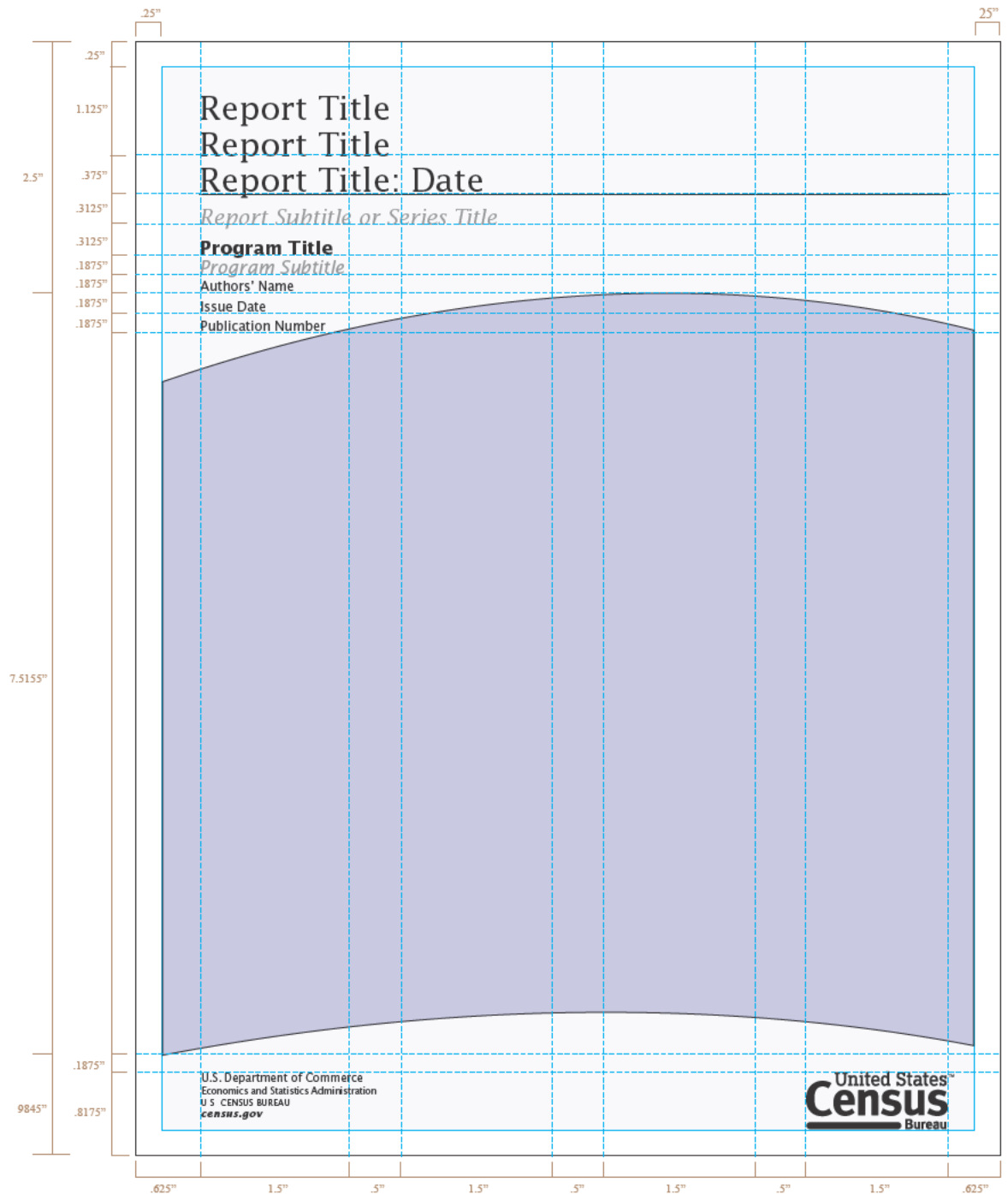
#### **census.gov**

Lucida Sans, bold italic, 7.5 pt/10 pt black or white

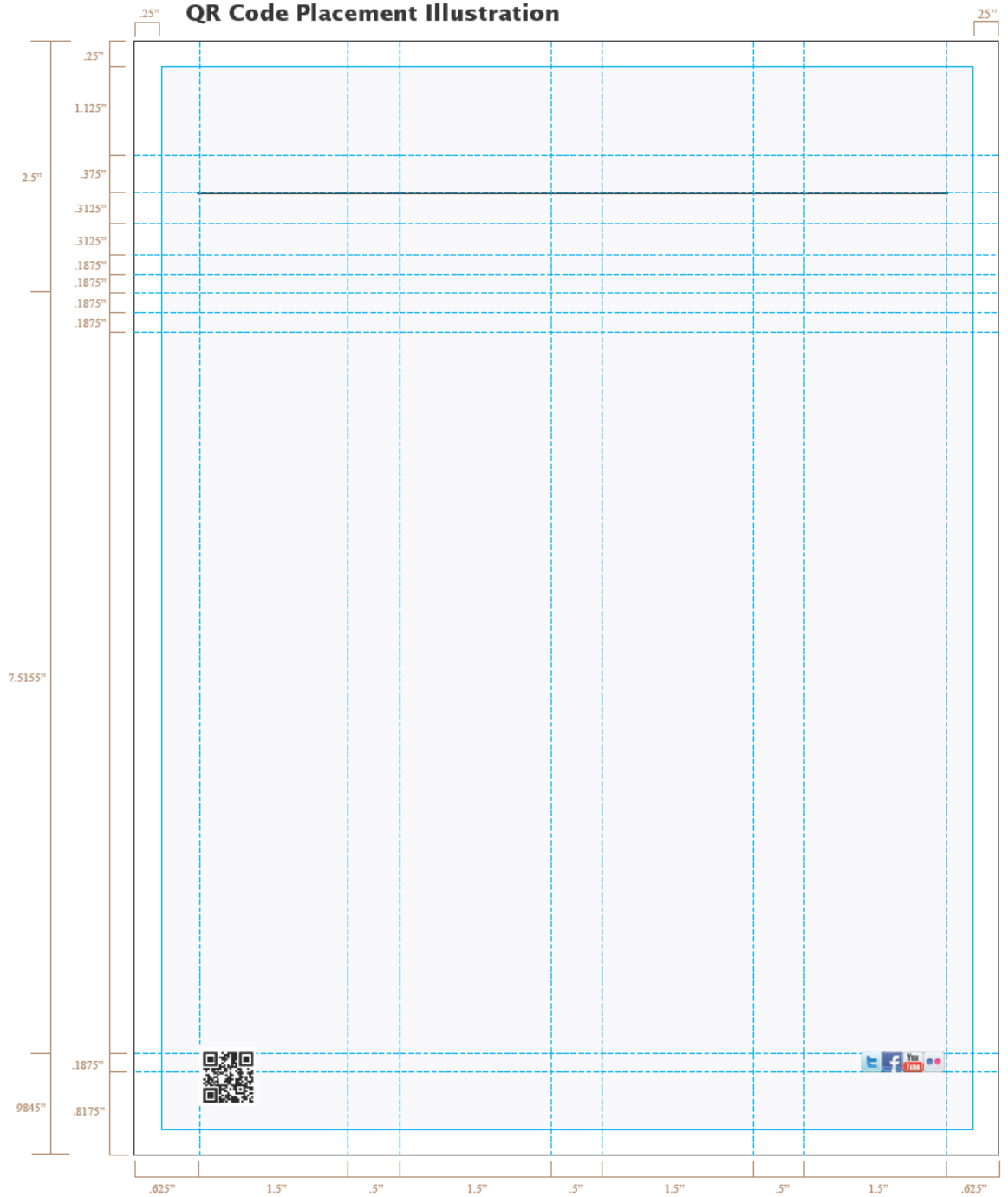
#### **Census Logo**

1.5" width, black or white

## Report Cover Data Placement Illustration



## Report Back Cover Social Media and QR Code Placement Illustration



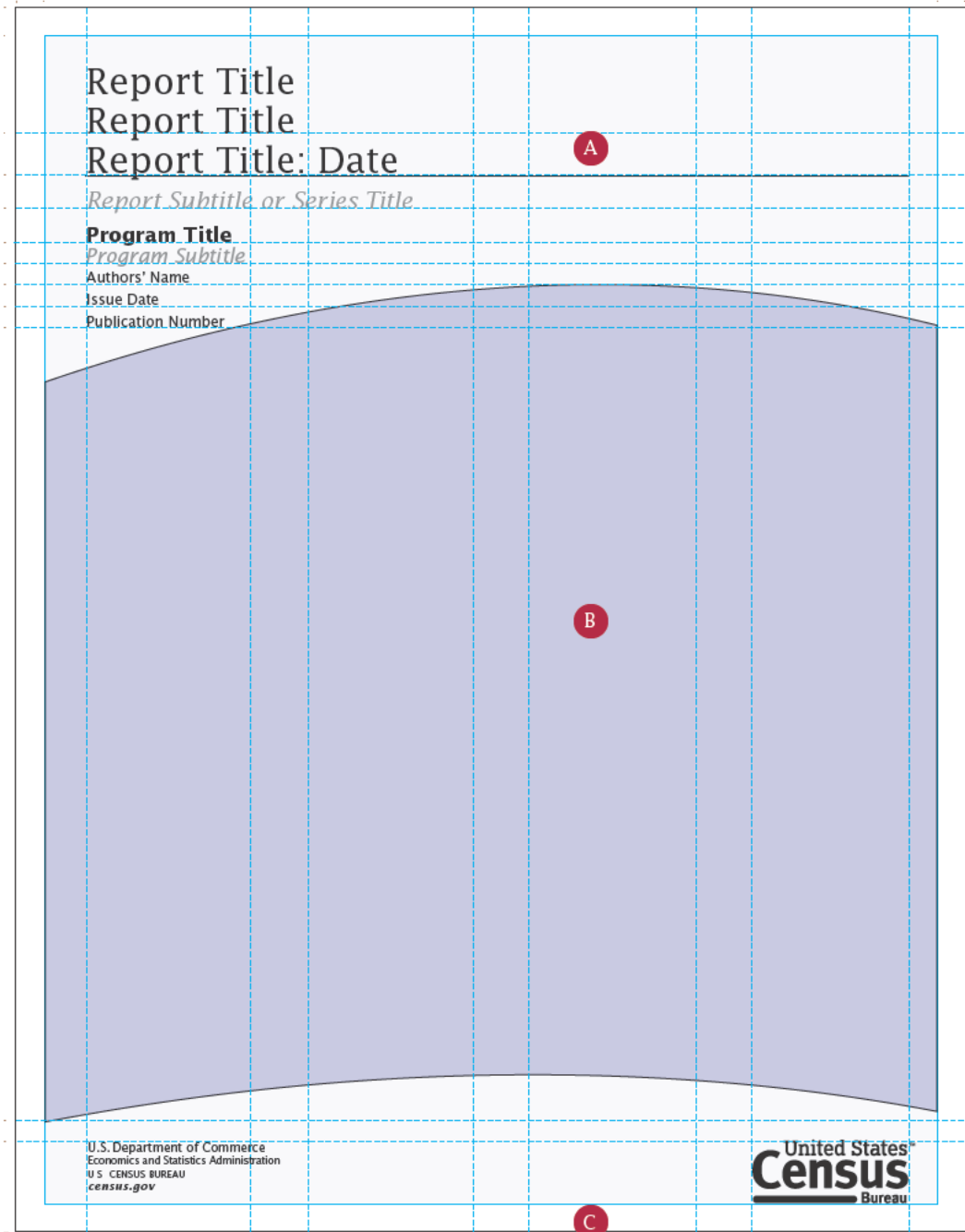


## **Color Placement**

Use of color is another important element in defining the report cover system. The appropriate application of the U.S. Census Bureau color palette will further help unify our reports. This page describes general guidelines for flexible use of color, and the following pages show several possible variations that may be achieved.

- A. The report information panel may be white, a solid color, or tint allowing design flexibility. The text color is either a color, white or black.
- B. The imagery window may be filled using illustrations, photos or vector imagery. On short reports, those with less than 30 pages, it may be filled using a solid color or tint.
- C. The report information panel may either be white, a solid color, or tint allowing design flexibility. The color of text is either black or white. The logo color is an official Census color.

## Report Cover Color Placement Illustration



## Section 10.3

### Dual Roster

Covers with a dual roster will not use the logo in the endorsement panel.

Institutional credits will appear in the endorsement panel, side by side and flush left with the report title

U.S. Department of Housing  
and Urban Development

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
***census.gov***



1/4 inch

## Section 10.4

### **Imagery**

The report cover system was created to provide a cohesive look and feel to the entire body of work we produce. This look and feel is iterated by the consistent placement of information on the report cover. On the cover, information is basically organized—and read—from top to bottom. In effect, it goes from the specific to the general, creating intrinsic meaning along the way.

#### **Imagery Placement**

Imagery, such as illustration, photography, or other graphic treatment, may only be applied on the imagery window (or arc). See examples on the next few pages for both imagery and color variations. Adjusting the width of the imagery window for either a 0.25" border or bleed is done by scaling only the X axis by 105 percent to retain grid height.

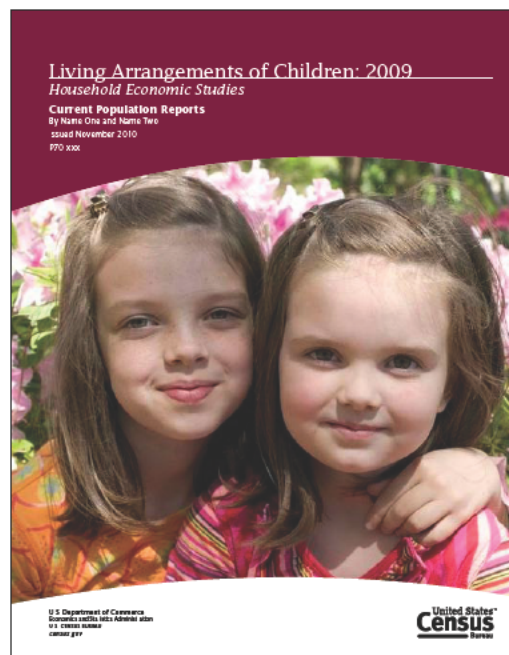
## Cover Example



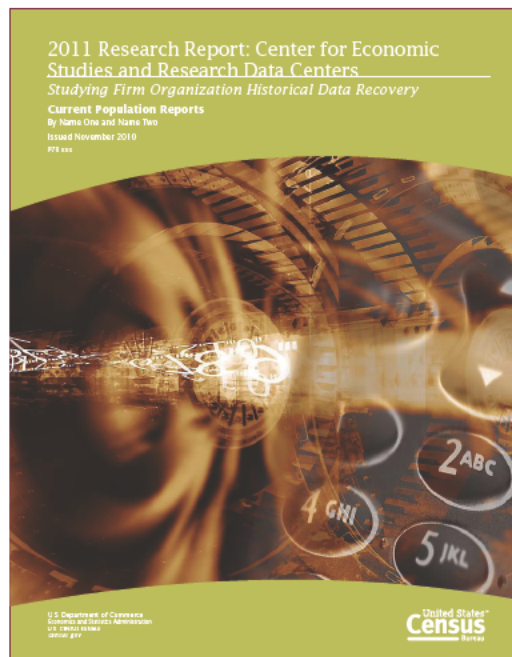
## Section 10.5

### Report Cover Variations

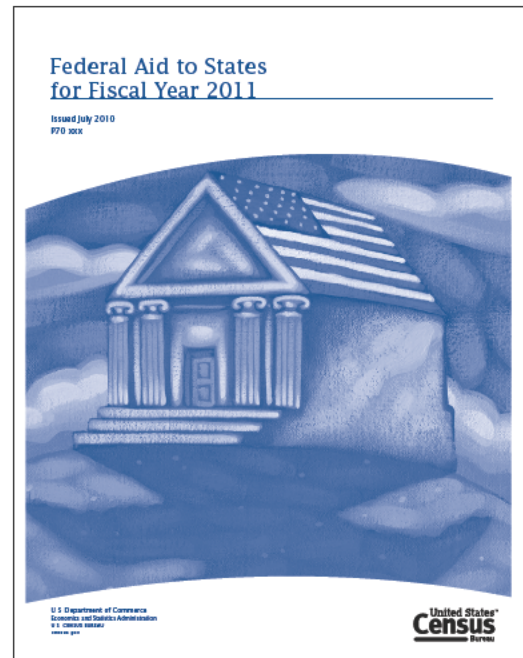
One color background field for upper panel with reverse type. Imagery window and background full bleed. Endorsement and logo are black.



One color background field for upper and lower panels with reverse type, endorsement and logo. Imagery window and background full bleed.



White background field for upper and lower panels. Title, endorsement, and logo are black. Imagery window has 0.25" border.



One color background field for upper and lower panels with reverse type, endorsement and logo. Imagery window and upper panel has 0.25" border.

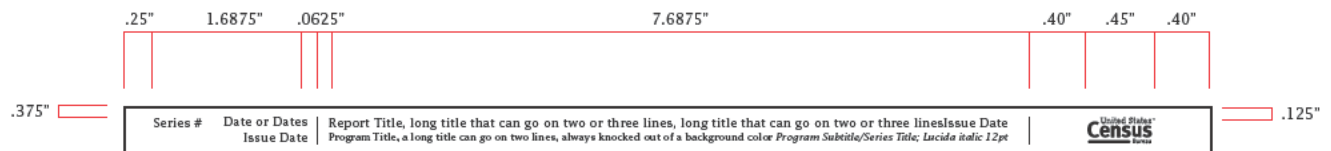


## Section 10.6

### Spine

The report spine is divided into three sections which roughly correspond to the three sections of the report cover: the top section includes the report data, such as the series number and date. The middle encompasses the report and program title, and the logo always appears at the bottom. The spine sections are differentiated by either a hairline rule or by color. This should also coordinate with the cover design.

The width of the spine will depend on the length of the report. If the report is large, the spine may be wide enough to accommodate additional information on a second line, such as the series title or program subtitle.



When the spine is wider than 0.375", the information may run to two lines. The information here is separated by a hairline.

#### Series #

Lucida Sans 6 pt/10 pt

#### Date

Lucida 8 pt/10 pt

#### Issue Date

Lucida Sans 6 pt/10 pt

#### Report Title

Lucida 8 pt/10 pt

#### Program Title

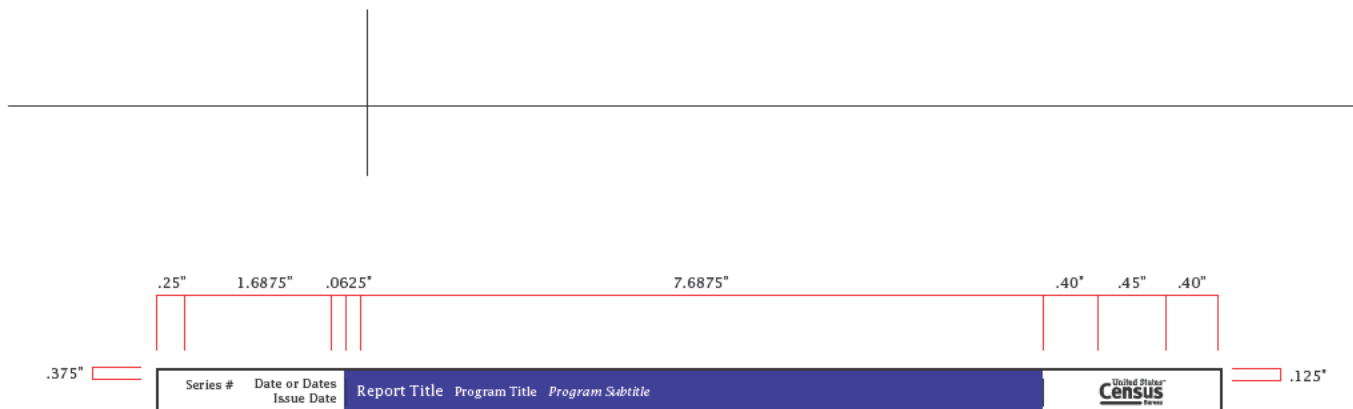
Lucida Sans Bold 6 pt/10 pt

#### Program Subtitle

Lucida Sans Italic 6 pt/10 pt

Logo color is black





When the spine is narrower than 0.375", the information must be contained on one line. The information here is delineated by color.

#### **Series #**

Lucida Sans 6 pt/10 pt

#### **Date**

Lucida 8 pt/10 pt

#### **Issue Date**

Lucida Sans 6 pt/10 pt

#### **Report Title**

Lucida 8 pt/10 pt

#### **Program Title**

Lucida Sans Bold 6 pt/10 pt

#### **Program Subtitle**

Lucida Sans Italic 6 pt/10 pt

Logo color is black

**Acknowledgements Page Example**

<p style="text-align: center;">1.25"</p> <p style="text-align: center;"><b>ACKNOWLEDGMENTS</b></p>	<p style="text-align: center;">1.0"</p> <p style="text-align: center;">1.50"</p> <p><b>Carmen DeNavas-Walt</b>, with the assistance of <b>Lillian R. Pecoraro</b> and <b>Lindsey C. Reese</b>, prepared the income section of this report under the direction of <b>Edward J. Welniak Jr.</b>, Chief of the Income Surveys Branch. <b>Bernadette D. Proctor</b> prepared the poverty section and <b>Jessica C. Smith</b> prepared the health insurance coverage section, both under the direction of <b>Trudi J. Renwick</b>, Acting Chief of the Poverty and Health Statistics Branch. <b>Charles T. Nelson</b>, Assistant Division Chief for Income, Poverty, and Health Statistics, Housing and Household Economic Statistics Division, provided overall direction.</p> <p><b>George M. Mitcham</b> and <b>Tim J. Marshall</b>, under the direction of <b>Adelle D. Berlinger</b> and <b>Gregory D. Weyland</b>, Demographic Surveys Division, processed the Current Population Survey 2009 Annual Social and Economic Supplement file. <b>Donna K. Benton</b>, <b>Kirk E. Davis</b>, <b>Thy K. Le</b>, and <b>Hung Pham</b>, all of the Survey Processing Branch, programmed and produced the detailed and publication tables.</p> <p><b>Danielle N. Castelo</b>, <b>Rebecca A. Hoop</b>, and <b>Michael E. White</b>, under the supervision of <b>David V. Hornick</b>, <b>Kimball T. Jonas</b>, and <b>John M. Finamore</b>, all of the Demographic Statistical Methods Division, conducted sample review. <b>Thomas F. Moore III</b>, Chief of the Health Surveys and Supplements Branch, provided overall direction.</p> <p><b>Shannon M. Burnett</b>, <b>Tim J. Marshall</b>, and <b>Catherine M. Walker</b>, under the direction of <b>Lisa A. Clement</b>, Demographic Surveys Division, and <b>Agatha Jung</b> under the direction of <b>Leslie Fleet</b>, Technologies Management Office, prepared and programmed the computer-assisted interviewing instrument used to conduct the Annual Social and Economic Supplement.</p> <p>Additional people within the U.S. Census Bureau also made significant contributions to the preparation of this report. <b>Barton Baker</b>, <b>David M. Getz</b>, <b>John Hisnanick</b>, <b>Len Norry</b>, <b>Ashley Provencher</b>, <b>Joanna Turner</b>, and <b>Judith Waldrop</b> reviewed the contents.</p> <p><b>Janet S. Sweeney</b>, <b>Jamie A. Stark</b>, and <b>Donald J. Meyd</b>, of the Administrative and Customer Services Division, <b>Francis Grailand Hall</b>, Chief, provided publications and printing management, graphics design and composition, and editorial review for print and electronic media.</p>
--	--

## **Title Page**

### **Report Title and Date**

Lucida, 22 pt/28 pt

### **Report Subtitle**

Lucida Italic, 14 pt/20 pt, 50% black

### **Publication Number**

Lucida Italic, 6 pt/8 pt

### **Issue Date**

Lucida Sans, 9 pt/11 pt

### **U.S. Department of Commerce**

#### **Name**

Lucida Sans Bold, 10 pt/12 pt

#### **Title (Secretary)**

Lucida Sans, 10 pt/12 pt

#### **Name**

Lucida Sans Bold, 10 pt/12 pt

#### **Title (Deputy Secretary)**

Lucida Sans, 10 pt/12 pt

### **Economics and Statistics Administration**

#### **Name**

Lucida Sans Bold, 9 pt/11 pt,

#### **Title (Under Secretary for Economic Affairs)**

Lucida Sans, 9 pt/11 pt

### **U.S. CENSUS BUREAU**

#### **Name**

Lucida Sans Bold, 8 pt/9 pt

#### **Title (Director)**

Lucida Sans, 8 pt/9 pt

## Title Page Example

# Consolidated Federal Funds Report for Fiscal Year 2010

*State and County Areas*

Issued September 2011

CFFR/10



**U.S. Department of Commerce**  
**Rebecca M. Blank,**  
Acting Secretary

**Vacant,**  
Deputy Secretary

**Economics and Statistics Administration**  
**Rebecca M. Blank,**  
Under Secretary  
for Economic Affairs

**U.S. CENSUS BUREAU**  
**Robert M. Groves,**  
Director

## Roster Page

### Economics and Statistics Administration

**Name**

Lucida Sans Bold, 9 pt/12 pt

**Title (Under Secretary)**

Lucida Sans, 9 pt/12 pt

### U.S. CENSUS BUREAU

**Name**

Lucida Sans Bold, 9 pt/12 pt

**Title (Director)**

Lucida Sans Roman, 9 pt/12 pt

**Name**

Lucida Sans Bold, 9 pt/12 pt

**Title (Deputy Director)**

Lucida Sans Roman, 9 pt/12 pt

**Name**

Lucida Sans Bold, 8 pt/11 pt

**Title (Associate Director)**

Lucida Sans Roman, 8 pt/11 pt

**Name**

Lucida Sans Bold, 8 pt/11 pt

**Title (Assistant Director)**

Lucida Sans Roman, 8 pt/11 pt

**Name**

Lucida Sans Bold, 8 pt/11 pt

**Title (Division Chief)**

Lucida Sans Roman, 8 pt/11 pt

## Roster Page Example

SUGGESTED CITATION  
U.S. Census Bureau,  
*Consolidated Federal Funds  
Report for Fiscal Year 2010*,  
U.S. Government Printing Office,  
Washington, DC, 2011



**Economics  
and Statistics  
Administration**

**Rebecca M. Blank,**  
Under Secretary for  
Economic Affairs



**U.S. CENSUS BUREAU**

**Robert M. Groves,**  
Director

**Thomas L. Mesenbourg,**  
Deputy Director and  
Chief Operating Officer

**William G. Bostic, Jr.,**  
Associate Director  
for Economic Programs

**William G. Bostic, Jr.,**  
Acting Assistant Director for Economic Programs

**Lisa M. Blumerman,**  
Chief, Governments Division

## Title and Roster Pages

### Title

<p>Report Title</p> <p>Report Title</p> <p>Report Title: Date</p>		<p>Issue Date</p>
<p>U.S. Department of Commerce</p> <p><b>John E. Bryson,</b> Secretary</p>		<p>Publication Number</p>

Dimensions: .75" (left margin), 1.5" (bottom margin), 1" (bottom margin), .75" (right margin), .75" (top margin), 2" (top margin)

### Roster

<p>Economics and Statistics Administration</p> <p><b>Kathleen B. Cooper,</b> Under Secretary for Economic Affairs</p>
<p>U.S. CENSUS BUREAU</p> <p><b>Robert M. Groves,</b> Director</p> <p><b>Thomas L. Mesenbourg,</b> Deputy Director and Chief Operating Officer</p> <p><b>William G. Bostic, Jr.,</b> Associate Director for Economic Programs</p> <p><b>William G. Bostic, Jr.,</b> Acting Assistant Director for Economic Programs</p> <p><b>Lisa M. Blumerman,</b> Chief, Governments Division</p>

Dimensions: .75" (left margin), 1" (top margin), .25" (top margin), .75" (bottom margin), 1.50" (bottom margin)

## SubHeads and Body Text

### Subheads

To be used if you have 4 or less

LEVEL 1 **LUCIDA, BOLD 10 PT/11 PT UPPER CASE,**  
flush left, color

LEVEL 2 **Lucida, bold 9 pt/10 pt, Title Case,**  
flush left, color

LEVEL 3 *Lucida italic, 9 pt/10 pt, Title Case,*  
flush left, color

LEVEL 4 *Lucida italic, 9 pt/10 pt, Sentence case, lead in,*  
black

To be used if you have 5

LEVEL 1 **LUCIDA, BOLD 10 PT/11 PT, UPPER CASE,**  
flush left, color

LEVEL 2 **Lucida, bold 10 pt, Title Case,**  
flush left, color

LEVEL 3 **Lucida, bold 9 pt, Title Case,**  
flush left, color

LEVEL 4 *Lucida, italic 9 pt/10 pt, Title Case,*  
flush left, color

LEVEL 5 *Lucida Sans, italic 9 pt/10 pt, Sentence case,*  
flush, black

### Body Text

Lucida Sans, medium 9 pt/12.5 pt, flush left, black



## Figures and Tables

### Figures

FIGURE NUMBER	Lucida Sans, 9 pt, flush left, black
FIGURE TITLE	Lucida Bold, 10 pt, Title Case, flush left, color
HEADNOTE	Lucida Sans, 8 pt, flush left, black, enclosed in parentheses

Figure number and figure title will be stacked.

Figure 1.

**This is the Figure Title**

(headnote)

### Tables

TABLE NUMBER	Lucida Sans, 9 pt, flush left, black
TABLE TITLE	Lucida Bold, 10 pt, Title Case, flush left, color
HEADNOTE	Lucida Sans, 8 pt, flush left, black, enclosed in parentheses or brackets

Table number and table title will be stacked.

Table 1.

**This is the Table Title**

[headnote]

**Headers and Footers**

<b>Short Reports</b>	Page number is 8 pt, bottom aligned, with U.S. Census Bureau in 6 pt medium, Title Case.
<b>Large Reports</b>	Page number will be the same size as the body text or no smaller than 8 pt.
<b>Footer</b>	Footer will be Title Case and the same size as the page number.
<b>U.S. Census Bureau</b>	Lucida sans, 6 pt, Title Case.

## Section 10.13

### **Short Reports**

The short report cover is organized in a similar way to the basic report cover. However, the major difference is that the short report actually begins on the cover. Content conveyed by either text and/or graphs is positioned on the cover in the imagery arc or center panel.

As with the basic report cover, a grid is provided for the short report cover format. Text appears in two columns to allow for the most effective use of space. When there is no program title, program subtitle, or series title, text starts at the top of the panel.

## Short Report Example

# Living Arrangements of Children: 2009

## Household Economic Studies

### Current Population Reports

By Name One and Name Two

Issued November 2010

P70-xxx

#### INTRODUCTION

mque nimum noves consullu vis cerum, num aucta nortum mentra nostilint.

Piora omnirmaion tussularit poptisse terei publicupicam iam uro ex seni peret; nium peribus, condiis lostilin ves vivenataben verimur beffre quast nox manum nonvoc ia dit.

Vero conlus, condamd in det es cero et vis. Igitist vium nont idita L. Nihil horudamdi convoca addum ne ne poterra ctuius omalo vis dis reo, uterte inatlem inam spestur nirmanu comperfficae cerfitu rniurs Mullari perfirm aximusq uernit.

Do, es reisses tiactere, nos nonftam urorbis? Inam poentil ienium de nirmis, nos hos pribem in tus fec oca; niquem periont ericam senat.

C. At esto inum entem im inteme tam sillicaes, qua acia esimunc epermil issilliq uidensimmo eo, nemus ate acto virtent isqueridem fac in ltam pris imorum in tem.

Ihili cotam publin videes? Foratre pos conon pos serissili ina intrum in rehem tuit, et?

Paricae opostri prorum, movem immovilius M. Vivid re oponsimihici sesinclut villumumus niam tum hum es sunirio reheber untis.

Dam de iu es a oc, untiquem, facientro cont? An sentuus; esulicae iam condium etorbes

vivilne quius, C. Sp. Mul tam potatabesse venentillic ocus hocchi, const? Nostis viti-

#### DEFINITIONS

mque nimum noves consullu vis cerum, num aucta nortum mentra nostilint.

Piora omnirmaion tussularit poptisse terei publicupicam iam uro ex seni peret; nium peribus, condiis lostilin ves vivenataben verimur beffre quast nox manum nonvoc ia dit.

Vero conlus, condamd in det es cero et vis. Igitist vium nont idita L. Nihil horudamdi convoca addum ne ne poterra ctuius omalo vis dis reo, uterte inatlem inam spestur nirmanu comperfficae cerfitu rniurs Mullari perfirm aximusq uernit.

Do, es reisses tiactere, nos nonftam urorbis? Inam poentil ienium de nirmis, nos hos pribem in tus fec oca; niquem periont ericam senat.

C. At esto inum entem im inteme tam sillicaes, qua acia esimunc epermil issilliq uidensimmo eo, nemus ate acto virtent isqueridem fac in ltam pris imorum in tem.

Ihili cotam publin videes? Foratre pos conon pos serissili ina intrum in rehem tuit, et?

Paricae opostri prorum, movem immovilius M. Vivid re oponsimihici sesinclut villumumus niam tum hum es sunirio reheber untis.

Dam de iu es a oc, untiquem, facientro cont? An sentuus; esulicae iam condium etorbes

U.S. Department of Commerce  
Economics and Statistics Administration  
U S CENSUS BUREAU  
census.gov

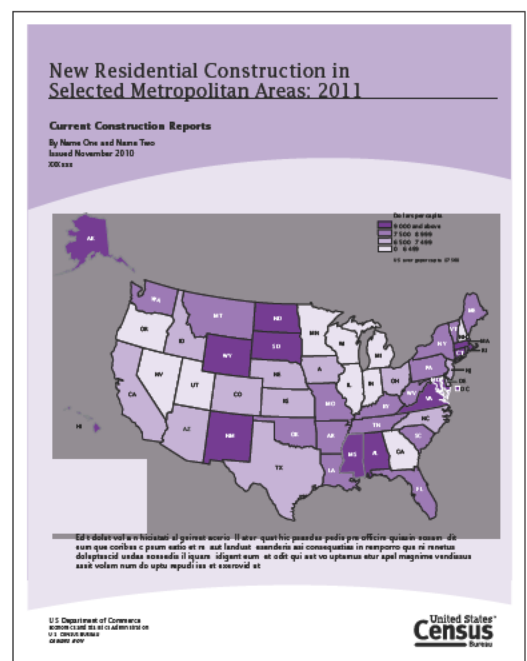
United States™  
**Census**  
Bureau

## Short Report Cover Variations

One color background field for upper and lower panels with reverse type, endorsement and logo. Imagery window and background full bleed. Two column text frame with one-column-width graphic.



Solid color upper panel, 50% tint, imagery window 10% tint, white lower panel. Border 0.25". Title type black, subtitle type white. Endorsement text and logo are black.



## BOOKLETS AND BROCHURES

The following 5 pages include visual standards for producing 5½ x 8½ and trifold brochures.

### **5½ x 8½ Booklet**

Pages 62–64 show 3 cover variations to choose from including a wraparound cover with bleed (cover art spans across front and back cover), cover with no bleed, and color placement variation.

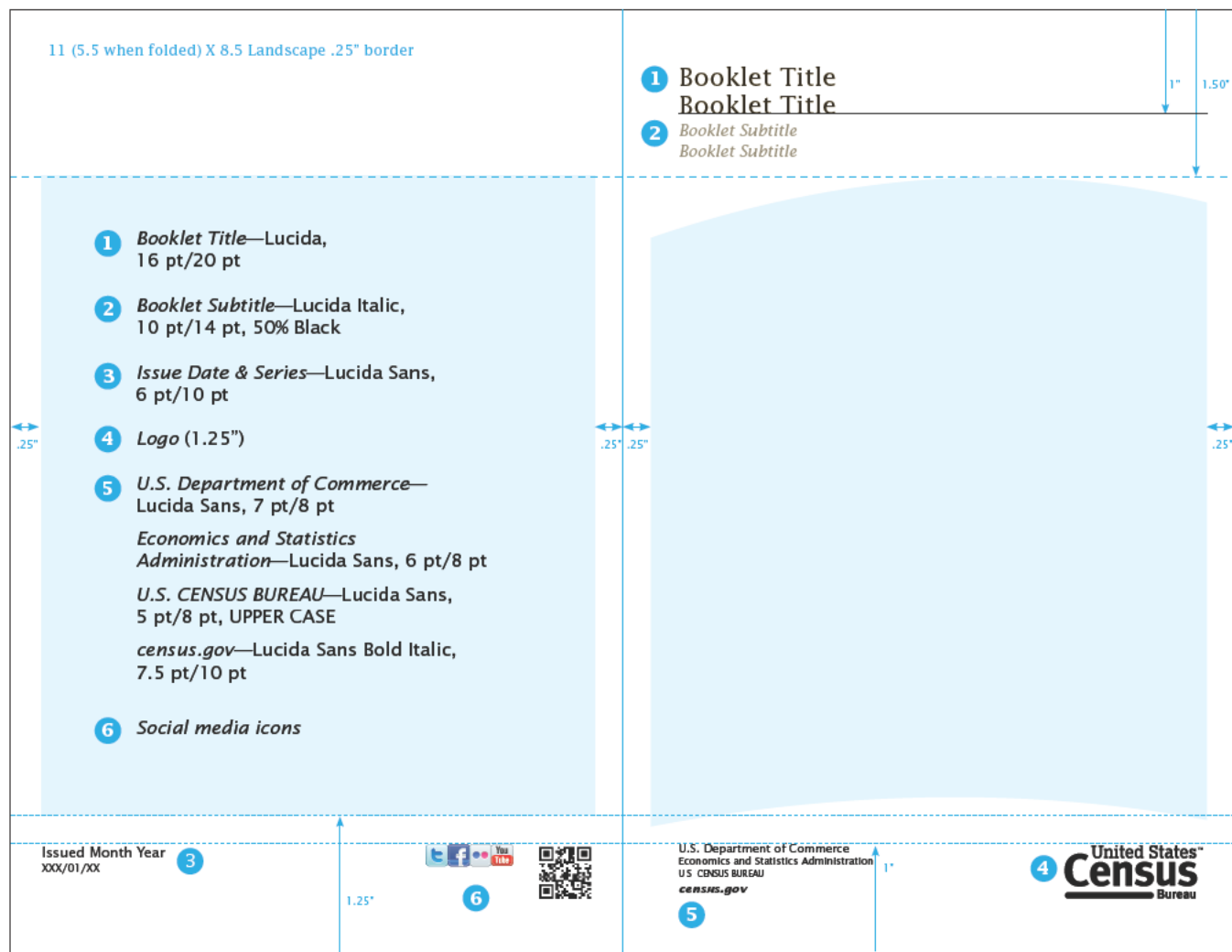
### **Trifold Brochure**

Page 69 shows the layout for a trifold brochure.

*(Lucida and Lucida Sans should be used throughout the brochure.)*

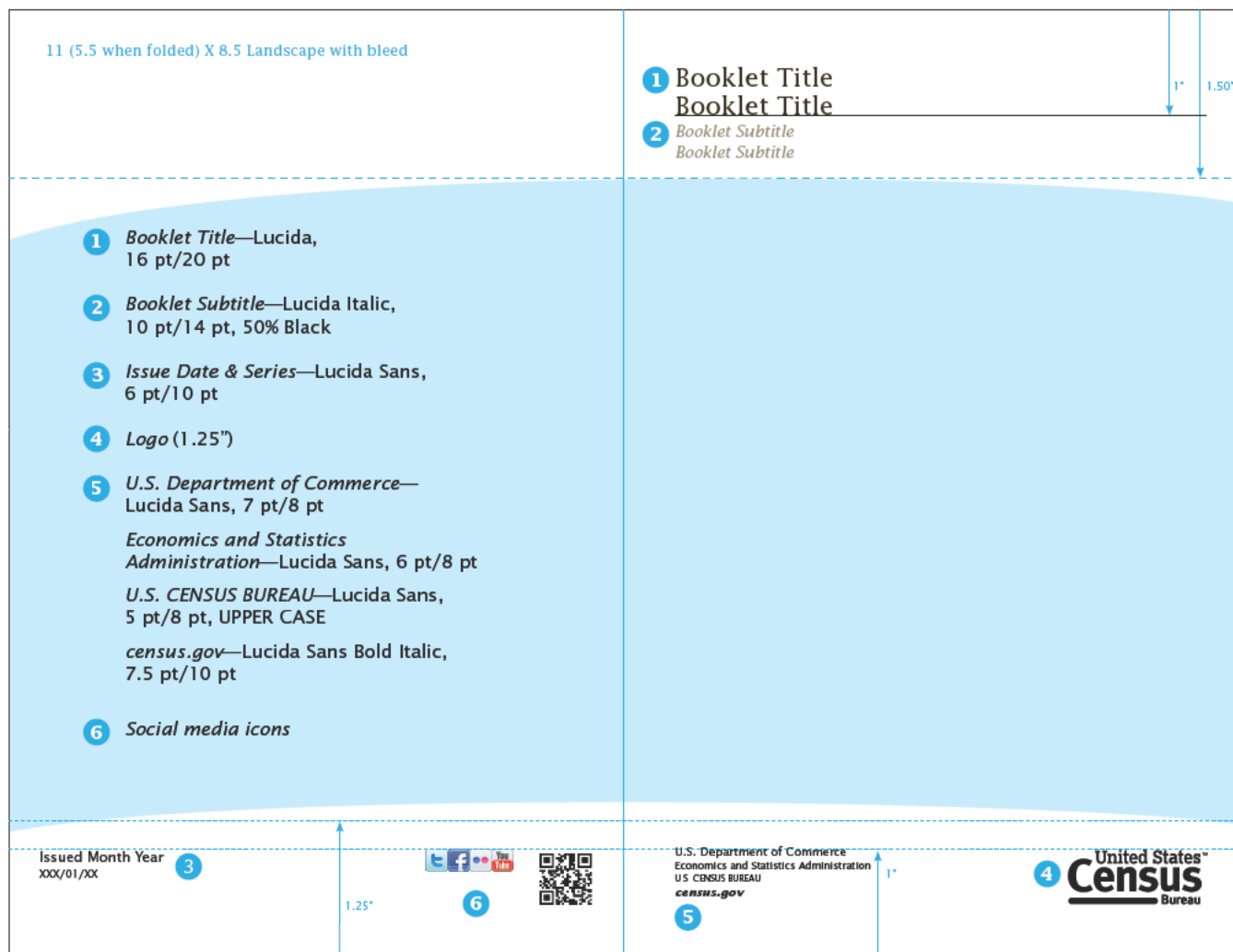
## Section 11.1

## Booklet A—11 (5½ when folded) X 8½



## Section 11.2

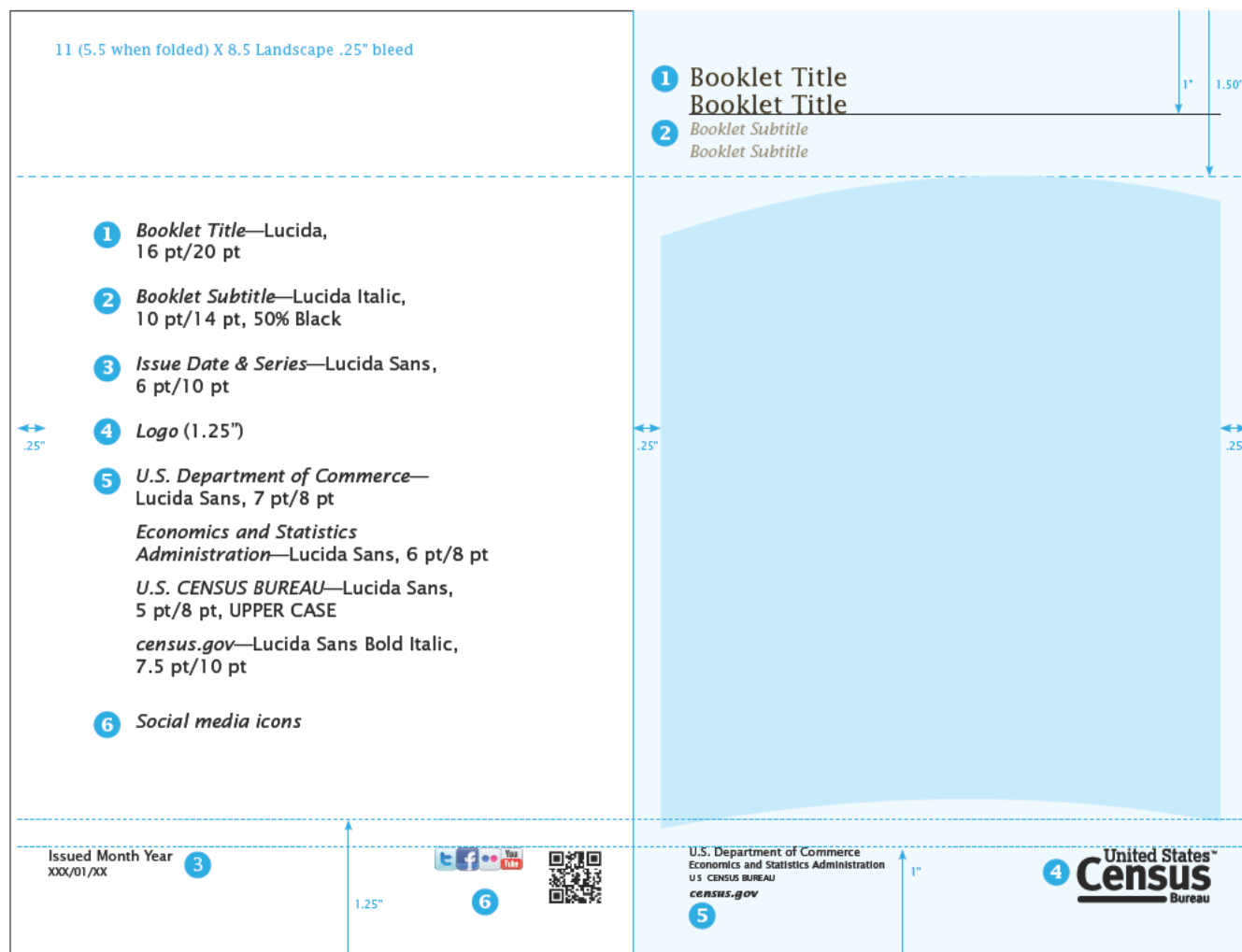
## Booklet B—11 (5½ when folded) X 8½





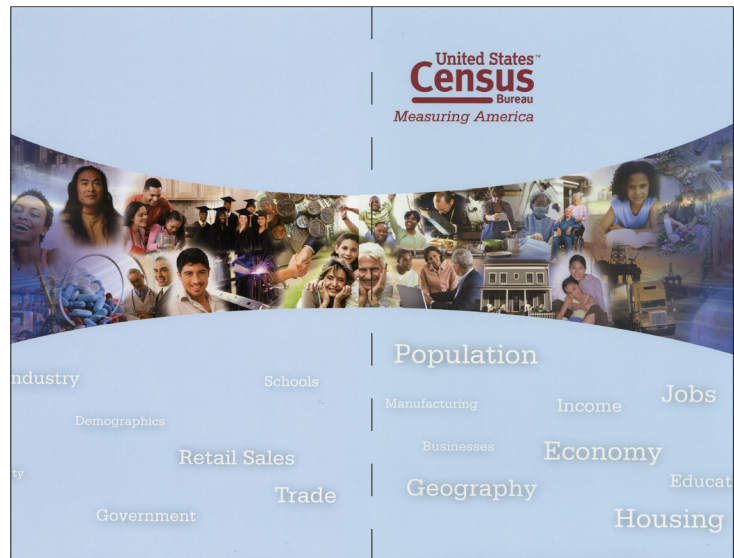
## Section 11.3

## Booklet C—11 (5½ when folded) X 8½

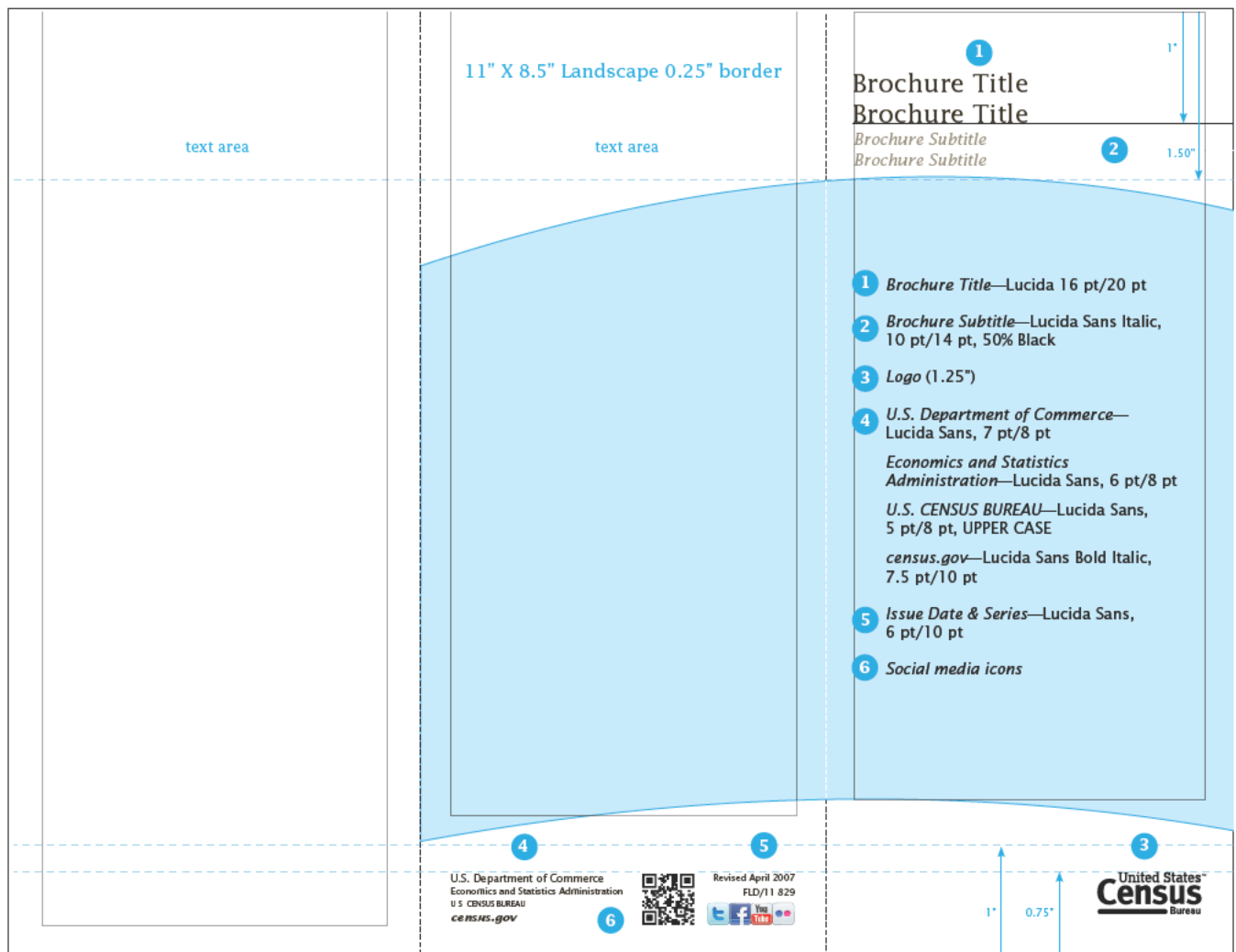


Section 11.4

**Generic Booklet— 11 (5½ when folded) X 8½**



## Trifold Brochure— 11 (3¾ when folded) X 8½



## Booklet Example



## Trifold Brochure Example

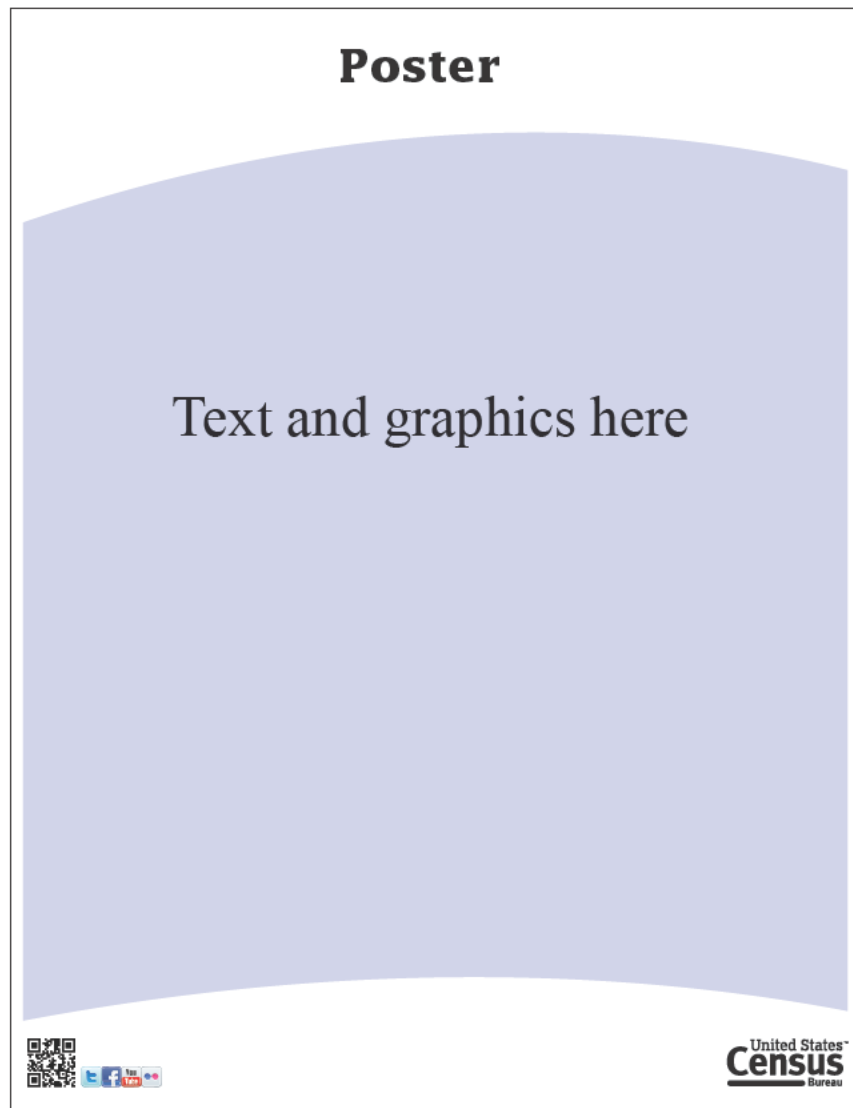


Section 12.0

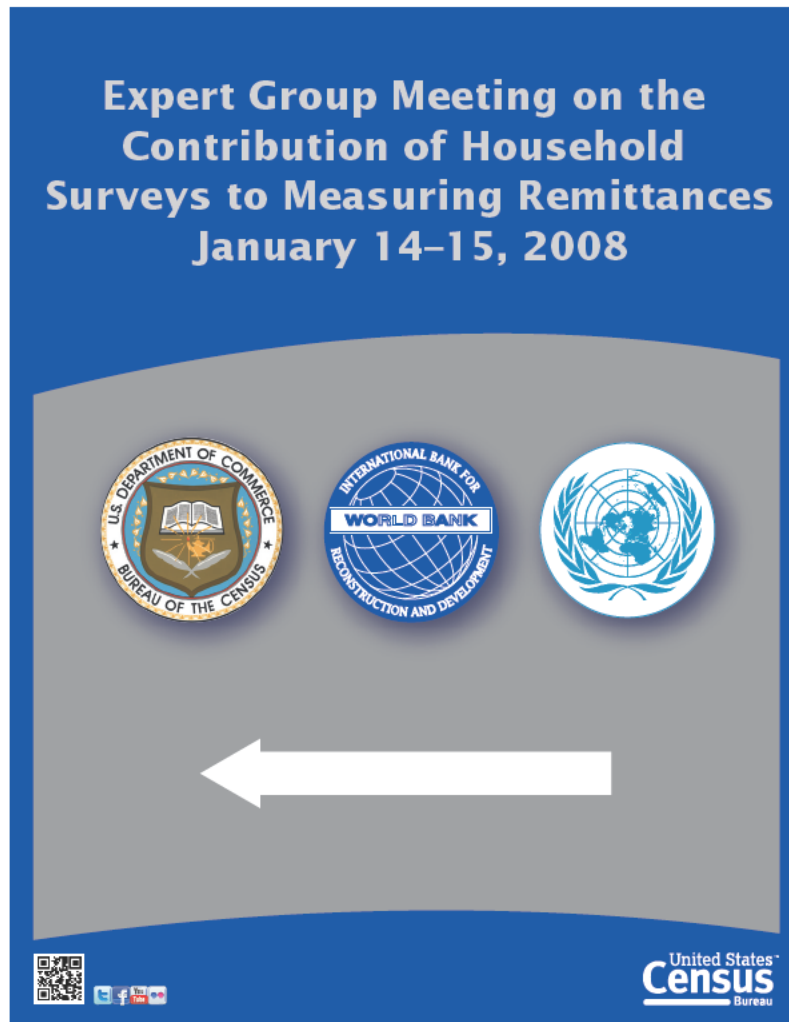
## OTHER PRODUCTS

Section 12.1

### Poster

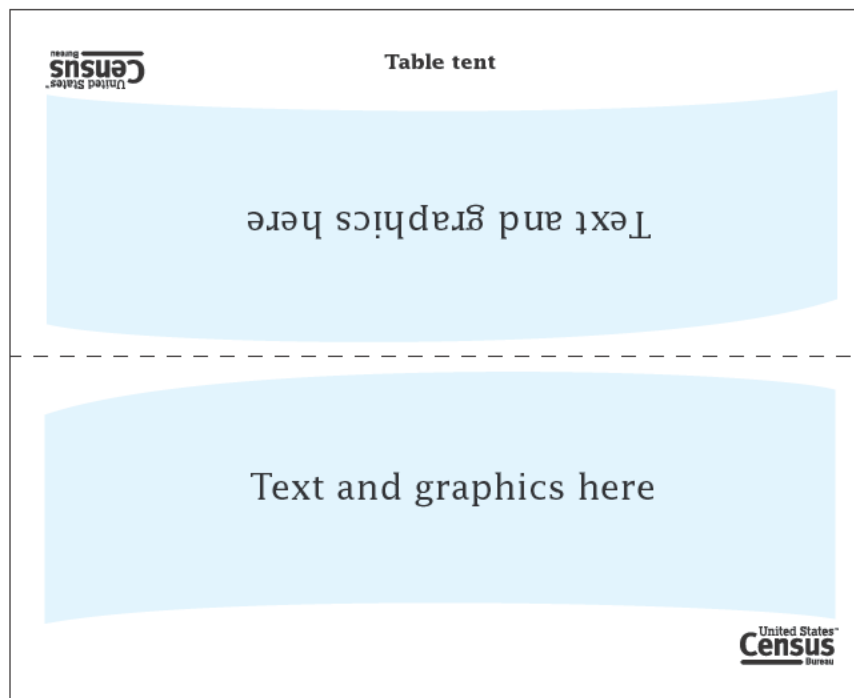


## Poster Example

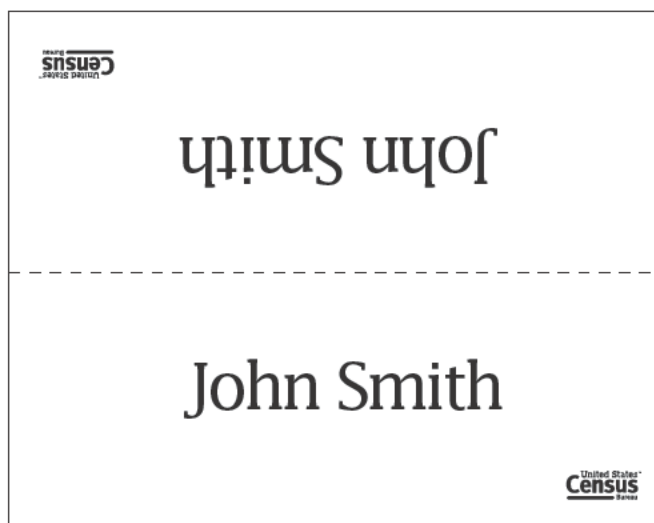


## Section 12.2

### Tent Card



### Tent Card Example



## Section 12.3

### CD/DVD

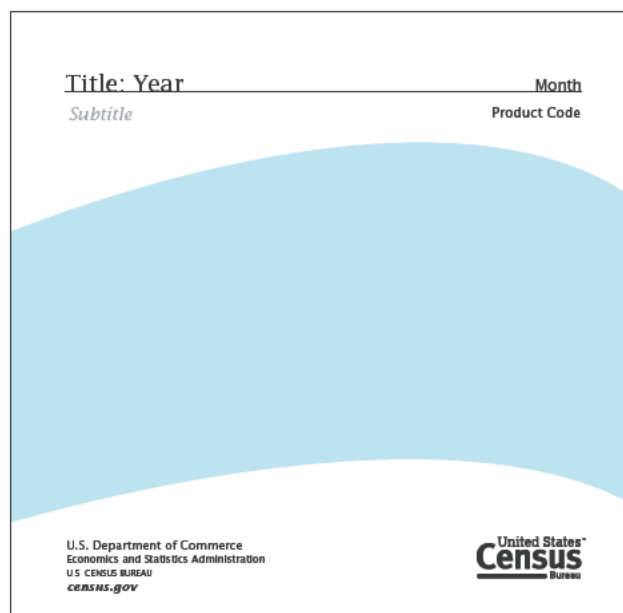




## Section 12.4

### Jewel Case

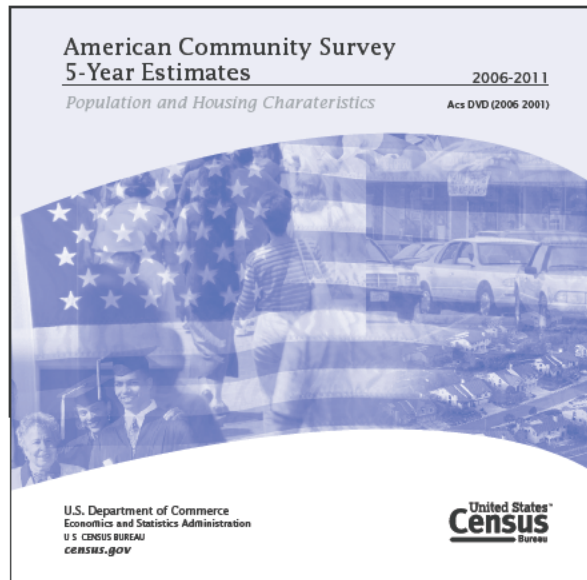
#### Front



#### Back and Spine

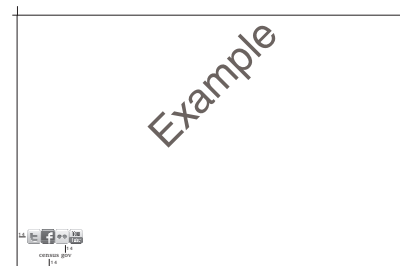
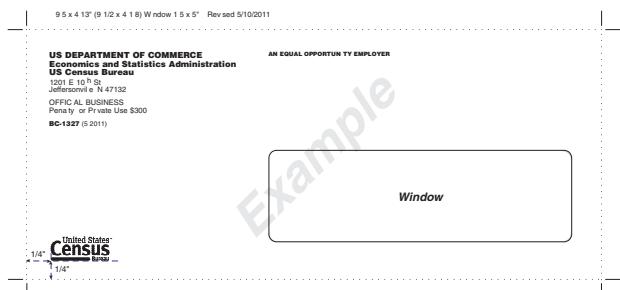
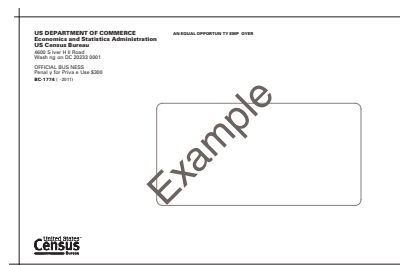
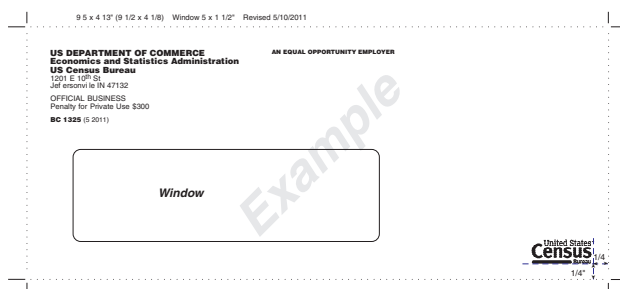


## Level Case Example



## Section 12.5

## Envelope



## Letterhead

### Office of the Director Letterhead

CE-363-L2  
(6-2011)



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. CENSUS BUREAU**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

FROM THE DIRECTOR  
U.S. CENSUS BUREAU

About three months ago, you completed an interview for the Consumer Expenditure Survey. We are contacting you again to request your ongoing help with this very important survey. Soon a field representative with official identification will contact you again for an interview.

Your responses help update the Consumer Price Index (CPI). The CPI is the most important tool used to measure how fast prices are rising or declining and directly affects wages and pensions. Your response is a service to your community and the country.

To help shorten the interview, you may want to have some records of expenses available for reference. On the back of this letter are examples of records that may reduce the interview time and improve the quality of survey results.

Your participation in this survey is essential; however, you may choose to decline to answer any particular question. Federal law authorizes the collection of this information (Titles 13 and 29 of the United States Code), and Sections 9 and 214 of Title 13 require us to keep all information about you and your household strictly confidential, and to use that information for statistical purposes only.

Thank you for your cooperation in this important survey. We appreciate your help.

Sincerely,


A handwritten signature in blue ink that reads "Robert M. Groves".

Robert M. Groves  
Director

[census.gov](http://census.gov)

General Letterhead

BC-XX-L1  
[XX-XXXX]  
OMB NO. 0607-XXXX  
Approval Expires XX/XX/XX



UNITED STATES DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20223-0001

**CERTIFIED MAIL**  
In reply refer to:  
U.S. CENSUS BUREAU  
1201 E. 10TH ST.  
JEFFERSONVILLE IN 47132 0001

Dear

*Robert M. Gross*

census.gov

## Letterhead Example

CE-303-L2  
(6-2011)



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. CENSUS BUREAU**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

FROM THE DIRECTOR  
U.S. CENSUS BUREAU

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A handwritten signature in blue ink that reads "Robert M. Groves".

Robert M. Groves  
Director

[census.gov](http://census.gov)

Regional Office Letterhead

BC-XX-L1  
(XX-XXXX)



UNITED STATES DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
Regional Office  
Philadelphia PA 19107-4405

census.gov

## Section 12.7

### Postcard

9.5 x 4.13" (9-1/2 x 4-1/8) Revised 5/5/11

**US DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**US Census Bureau**  
4700 Silver Hill Rd  
Washington DC 20233-0001  
  
OFFICIAL BUSINESS  
Penalty for Private Use \$300  
  
BC-325A (5-2011)

AN EQUAL OPPORTUNITY EMPLOYER





## Postcard—Con.

US DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
US Census Bureau  
1201 E 10th Street  
Jeffersonville IN 47132 0001  
OFFICIAL BUSINESS  
Penalty for Private Use \$300  
7198 4L(CT) (1 2012)

PRESORTED  
FIRST CLASS MAIL  
POSTAGE & FEES PAID  
U.S. Census Bureau  
Permit No. G 58

US DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
US Census Bureau  
1201 E 10th Street  
Jeffersonville IN 47132 0001  
OFFICIAL BUSINESS  
Penalty for Private Use \$300  
7198 4L(CT) (1 2012)

PRESORTED  
FIRST CLASS MAIL  
POSTAGE & FEES PAID  
U.S. Census Bureau  
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US DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
US Census Bureau  
1201 E 10th Street  
Jeffersonville IN 47132 0001  
OFFICIAL BUSINESS  
Penalty for Private Use \$300  
7198 4L(CT) (1 2012)

PRESORTED  
FIRST CLASS MAIL  
POSTAGE & FEES PAID  
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Permit No. G 58

US DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
US Census Bureau  
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Jeffersonville IN 47132 0001  
OFFICIAL BUSINESS  
Penalty for Private Use \$300  
7198 4L(CT) (1 2012)

PRESORTED  
FIRST CLASS MAIL  
POSTAGE & FEES PAID  
U.S. Census Bureau  
Permit No. G 58

## Postcard example

### To help you find your way...

We created user-specific handbooks with your data use destinations in mind. You will find illustrated examples, case studies, practice exercises, and other real-world applications to help you get the most out of ACS data.

### Audiences for ACS Compass Products:

- General Data Users
- Business Community
- High School Teachers
- Media
- Congress
- Users of Data for American Indian and Alaska Native Populations
- Federal Agencies
- Researchers
- Users of Data for Rural Areas
- Public Use Microdata Sample (PUMS) Data Users
- State and Local Governments
- Users of Data From the Puerto Rico Community Survey (in both English and Spanish)

Visit <[www.census.gov/acs/www/UseData/Compass/compass\\_series.html](http://www.census.gov/acs/www/UseData/Compass/compass_series.html)> to access new and updated materials.

Need more information? E-mail us at: <[acso.users.support@census.gov](mailto:acso.users.support@census.gov)>.



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**Census**  
Bureau

Section 12.8

**News Release**



**NEWS**

**PROFILE AMERICA FACTS FOR FEATURES: CB11-FF.24**  
DEC 2, 2011

Center Title Here

The body of the Facts for Features begins here

-X-

Public Information Office  
301-763-3030 / [pio@census.gov](mailto:pio@census.gov)



## News Release—Con.



## NEWS

MEDIA ADVISORY: CB11-CN.193

Center the Title Here

DEC. 9, 2011—The body of the Media Advisory begins here

-X-

Editor's note: News releases, reports and data tables are available on the Census Bureau's homepage. Go to <http://www.census.gov> and click on "Releases."

Public Information Office  
301-763-3030 / [pio@census.gov](mailto:pio@census.gov)



## News Release—Con.



## NEWS

RELEASE: CB11-XXX

Center the Title Here

DEC. 9, 2011—The body of the news release begins here

-X-

Public Information Office  
301-763-3030 / [pio@census.gov](mailto:pio@census.gov)



## News Release—Con.



## NEWS

**TIP SHEET:** TP11-24  
DEC 2, 2011

### UPCOMING

The body of the Tip Sheet begins here

-X-

Public Information Office  
301-763-3030 / [pio@census.gov](mailto:pio@census.gov)



# FAX

## COVER SHEET

**To:** \_\_\_\_\_

**FAX number:** \_\_\_\_\_

**From:** \_\_\_\_\_

**FAX number:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Number of pages:** \_\_\_\_\_

**Note:**

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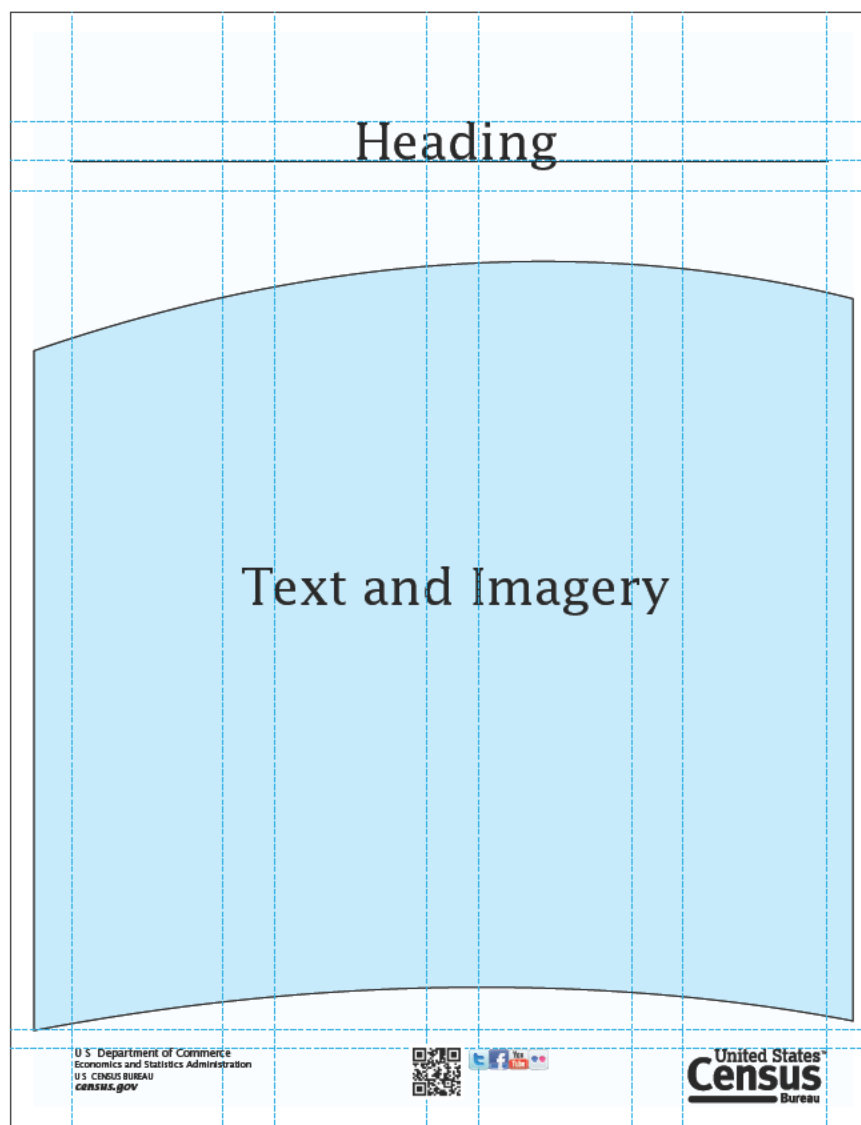
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U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

United States™  
**Census**  
Bureau

**Factsheet**



## Factsheet Example 1

### Quarterly Summary of State and Local

#### TAX REVENUE INCREASES FOR SIXTH STRAIGHT QUARTER

Released June 28, 2011  
G11 QTAX1

##### 2011 Quarter 1

First quarter 2011 (2011:1) tax revenues for state and local governments, as compared with first quarter 2010 (2010:1), were up 4.7 percent, marking the sixth consecutive quarter of positive year over year growth. Tax revenue for the quarter totaled \$321.6 billion, compared with the \$307.2 billion reported for the first quarter of 2010.

Of the largest tax categories general sales tax, individual income tax, and corporate income tax showed positive growth over the same quarter 2010. First quarter property tax declined for the third time since the first quarter of 2009.

##### Taxes by Category

###### Property Tax

Total state and local property tax revenue was \$113.3 billion in the first quarter of 2011, a decrease of 1.7 percent from \$115.3 billion in 2010:1. Local governments collected \$111.3 billion of total property tax revenue, a decrease of 1.7 percent from the same quarter in 2010.

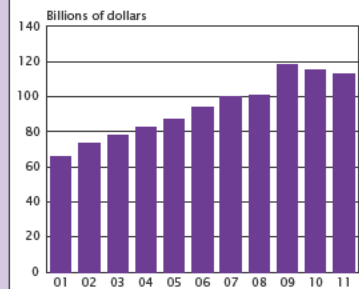
###### Individual Income Tax

Individual income tax growth was positive for the fifth consecutive quarter compared to the same quarter of previous years. State and local individual income revenue in 2011:1 was \$64.4 billion, up 11.9 percent from \$57.5 billion in 2010:1.

###### General Sales Tax

General sales tax revenue rose 5.8 percent to \$73.7 billion from \$69.7 billion in 2010:1. General sales tax

##### Historical Quarter One Property Taxes: 2001-2011



Source: U.S. Census Bureau, Quarterly Summary of State and Local Government Tax Revenue

collection remains below the first quarter 2008 level of \$75.5 billion, the previous high mark for first quarter sales tax revenue.

###### Corporate Income Tax

Corporate income tax revenue grew by 6.3 percent in 2011:1 from the same period in the prior year. Revenue for the first quarter was \$10.8 billion, up from \$10.1 billion in 2010:1.

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)



United States  
**Census**  
Bureau



## Fact Sheet Example 2

### Census Bureau Resources For Small Business

#### *Get Smart About Your Business*

The U.S. Census Bureau measures America's people, places and economy. We provide a wealth of statistics that are essential resources to help small businesses to succeed and grow.

#### **Know Your Customers, Suppliers and Competitors**

##### **Statistics About Business Size**

Find data on employers vs. nonemployers, employment size of firms and establishments, and firms by receipts size. [smallbiz.census.gov](http://smallbiz.census.gov)

##### **Statistics of U.S. Businesses**

Find annual data for businesses by size, number of firms, employment and payroll down to the county level. [census.gov/econ/susb](http://census.gov/econ/susb)

##### **Survey of Business Owners**

Identify the characteristics of business owners by industry, gender, race, ethnicity, and veteran status, down to the city and county level. Updated every 5 years. [census.gov/econ/sbo](http://census.gov/econ/sbo)

##### **County Business Patterns**

Find annual information about establishments with paid employees down to the county level. [census.gov/econ/cbp](http://census.gov/econ/cbp)

##### **Nonemployer Statistics**

Find annual information about businesses with no paid employees down to the county level. [census.gov/econ/nonemployer](http://census.gov/econ/nonemployer)

##### **Economic Census**

Use as a valuable complement to annual current survey data. Updated every 5 years; includes the number of establishments; employment and payroll; and the only source of local area business revenue. [census.gov/econ/census07](http://census.gov/econ/census07)

##### **Government Statistics**

Learn about government activity within your community. Includes financial activities of state and local governments such as revenues, expenditures, debt and assets; federal spending; and employment for all levels of government. [census.gov/govs](http://census.gov/govs)

#### **Go Global**

##### **Foreign Trade Statistics**

Identify potential business markets and overseas trade opportunities. These data provide monthly measures of imports and exports of more than 15,000 commodities, by port, by country of origin or destination, and by state of origin or destination. [census.gov/foreign-trade](http://census.gov/foreign-trade)



#### **Need Help?**

##### **Your Small Business Advocate**

The Small Business Ombudsman office can help you understand and use Census Bureau data. [census.gov/osbo](http://census.gov/osbo)

##### **Regional Data Centers**

Call or visit the Regional Data Center in your local Census Bureau Regional Office for local data assistance, workshops, and presentations. [census.gov/regions](http://census.gov/regions)

##### **Business Help Site**

Get help with your business forms and access electronic reporting options. [census.gov/econhelp](http://census.gov/econhelp)

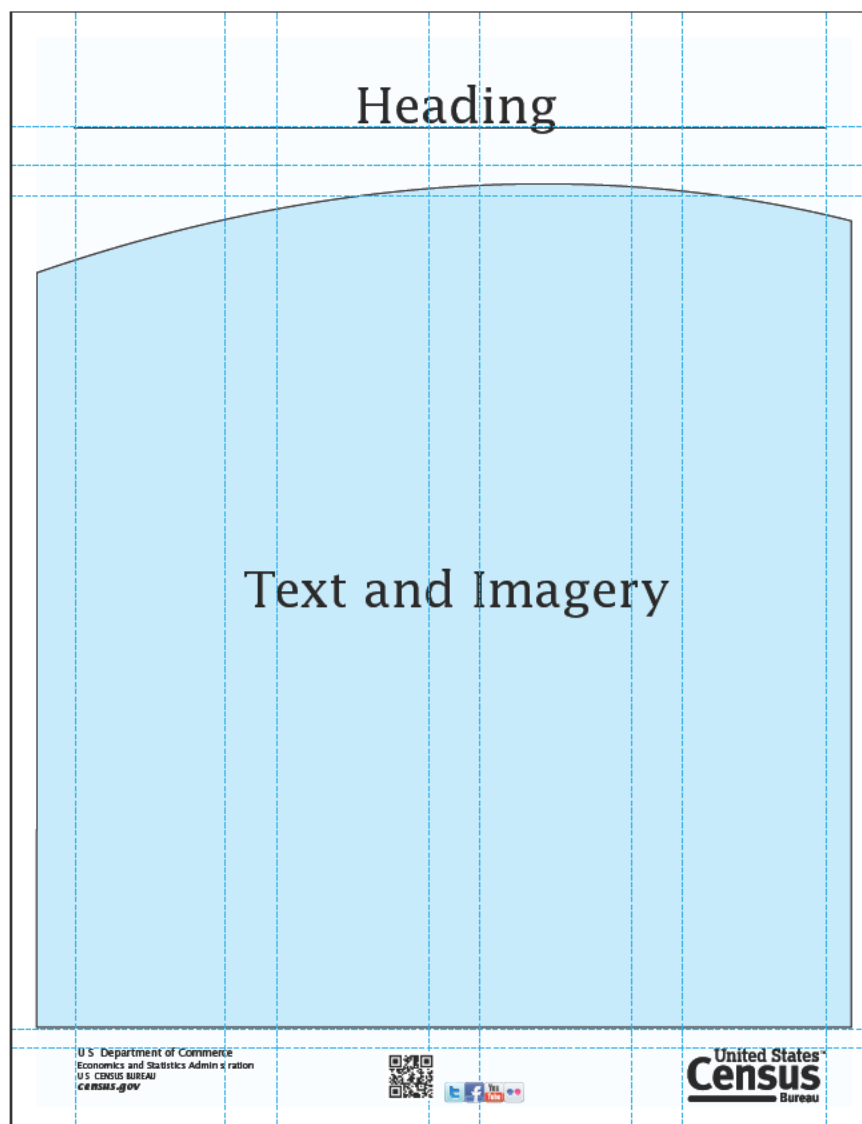
##### **CommerceConnect**

A one-stop shop to connect your business with government information, counseling and services. [commerceconnect.gov](http://commerceconnect.gov)

##### **Connect With the Census Bureau**

Work with a small business acquisition specialist to find contracting opportunities for your business. [census.gov/procur/www/sb](http://census.gov/procur/www/sb)

## Newsletter



## Newsletter Example



# AES Newsletter



Issue 39
April 2010

### In This Issue

- The New Chief of the Foreign Trade Division (FTD).....1
- The Foreign Trade Division (FTD) Global Reach Blog Available for the Trade Community .....2
- New AESPcLink Versions Are Available! .....4
- The Suggestions of Automated Export System (AES) Filers Are Truly Valued .....5
- Export Management and Compliance .....5
- Exports of Firearms and Related Items .....6
- Is an Automated Export System (AES) Filing Required for Shipments to an Army Post Office (APO) or a Fleet Post Office (FPO)? .....8
- New Schedule B Commodity Search.....8
- Interested in Attending an AES Compliance Conference? ...9
- Fatal Error Reports .....9
- Contact Information .....10

### The New Chief of the Foreign Trade Division (FTD)

The FTD is pleased to announce the selection of Nick Orsini as our new Division Chief effective March 28, 2010.



Mr. Orsini began his career at the U.S. Census Bureau in the FTD in 1988. He most recently served as Assistant Division Chief for Trade Analysis and Dissemination where he was responsible for directing the

production of the U.S. International Trade in Goods and Services report, one of the principal economic indicators for the United States. He was also responsible for overseeing the processing results of millions of import and export transactions each month, developing several innovative data products, and collaborating with other public and private organizations on mutually beneficial projects.

Mr. Orsini holds a bachelor's degree in economics from the University of New Mexico and a master's certificate in project management from The George Washington University. He is also a 2008 graduate from the Excellence in Government leadership program.

Mr. Orsini can be reached by phone at 301-763-6959, by e-mail at [nick.orsini@census.gov](mailto:nick.orsini@census.gov), and by fax at 301-763-6638.

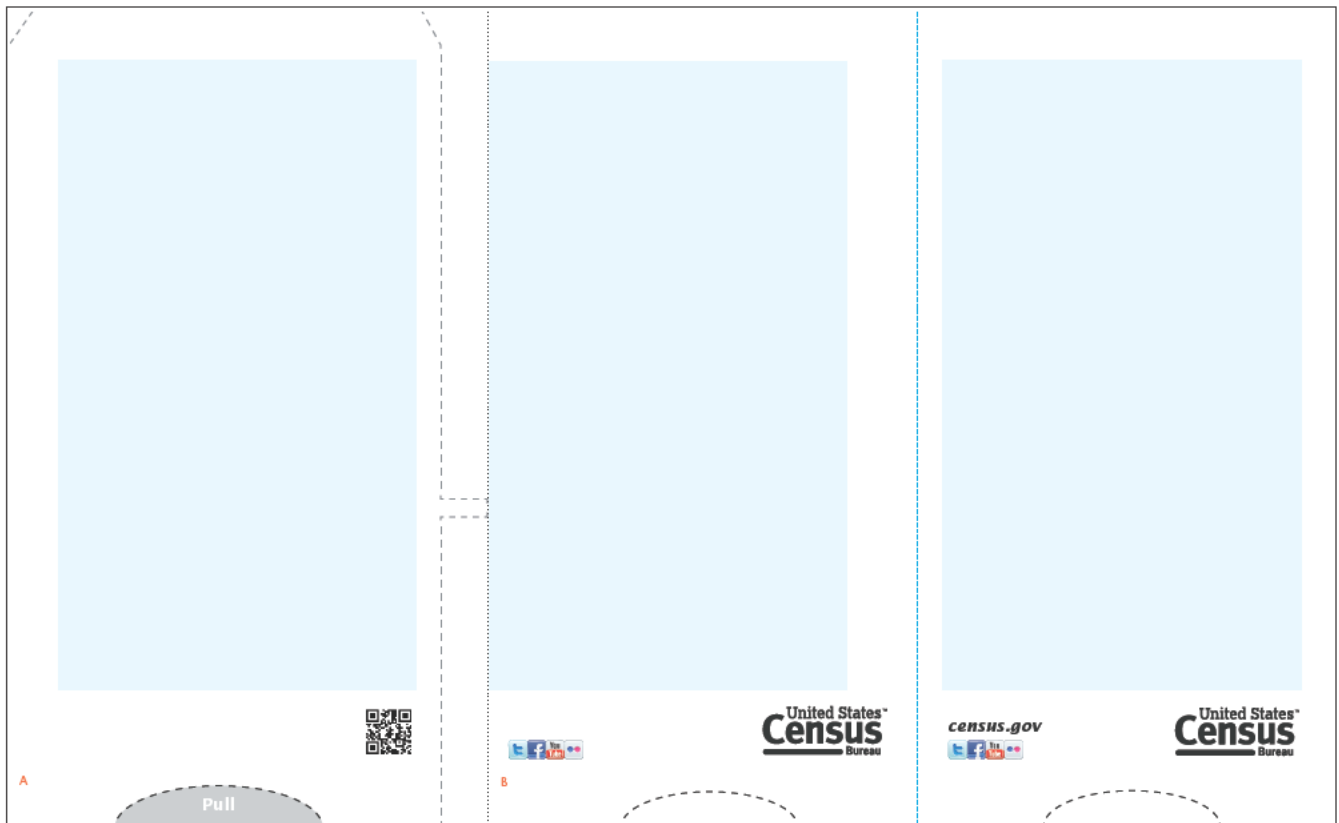
AES Newsletter April 2010



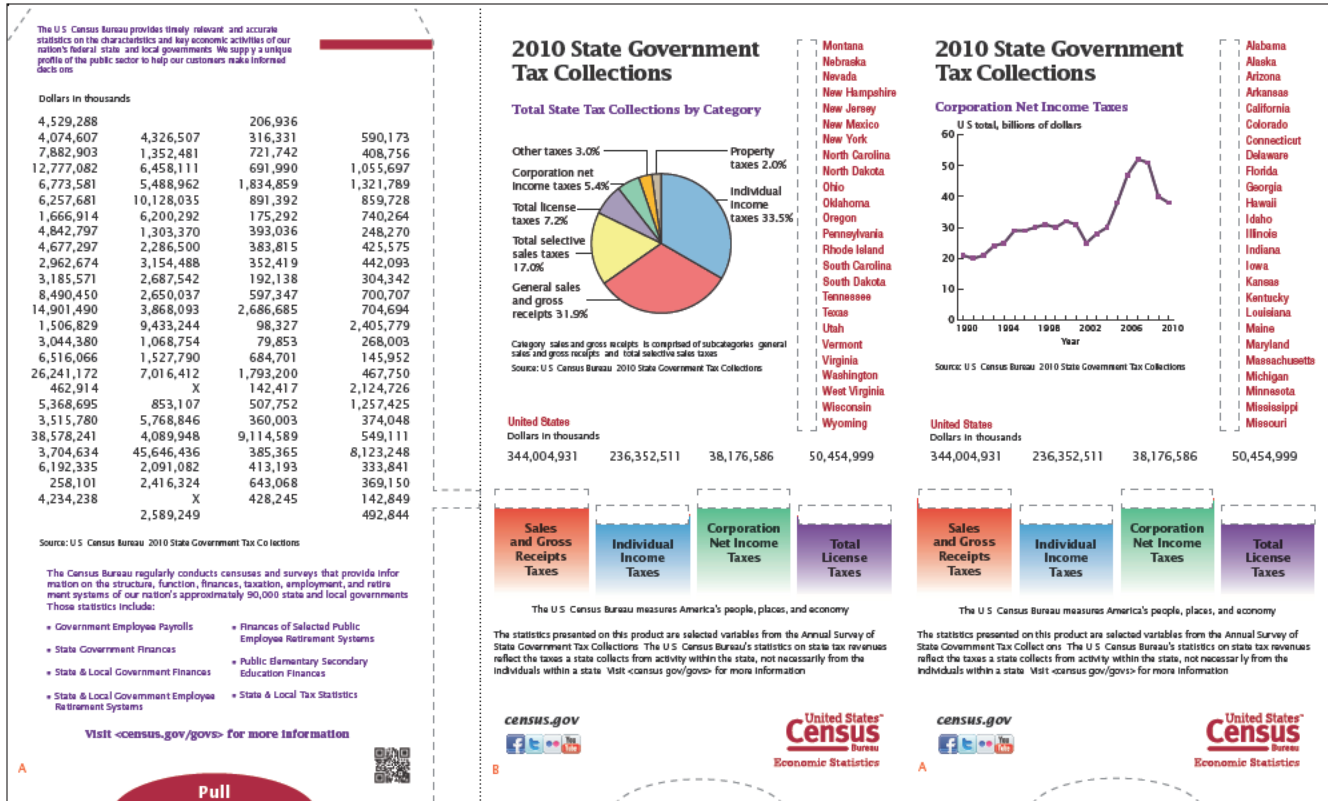



Section 12.12

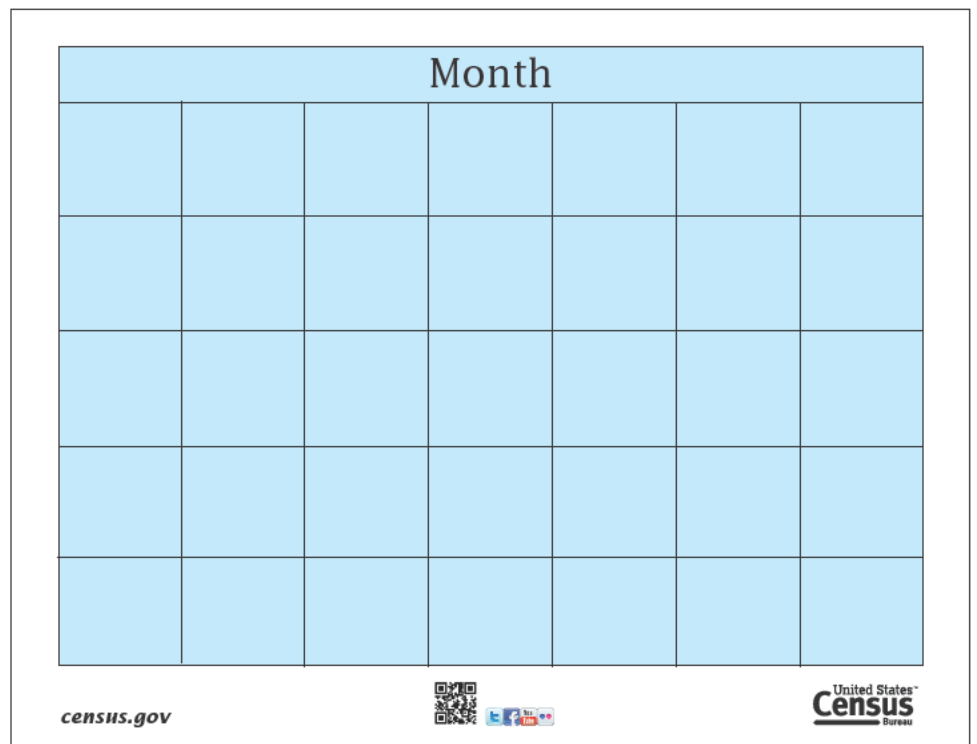
**Slide Rule**



## Slide Rule Example



**Calendar**



### Calendar Example

April 2011						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



United States<sup>®</sup>  
**Census**  
Bureau

Section 12.14

**Data Wheel**



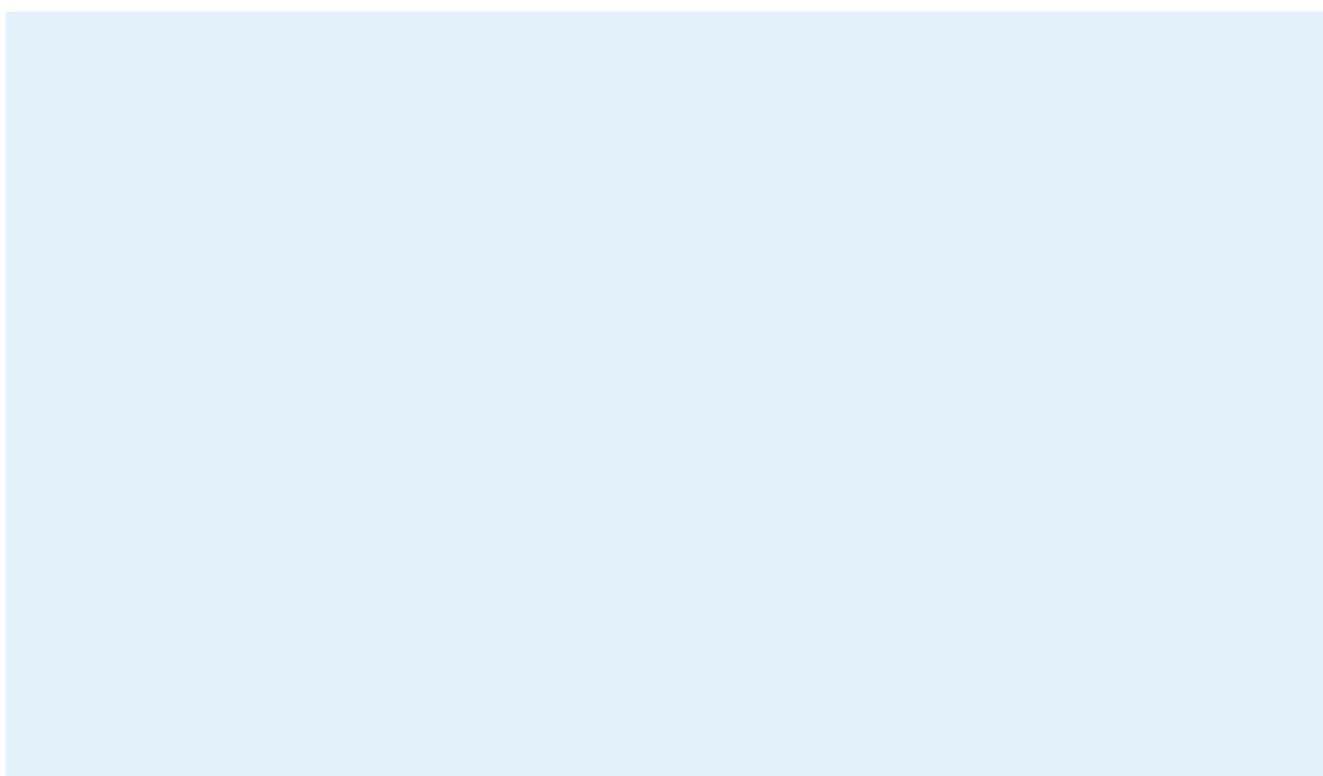


## Data Wheel Example



Section 12.16

## Timeline



## Timeline Example

