



Brand Style Guide

Brand resources available for download at: www.mscensus2020.org/resources

The Basics

Colors



Red: Pantone 187 - CMYK: C22 M100 Y89 K14 - Hex: AB1E2C



Blue: Pantone 072 - CMYK: C100 M98 Y2 K3 - Hex: 2B328C



Ivory: (No PMS) CMYK: C2 M3 Y11 K0 - Hex: F8F2E1

Fonts

League Gothic

Friz Quadrata Medium

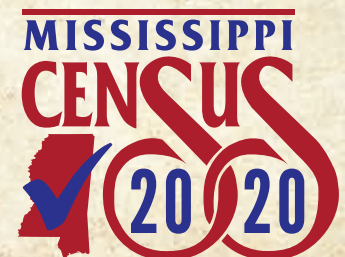
Friz Quadrata Bold

Roboto Condensed Regular, **Bold**

*Roboto Condensed Italic Regular, **Bold***

Infinite Stroke Bolder

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The Logo



On Parchment Background
Preferred to White Background



White Background is
acceptable when needed



On PMS Blue 072



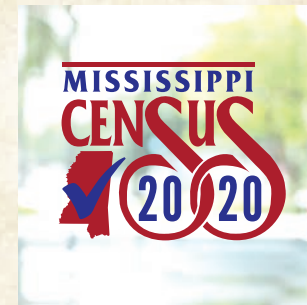
On PMS Blue 072



Black on White



White on Black



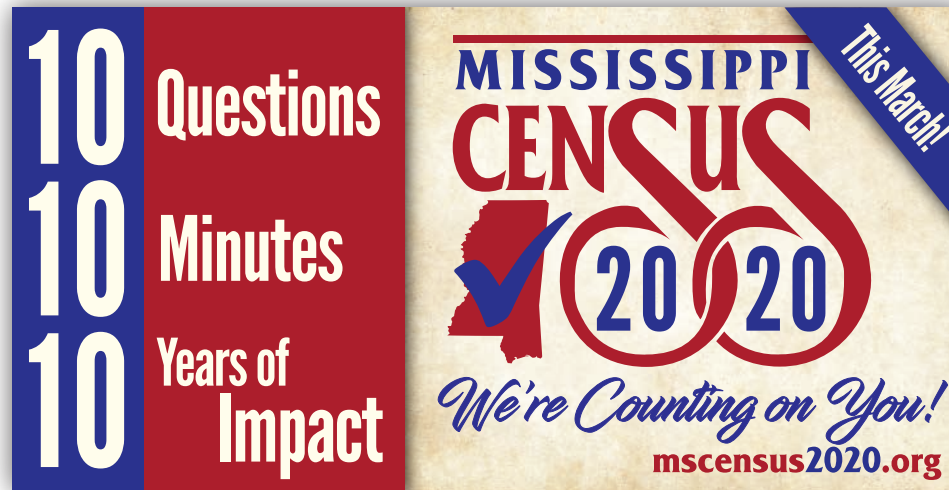
On Photo ONLY
in photos or areas of
20% or less color

Icons:

Can be adjusted to
fit layout as needed



Layout Basics



General basic design elements (sample here is billboard design)



Use of Icons (sample here is LinkedIn header)