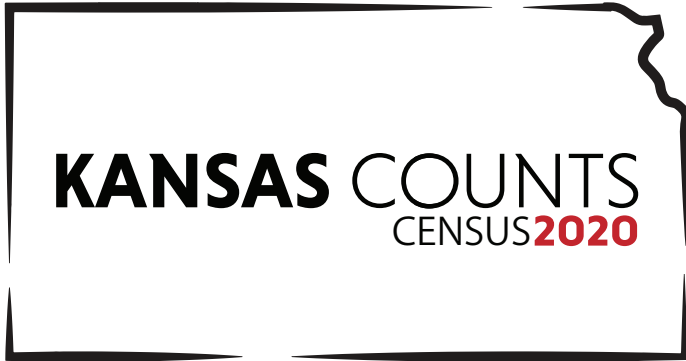


The image features a stylized map of Kansas. The map is white with a thick black outline, set against a background of brown and blue geometric shapes. The text "KANSAS COUNTS" is written in large, bold, black, sans-serif capital letters. Below it, "CENSUS 2020" is written in a smaller, black, sans-serif font, with "2020" in red.

**KANSAS COUNTS**  
CENSUS **2020**

**KANSAS COUNTS** Brand Book

*Logo*



Main logo



Stacked logo for use in social media profile images.



White logo on color background



Color logo on color background

*Color Palette*



**BLACK**  
#000000  
CMYK(0,0,0,0)  
rgb(0,0,0)



**RED**  
#c1272d  
CMYK(17,98,93,7)  
rgb(193,39,44)



**MAROON**  
#902e01  
CMYK(27,90,100,28)  
rgb(144,46,1)



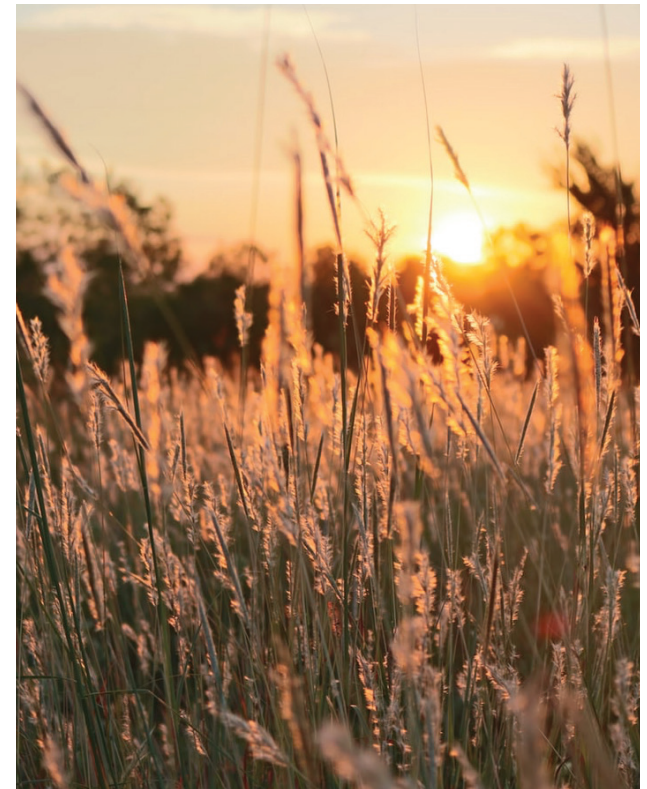
**ORANGE**  
#c26428  
CMYK(19,70,100,6)  
rgb(194,100,44)



**YELLOW**  
#cf8b2d  
CMYK(20,50,100,0)  
rgb(207,139,45)



**BLUE**  
#394a68  
CMYK(48,70,37,22)  
rgb(57,74,104)



## Fonts

We use three approved fonts—Niveau Grotesk, Orpheus, and Myriad Pro—that allow for creative expression of our brand personality.

### Niveau Grotesk

Niveau Grotesk is a very distinctive design with unique characters such as the N and W. This is our main header font and can also be used for impact, especially in it's small/all caps form.

### Orpheus

Orpheus is a typeface features a beautiful, flowing italic design that takes on a calligraphic feel. Orpheus should be used as an impact font for call-to-actions.

### Myriad Pro

Myriad Pro is a popular san serif font used widely. It works well as a body font and for long sections of type.

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**Niveau Grotesk Bold All Caps**

**Orpheus Medium**

**Myriad Pro Regular**

**Niveau Grotesk Regular**

## KANSAS COUNTS

Et iur, tor simet quatibus dita

Omnis sus am, andici im iliqui re cupis et  
volum haribusam fugitio molorit est iditate  
volorro et volorehenim sunte eos aut ut  
aspietur rem di omnessi

Olupti omnimus corum est

Social Media Examples





# KANSAS COUNTS

CENSUS **2020**

**KANSAS COUNTS** Brand Book