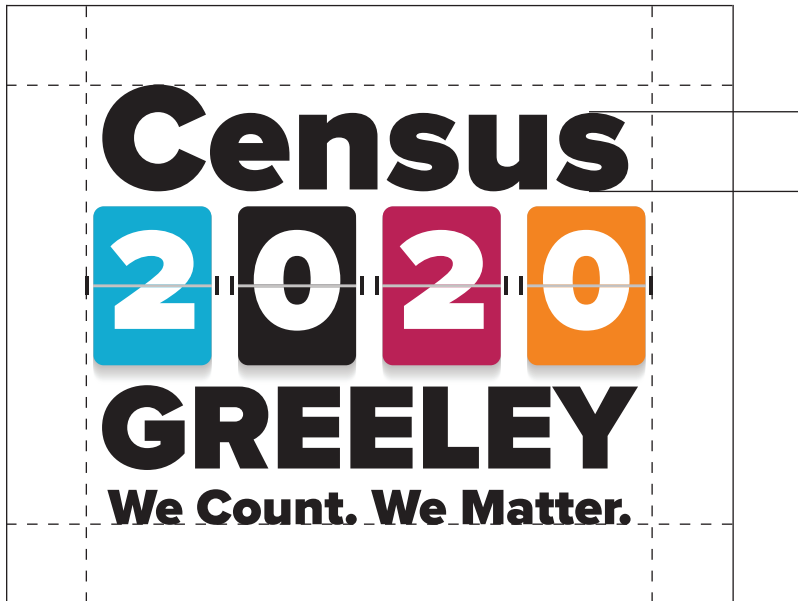


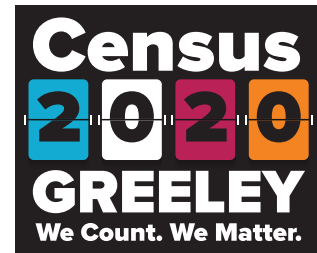
Greeley 2020 Census

Logo & Branding

Primary Logo

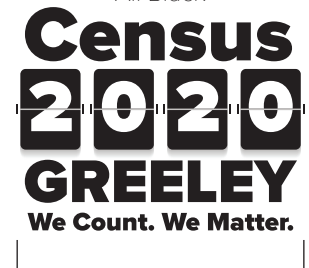


Secondary Reversed Logo



Black background is just a reference. Background is transparent.

All Black



Minimum Size
1.5" width / 38.1 mm width

When a local 2020 Census logo is used on a document, it should be placed with sufficient clear space from other illustrations, text or images that might detract from the logo's importance. For local 2020 Census standalone logos, the logo must be one "s" height away from rules, page edges, or other type ("s" from the word Census).

The 2020 Census logo can be placed on photographs or images when it is used on areas containing negative space. Recommendations provided below.

The logo should not be used so small that the readability or reproduction quality is reduced.

2020 Census Colors

BLACK
C:0 M:0 Y:0 K:100

HEX# 231F20
R:35 G:31 B:32

WHITE
C:0 M:0 Y:0 K:0

HEX# FFFFFFFF
R:255 G:255 B:255

BLUE
C:72 M:12 Y:11 K:0

HEX# 21ACD1
R:33 G:172 B:209

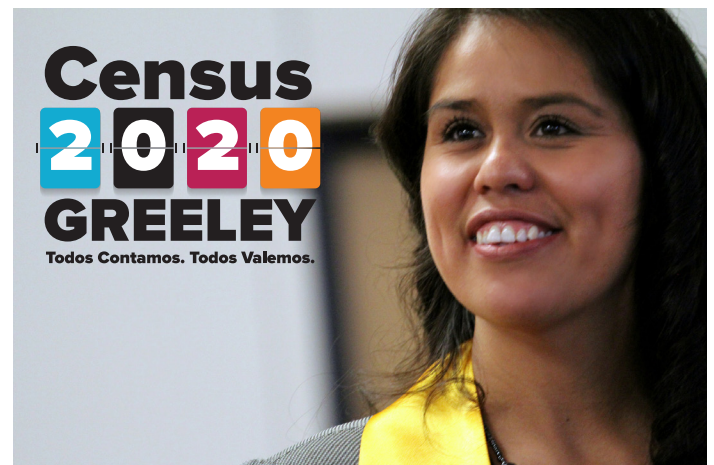
PINK
C:22 M:99 Y:53 K:6

HEX# B92255
R:185 G:34 B:85

ORANGE
C:1 M:59 Y:100 K:0

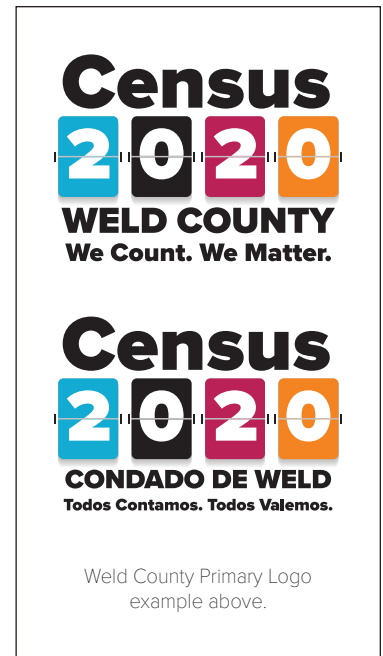
HEX# F28321
R:242 G:131 B:33

Font Proxima Nova Black



Municipalities & Subgroups (Representative)

MUNICIPALITIES & TAGLINES		POPULATIONS	
English	Spanish	English	Spanish
Greeley	Greeley	Families	Familias
Evans	Evans	Neighbors	Vecinos
Weld County	Condado de Weld	Residents	Residentes
LaSalle	LaSalle	Students	Estudiantes
Eaton	Eaton	Seniors	Ancianos
		Business	Negocios
We Count. We Matter.	Todos Contamos. Todos Valemos.	Youth	Jóvenes
		Immigrants	Inmigrantes



Local Elevator Pitch

30 SECONDS

We're working locally to achieve a complete and accurate count for the 2020 Census. This is our chance to ensure our community is fully represented.

1 MINUTE

We're working locally to achieve a complete and accurate count for the 2020 Census. This means bringing awareness to the importance of this process by engaging all segments of our community to participate. This is our chance to ensure our community is fully represented.

Additional Talking Points

1. CONGRESSIONAL REPRESENTATION

A count of all persons living in the United States to allocate seats in the U.S. House of Representatives among the states. A complete count of Colorado could mean an additional congressional district for our state.

2. FEDERAL FUNDING

Helps the federal government decide how more than \$800 billion in federal funding is distributed annually across the country. In Colorado, this represents an estimated \$2300 per person annually, or for 100 persons counted, \$2.3 million over a decade.

3. DATA & INSIGHT

The data we collect from the census provides essential information to communities, businesses, and organizations to plan for growth. It also helps local nonprofits apply for funding that is representative of local needs.

4. CONSTITUTIONALLY MANDATED

Required since 1790, the census is one of the ways the federal government engages all persons living in the United States to be represented.