WHAT WE ARE ABOUT

The Alaska Counts campaign is

TRUSTWORTHY honest, straightforward
INCLUSIVE non-partisan, nondiscriminatory, equitable
RESOURCEFUL collaborative, complementary
ACCESSIBLE open, approachable, welcoming

The Alaska Counts campaign's goal is

TO ENSURE A COMPLETE AND ACCURATE COUNT OF ALL ALASKANS
A BRAND IS MUCH MORE THAN A LOGO. IT IS A COLLECTION OF RELATIONSHIPS. IT EXPLAINS WHAT DRIVES US, WHAT WE BELIEVE IN, WHY WE EXIST. THESE THINGS ARE NOT FROZEN IN TIME.
THE ALASKA COUNTS LOGOMARK IS SIMPLE, CLEAR. IT INCORPORATES A GRAPHICAL SPEAK ELEMENT. TO ENGAGE, ENCOURAGE, AND ENSURE SELF-RESPONSE AND PARTICIPATION. LOCAL VOICES OF LEADERSHIP ARE CRITICAL TO ACHIEVING AN ACCURATE COUNT IN 2020.
LOGO
CLEARSPACE & SIZE

TO MAXIMIZE THE BRAND’S PRESENCE AND VISUAL STANDOUT, THERE IS A DEFINED MINIMUM CLEAR SPACE AREA. THIS CLEAR ZONE AROUND THE BRANDMARK DEFINES THE AREA INTO WHICH NO OTHER GRAPHIC ELEMENTS, SUCH AS TEXT, IMAGERY OR OTHER BRANDMARKS CAN INTRUDE.

THE DISTANCE MARKED X REPRESENTS THE HEIGHT OF THE ‘A’ IN THE TYPE ALASKA. THE FORMULA SHOWN OPPOSITE APPLIES TO ALL SIZES OF BRANDMARK REPRODUCTION.

FOR EASE OF RECOGNITION, A MINIMUM SIZE HAS BEEN SET FOR THE DIFFERENT VERSIONS OF THE BRANDMARK, IN ORDER TO ASSURE SUCCESSFUL REPRODUCTION.

THERE ARE NO PREDETERMINED SIZES. SCALE AND PROPORTION SHOULD BE DETERMINED BY THE AVAILABLE SPACE, AESTHETICS, FUNCTION AND VISIBILITY.

THERE IS NO PRESET MAXIMUM SIZE FOR THE LOGO. IN PRINT THE MINIMUM SIZE IS 1.625".
TO MAINTAIN THE INTEGRITY OF THE ALASKA COUNTS LOGO, IT IS IMPORTANT TO USE THE LOGO AS DESCRIBED IN THESE GUIDELINES.

THE EXAMPLES SHOWN HERE ILLUSTRATE POSSIBLE MISUSES OF THE LOGO THAT SHOULD BE AVOIDED.

X DON’T REARRANGE THE LOGO ELEMENTS

X DON’T PLACE THE LOGO ON A COLOR WITHOUT SUFFICIENT CONTRAST

X DON’T CHANGE THE PROPORTIONS BETWEEN ELEMENTS

X DON’T ADD A DROP SHADOW TO THE LOGO

X DON’T CHANGE THE COLORS

X DON’T STRETCH THE LOGO
THE LOGO COMES IN A VARIETY OF FORMATS FOR USE IN A RANGE OF APPLICATIONS. ON THIS PAGE, EACH FILE IS CATEGORIZED USING THE NAMING KEY LISTED.

USE RGB LOGOS FOR ALL SCREEN-BASED APPLICATIONS, SUCH AS POWERPOINT AND THE WEB. PNG TYPICALLY MAINTAINS THE CRISPNESS. FOR PRINT APPLICATIONS, USE CYMK AND BW LOGOS. THE EPS OR PDF FILE FORMATS ARE IDEAL.
COLOR SPECIFICATIONS

OUR CORE COLORS GIVE US OUR PERSONALITY. THE COLORS BUILD ON THE STATE OF ALASKA BLUE COLOR, WITH THE ADDITIONS OF BRIGHTER COLORS.
TYPOGRAPHY

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

FRIENDLY
SIMPLE
CLEAR
PRECISE
GEOMETRIC
USE IN PRINT

LATO IS THE PRIMARY TYPEFACE FAMILY TO USE. IT IS A GOOGLE FONT AND CAN BE DOWNLOADED FOR FREE.

HTTPS://FONTS.GOOGLE.COM/SPECIMEN/LATO

FIRA SANS IS THE SUPPORTING TYPEFACE FAMILY FOR ACCENTS AND WHEN AN ITALIC FONT IS NEEDED.

HTTPS://FONTS.GOOGLE.COM/SPECIMEN/FIRA+SANS

**LATO TYPEFACE FAMILY**

LATO / THIN, LIGHT, REGULAR, BOLD, BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,;)

**FIRA SANS ITALIC TYPEFACE FAMILY**

FIRA SANS ITALIC / LIGHT, REGULAR, MEDIUM, SEMI-BOLD, BOLD, EXTRA-BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,;)

ALASKA COUNTS

TYPOGRAPHY

10
LOCAL VOICES ARE IMPORTANT TO LENDING CREDIBILITY AND TRUST TO THIS EFFORT. AN IMPORTANT ELEMENT OF OUR CAMPAIGN WILL BE USING OUR BRANDING TO AMPLIFY THE TESTIMONIES OF LOCAL LEADERS ACROSS THE STATE, EMPHASIZING THE IMPORTANCE OF AN ACCURATE COUNT.

How will I be counted?

JANUARY 21, 2020: The census begins in Toksook Bay.

JANUARY 21 – FEBRUARY 17: Western Alaska counted in person.

FEBRUARY 18 – MARCH 17: Interior and Eastern Alaska counted in person.

MARCH 18 – APRIL 30: North Slope and Aleutians counted in person.

MARCH 2020: Online self-response and additional in-person counting begins.

APRIL 1, 2020 / NATIONAL 2020 CENSUS DAY: Non-response follow-up begins for households that didn’t submit census form.

People living in the most remote parts of the state will be counted in person. In Remote Alaska areas, census takers verify the location of each housing unit, knock on doors to conduct the census in person, and get their work validated by a local official. Village leaders certify the count for accuracy.

Self Response

The Census Bureau will reach many households by mail. The Postal Service delivers mail to households in Self-Response areas, such as Anchorage, Fairbanks, and Juneau, and inviting households to reply online, by mail, or by phone. When a housing unit does not respond, census workers will follow up with additional mail or in person.

Update Leave

People living in medium-sized communities, such as Valdez, Bethel, and Nome, will receive hand-delivered census materials at their home. These are called Update Leave areas, where census employees verify, correct, or add the geographic coordinates of housing units as they deliver materials. When the Census Bureau does not receive a response from a housing unit, employees may follow up in person as many as six times.

Update Enumerate

Update Enumerate areas are counted in a similar way to Remote Alaska areas, except no village leader validates the count. When no one answers the door, the census taker does not follow up a second time, but seeks information from a neighbor or other proxy. In Alaska, Update Enumerate is used in Southeast Alaska, Kodiak Island, and parts of the Aleutians.

alaskacounts.org Every Alaskan Counts

“Every Alaskan counts.”

BOB CLARK
Alaska Native Health Board Member

HOW WILL I BE COUNTED?

Alaskans will be invited to respond to the 2020 Census in a variety of ways. The Census Bureau counts everyone in the United States on the ground where they live.