2020 Toolkit

You Count For $12,000
Local jurisdictions in Northern Virginia are working to ensure a complete count for the 2020 Decennial Census. Each section here includes resources and points of contact for residents to get involved in this work.

**Alexandria:**
- *93 new affordable apartments in the St. James Plaza in the Beauregard neighborhood received federal funds.*

**Arlington:**
- *Public Schools received $4.5 million for the National School Lunch Program which provided free and reduced lunches to over 8,000 students.*

**Fairfax:**
- *15,549 Loudoun County students received meals from the National School Nutrition Program based on Census Data.*
- *Federal funds helped convert 1,060 Public Housing units to federal Housing Choice Voucher subsidies.*

**Loudoun:**
- *Funding allocated by the Decennial Census provided rental assistance to more that 2,000 families.*
- *15,549 Loudoun County students received meals from the National School Nutrition Program based on Census Data.*

**Prince William:**
- *Federal Funding based on the Decennial Census impacts programs like those below. These statistics reflect fiscal year 2018 data.*

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COLOR PALETTE

RGB: 0.84.130
CMYK: 98.69.27.9
HEX: 005482

RGB: 161.255.255
CMYK: 29.0.7.0
HEX: a1ffff

RGB: 245.237.227
CMYK: 3.5.9.0
HEX: f5ede3

RGB: 252.0.46
CMYK: 0.100.85.0
HEX: fc002e

TYPOGRAPHY

HEADLINES
Tracking 150
(in thousandths of an em)

DOSIS EXTRA BOLD
ABCDEFGHJKLMNPQRSTUVWXYZ
1234567890

Body Copy

Lato Regular
ABCDEFGHJKLMNPQRSTUVWXYZ
1234567890

Lato Black
Lato Black Italic
Lato Heavy
Lato Heavy Italic
Lato Bold
Lato Bold Italic
Lato Semi Bold
Lato Semi Bold Italic
Lato Medium
Lato Medium Italic
Lato Regular
Lato Regular Italic
Lato Light
Lato Light Italic
**DESIGN ELEMENTS**

The two main design elements are an image and a color effects box which is to be placed directly over the image. For the photo overlay effects you can use any of the four Count the Region brand colors. Be sure to follow the correct steps regarding the image execution below.

**IMAGE EXECUTION**

**FULL COLOR IMAGE**

**PLACE**
Place color overlay on top of the original image

**EFFECT**
Multiply
Opacity 50%

**EFFECT**
Gradient Feather
Location 40%
Opacity 100%
Join the effort to educate your friends, family, colleagues and community on the importance of filling out the 2020 Census. Many of us do not realize that by simply filling out the Census accurately, your community receives Federal Funding toward local programs based on the number of residents counted.