

iCOUNT LOGO

iCount · 2020

LOGO VARIATIONS

These are the official logos approved for use in all applications. They must always be placed in the correct order - The United States Census 2020 logo first and the iCount 2020 logo second.

HORIZONTAL LOGOS LOCKUP



VERTICAL LOGOS LOCKUP



FONTS

Logo Font - Helvetica Condensed
Aa Bb Cc Dd Ee 0123456789

Headline Font - Montserrat
Aa Bb Cc Dd Ee 0123456789

COLORS



Orange



Navy Blue

PANTONE
PMS 1585 C
Orange 021 U

CMYK
C:0 M:71 Y:98 K:0

RGB
R:243 G:110 B:38

PANTONE
PMS 301 C
PMS 3005 U

CMYK
C:95 M:73 Y:14 K:2

RGB
R:32 G:84 B:147

EXAMPLE

