

census
2021

Brand guidelines

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Welcome

The census is a survey that happens every 10 years and gives us a picture of all the people and households in England and Wales. The census is unique. There's simply nothing else that gives so much detail about us and the society we live in.

We've written these guidelines to help you produce branded communications for the census, which are clear and consistent across print and digital platforms.

If you have any questions that are not answered in the guidelines, please email the Census Design Team at census.studio@ons.gov.uk for help.

Our tone of voice

Census 2021 will be speaking to everyone in England and Wales.

That's over 56 million people of all ages and cultural backgrounds, with different needs and concerns. We need to convey every message, whether it's in a leaflet, letter, advert or tweet, in one clear, consistent voice.

The census tone is usually a balance between **informed** and **informal**. But we also need to recognise that this should be flexible enough to adapt to the people we're talking to.

Be clear

Use simple words and sentences.

Be friendly

Write in the same way that you'd speak to a friend.

Be useful

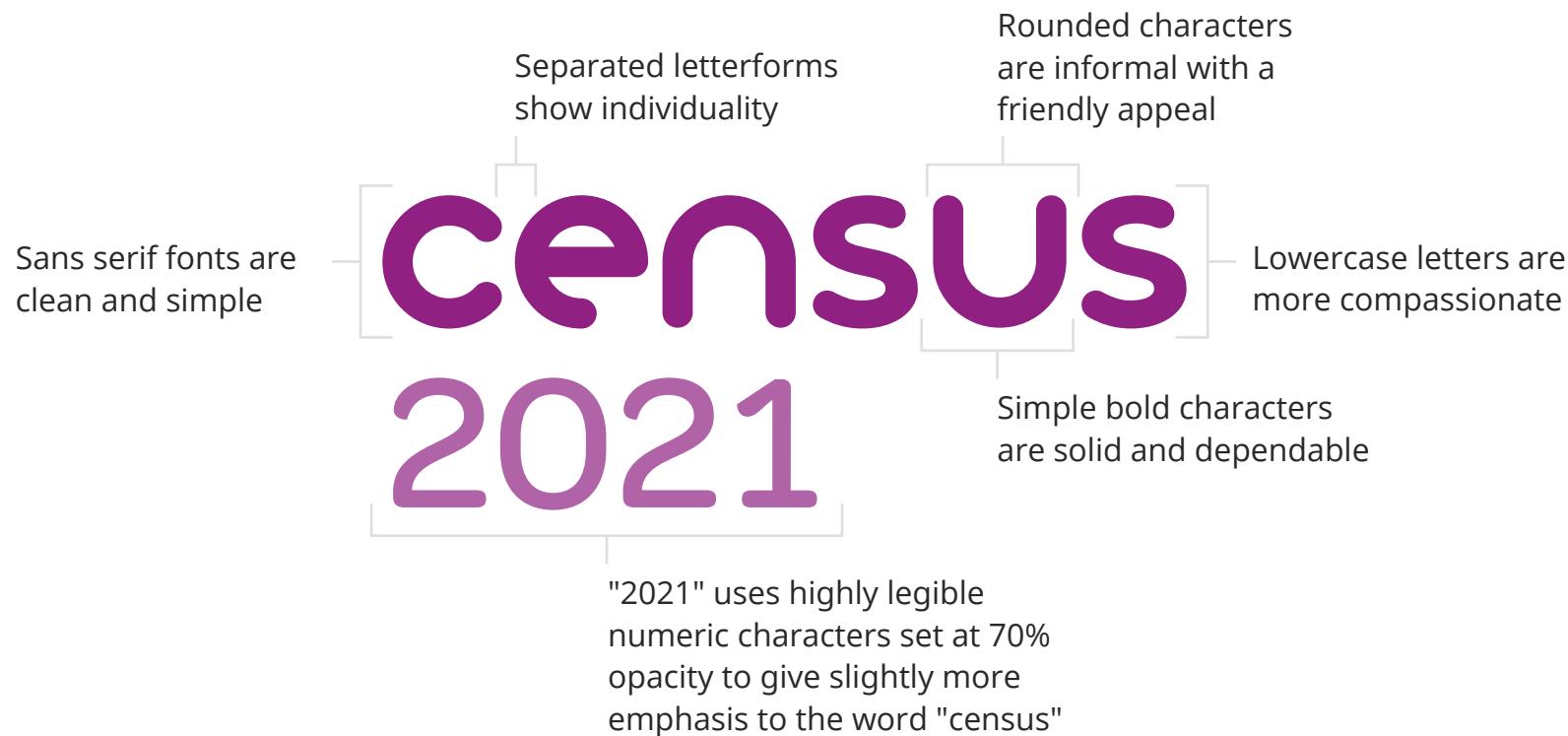
Give people the information they're most likely to need.

Our tone of voice guide is a tool that will give you tips and advice on how Census 2021 should sound. To request a copy please email census.studio@ons.gov.uk

Our logo

Census 2021 logo

Clear, simple, and distinct, the Census 2021 logo is an important element of the brand. We've designed it to be easily recognisable and legible in all sizes.



Census 2021 logo – Formats

There are five variations of the Census 2021 logo.

The primary logo is stacked and you should use it in most circumstances. If vertical space is limited, you can use the landscape version.

We've treated the Welsh translation "Cyfrifiad 2021" with equal simplicity and distinction and it sits neatly with the English counterpart.

To increase the prominence of the word "census" in the logotype, it is set at '100%' of the brand colour with "2021" set at an opacity of 70%.

Stacked (primary)

census
2021

cyfrifiad
2021

Bilingual

cyfrifiad
census
2021

Landscape (secondary)

census 2021

cyfrifiad 2021

Census 2021 logo – Colour options

The logo is available in three colours.

These are:

- **purple**, for use on white or light backgrounds or images
- **black**, for one-colour printing or use on light images
- **white**, for use on coloured backgrounds or dark images

When using the logo over an image, make sure there's enough colour contrast between logo and image.

Do not place the logo on a busy area of the image.

For colour references, please see page 33.

All of the census logos are available on request. Just email census.studio@ons.gov.uk and let us know what you need.

Purple

census
2021

cyfrifiad
2021

census 2021

cyfrifiad 2021

cyfrifiad
census
2021

Black

census
2021

cyfrifiad
2021

census 2021

cyfrifiad 2021

cyfrifiad
census
2021

White

census
2021

cyfrifiad
2021

census 2021

cyfrifiad 2021

cyfrifiad
census
2021

Census 2021 logo – Clear space

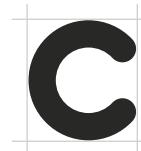
To make sure our logo is always clearly displayed, it needs a **minimum** amount of clear space around it.

Use the "C" from the logo to define the size of the clear space, as shown on the right. No other elements should appear in this area.

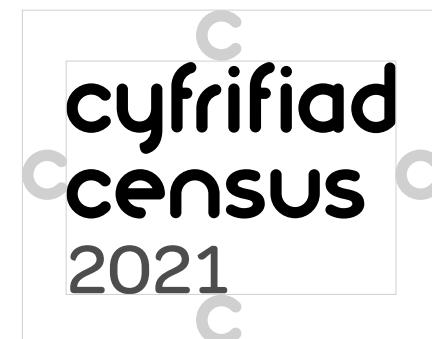
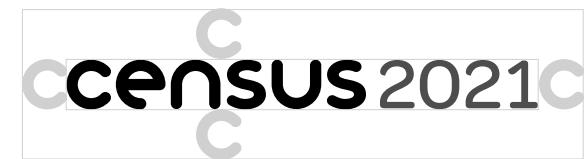
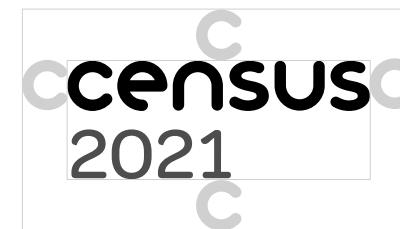
This is the minimum clear space that you should apply across our print and digital communications. Whenever possible leave more space around the logo than this. We understand it may not be possible to do so on small artwork.

The measure is always in proportion, so the clear space will scale as you increase or decrease the size of the logo.

Use "C" width and height as a measure



Clear space demonstration



Census 2021 logo – Positioning

To make sure we're consistent with our branding, always place the census logo in the **most prominent position**.

For corporate communications, put the census logo at the **top left corner** of a layout. The image on the right shows an example of this.

With advertising, put the logo in the most prominent position for the type of advert.

Please see page 24 for guidance on the census logo placement on partner-branded materials.



Census 2021 logo – Minimum sizes in print and digital

In printed products, do not use the stacked logo at a width less than 20mm nor the landscape version at a width less than 30mm.

In digital products, at 72dpi, do not display the stacked logo at a width less than 60px nor the landscape version at a width less than 85px.

English

20mm/60px

census
2021

30mm/85px

census 2021

Welsh

22mm/65px

cyfrifiad
2021

32mm/90px

cyfrifiad 2021

Bilingual

22mm/65px

cyfrifiad
census
2021

Census 2021 logo – Print size guide

To make sure our **printed** materials are consistent, we recommend following the common format size guide to decide on the size of the Census 2021 logo.

When using the bilingual version, please use the stacked Welsh logo sizes shown.

Please note, A6 to A0 and roller banner sizing has been calculated based on the product being displayed in portrait. You may need to adjust sizing to suit your format and content.

Format	Stacked logo		Landscape logo	
	English	Welsh	English	Welsh
Business card	25mm	28mm	40mm	43mm
DL	40mm	45mm	63mm	67mm
A6	28mm	31mm	44mm	47mm
A5	35mm	39mm	55mm	59mm
A4	40mm	45mm	63mm	67mm
A3	60mm	68mm	94mm	100mm
A2	80mm	90mm	126mm	134mm
A1	120mm	132mm	188mm	200mm
A0	160mm	178mm	252mm	268mm
Roller banner	240mm	264mm	400mm	427mm

Census 2021 logo – Incorrect uses

Always use the logos as supplied. Please do not redraw or change the logo files in any way.

If in doubt, please ask. The Census Design Team can answer any questions you have about how to use the logo.

Never change the colour of any part of the logo



Never place a strapline with the logo



Never separate the elements out



Never retype the census wordmark



Never rearrange the logo



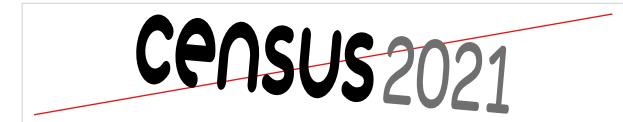
Never go into the exclusion zone



Never alter the size of the elements



Never distort or rotate the logo



Never use a white logo on a light background



Never use a black logo on a dark background



Office for National Statistics (ONS) endorsement

ONS logo

The Office for National Statistics (ONS) runs the census, so where possible, all communications should include the ONS logo as an endorsement.

Use the landscape logo in most circumstances. If space is tight, you can use the stacked version.

The ONS logo should be used in full colour, black or white. We recommend using the full colour version when the logo needs to be displayed on a white background, to give better prominence to the ONS brand.

For information about the ONS logo colours please see the following page.

Landscape



Stacked



Bilingual

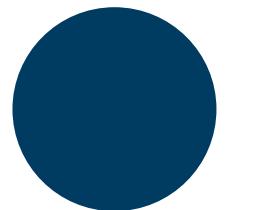


ONS logo – Colours

When displayed in full colour, the Office for National Statistics (ONS) logo should use the values described on the right.

All ONS logos are available on request from the Census Design Team.

Logo colours



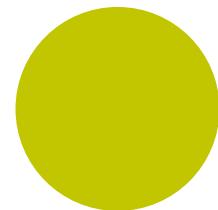
ONS Blue

Pantone 2188 C

RGB 0 60 87

HEX 003C57

CMYK 100 39 0 63



ONS Green

Pantone 583 C

RGB 168 189 58

HEX A8BD3A

CMYK 26 1 100 10

ONS logo – Clear space

To make sure the Office for National Statistics (ONS) logo is always clearly displayed, it needs a **minimum** amount of clear space around it.

The minimum clear space is equivalent to the width and depth of the ONS symbol, as shown on the right. No other elements should appear in this space.

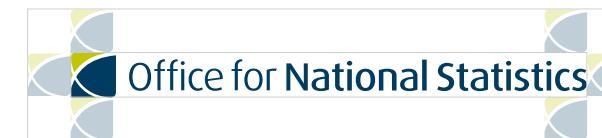
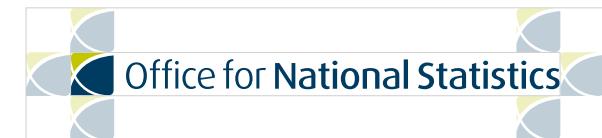
This is the minimum recommended clear space; when you can, leave more space around the logo than this. We understand it may not be possible to do so on small artwork.

The measure is always in proportion, so the clear space will scale as you increase or decrease the size of the logo.

Use ONS symbol width and height as a measure



Clear space demonstration



ONS logo – Minimum sizes

In print, never use the landscape logo at a width less than 50mm nor the Welsh version at a width less than 53mm.

Online at 72dpi, never use the landscape logo at a width less than 142px nor the Welsh version at a width less than 150px.

Make sure the bilingual logos keep to the same minimum sizes as the Welsh logos.

If you need to use a stacked logo in your design, **never** use it smaller than the sizes stated on the right.

English

50mm/140px



35mm/100px



Welsh

53mm/150px



38mm/110px



Bilingual

53mm/150px



38mm/110px



ONS logo – Print size guide

To make sure our **printed** materials are consistent, we recommend following the common format size guide to decide on the size of the ONS logo.

The bilingual version uses the same sizes as the stacked Welsh logo.

Please note, A6 to A0 and roller banner sizing has been calculated based on the product being displayed in portrait. You may need to adjust sizing to suit your format and content.

Format	Landscape logo		Stacked logo	
	English	Welsh	English	Welsh
DL	50mm	53mm	35mm	38mm
A6	50mm	53mm	35mm	38mm
A5	50mm	53mm	35mm	38mm
A4	60mm	63mm	42mm	45mm
A3	86mm	90mm	60mm	64mm
A2	120mm	126mm	84mm	90mm
A1	172mm	182mm	120mm	128mm
A0	240mm	254mm	168mm	180mm
Roller banner	300mm	316mm	210mm	224mm

ONS logo – Positioning

We use the Office for National Statistics (ONS) logo as a sign-off for all census communications.

In print it should be placed at the **bottom left** of the layout and **set with a horizontal line above it**. The image on the right shows how to place the logo in corporate communications.

Digital products, such as the website and census digital questionnaire, lead with an ONS logo at the top of the screen as shown in the design system.

For advertising campaigns place the ONS logo in either bottom corner with or without the horizontal line.

Please see page 24 for guidance on how to use the ONS logo on partner-branded materials.



The Royal Coat of Arms

The Royal Coat of Arms

We use the Royal Coat of Arms together with the census brand to help convey the official nature of our communications.

The use of the emblem is at the discretion of the Cabinet Office. We have permission to use this on the **census digital and paper questionnaire, official letters and envelopes** only.

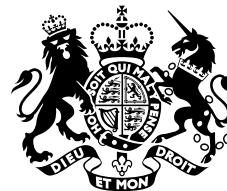
Never use the Royal Coat of Arms at a size smaller than 12mm in print and 34px on the web.

The Royal Coat of Arms is not for use by third-party suppliers, or on anything that people could think is marketing material.

The Royal Coat of Arms



Simplified version for use at sizes up to 22mm



Detailed version for use at sizes over 22mm

Recommended size for use on A4

20mm/57px



Minimum size

12mm/34px



Royal Coat of Arms – Positioning

When using the Royal Coat of Arms, you should keep a clear exclusion zone around the symbol as shown on the right.

This is the recommended clearance area. Where possible, leave more space around the symbol than this. We understand this may not be possible on small artwork.

If you have any questions about using the Royal Coat of Arms, contact the Census Design Team.



Exclusion zone



Partner branding

Partner brands

As the census is such a huge project, we often need to work with different partners. This means you might need to produce co-branded materials.

Census-led documents have the census logo at the top left, the full-colour Office for National Statistics (ONS) logo at the bottom left and the partner logo(s) at the bottom right.

Partner-led documents have the partner's logo at the top left (or as specified in their own guidelines), the census logo at the top right and the full-colour ONS logo at the bottom left.

Any co-branded materials using the Census 2021 brand must be sent to the Census Design Team for sign-off.

Census led



Partner led



Our typefaces

Primary typeface – Open Sans

Open Sans gives a good balance between personality and readability.

The letterforms have a good level of contrast. This boosts readability on poorer quality displays and helps users with visual impairments.

You should use Open Sans Light, Regular, Semibold and Bold to create hierarchy and emphasis.

Turn on "stylistic set 1" in the Opentype options to use the more accessible open loop "g" and "I".

Open Sans is a free Google font.
Download it here:
[fonts.google.com/specimen/
Open+Sans](https://fonts.google.com/specimen/Open+Sans)

Open Sans

Light
Regular
Semibold
Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ \$ % & # ? ! @ *

For more information about using the Open Sans typeface for print, please see pages 30-31 in the guidelines. For digital products, go to the Office for National Statistics design system: ons-design-system.netlify.com/styles/typography

Translations typeface – Noto Sans

Many census products will be available in lots of different languages. Noto Sans will be the primary typeface for all of our translated materials.

To keep it consistent, always set Noto Sans in sentence case and use it in only four weights. These weights are:

- bold – for headlines
- semibold – for emphasis
- regular – for body copy and smaller text
- light – for any supporting quotes.

Noto Sans is a free font family made by Google. It provides a consistent typeface for all languages.

Download Noto Sans for free at:
google.com/get/noto

Noto Sans

Light
Regular
Semibold
Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ \$ % & # ? ! @ *

Fall-back typeface – Arial

For on-screen media where Open Sans is not available (like PowerPoint presentations), use Arial.

Always set text in sentence case and use two weights. These weights are:

- bold – for headlines
- regular – for body copy and smaller text

Do not use Arial in printed materials.

Arial

Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 £\$%&#?@*</p></div><div data-bbox="78 920 288 948" data-label="Page-Footer"><p> Office for National Statistics</p></div><div data-bbox="492 925 517 946" data-label="Page-Footer"><p>29</p></div><div data-bbox="647 925 941 948" data-label="Page-Footer"><p>Census 2021 – census.studio@ons.gov.uk</p></div>

Typographic hierarchy example - A4 cover

The typography styles shown over the next few pages show examples of how we intend to build hierarchy.

Please note that the styles shown here create impactful, informative statements and content that's easy to skim. You'll need to adjust styles depending on the size and content of each product.

These styles work on a white background. When you need to use a coloured background, all text should be white.

Every print product needs a product code. Place it on the front of the artwork, set vertically in the bottom right corner. Please keep the size at a minimum of 10pt in **Semibold** for legibility, and follow the style shown on the right.

Title

Subtitle

Body text 18pt

PRODUCT CODE

Open Sans Bold, Gradient
Size 60pt, 70pt leading -10VA

Open Sans Bold, Purple
Size 18pt, 24pt leading -5VA

Open Sans Regular, 95% Black
Size 18pt, 24pt leading -5VA

Open Sans Semibold, 95% Black
Size 10pt, 14pt leading 0VA ALL CAPS

Typographic hierarchy example - A4 text page

We've developed these type styles as a guide to work on text-heavy materials such as **census letters** and **handbooks**.

Use these type styles on a white background using the colours shown on the right.

Heading 1

Open Sans Bold, Gradient
Size 26pt/30pt leading -10VA

Subheading

Open Sans Regular, Black
Size 16pt/20pt leading 0VA

Heading 2

Open Sans Bold, Gradient
Size 18pt/24pt leading -5VA

Heading 3

Open Sans bold, Purple
Size 14pt/18pt leading 0VA

Body copy

Open Sans Regular, 95% Black
Size 12pt/16pt leading 0VA

- Bullet point

Open Sans Regular, 95% Black
Size 12pt/16pt leading 0VA

Contact info

Open Sans Bold, 95% Black
Size 12pt/16pt leading 0VA

CODE
PRODUCT

Open Sans Semibold, 95% Black
Size 10/14 pt leading 0VA ALL CAPS

You can use quotes and call out boxes across materials to draw the reader's attention to a specific area of interest. Just be careful not to overuse them.

"Quote style"

Source name for quote

Job title and organisation for quote

Open Sans Bold, Gradient
Size 18pt/24pt leading -5VA

Open Sans Bold, Purple
Size 12pt/16pt leading 0VA

Open Sans Regular, 95% black
Size 12pt/16pt leading 0VA

Call-out box large text solid

Open Sans Semibold, 95% Black
Size 14pt/18pt leading -5VA

Call-out box regular text solid

Open Sans Semibold, 95% Black
Size 12pt/16pt leading 0VA

Call-out box large text

Open Sans Semibold, 95% Black
Size 14pt/18pt leading -5VA

Call-out box regular text

Open Sans Semibold, 95% Black
Size 12pt/16pt leading 0VA

Our colours

Our colours

Purple and blue are the two primary colours in the branding palette. Use these as the main colours throughout branded products.

You can use the primary colours as a gradient. For more information about the gradient, see the next page.

Use the supporting colours, teal and pink, to highlight information within our communications.

It's important that our colours work for everyone. So, we've made sure all of our colours pass WCAG 2.0 AA contrast checks for graphics and text when used with white. For more information on accessibility, see page 62.

Primary colours



Purple

Pantone 513 C
RGB 144 32 130
HEX 902082
CMYK 53 99 0 0

Colour contrast ratio with white AAA 7.74

Supporting colours



Teal

Pantone 7466 C
RGB 0 163 166
HEX 00A3A6
CMYK 88 0 36 0

Colour contrast ratio with white AA large 3.09

Pink

Pantone 214 C
RGB 223 6 103
HEX DF0667
CMYK 0 100 24 4

Colour contrast ratio with white AA 4.82



Our gradient

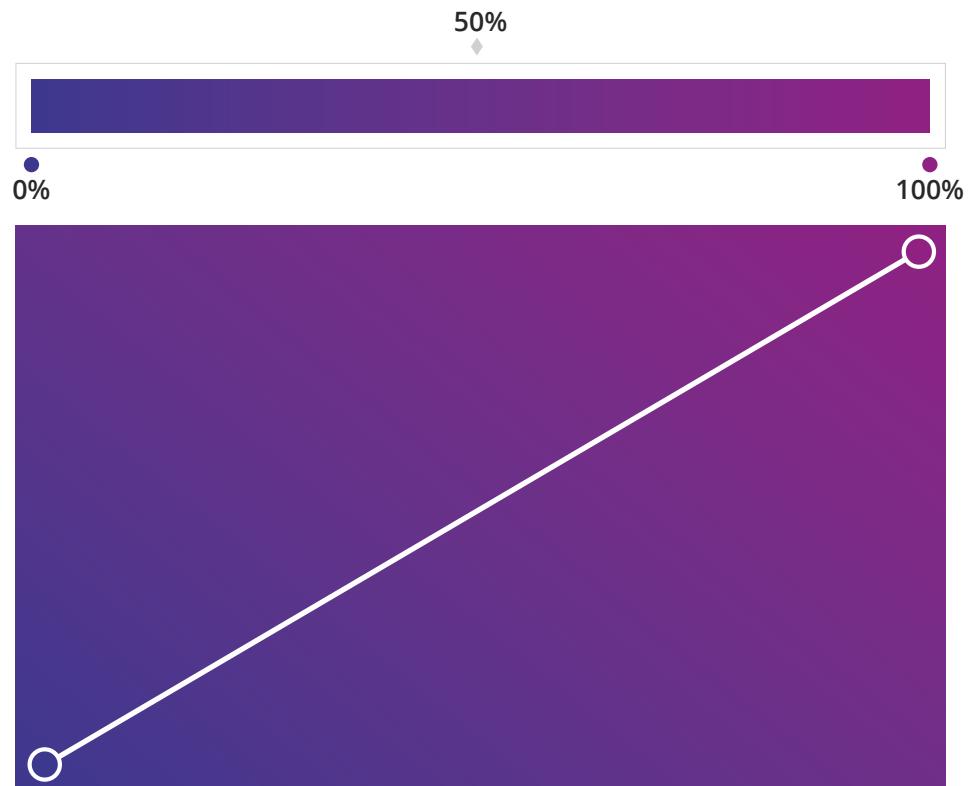
We've designed the census gradient to create a striking blend of the primary colours.

The linear gradient should primarily run **diagonally** from purple top right to blue bottom left.

On wraparound covers, mirror the gradient from the spine.

You can use the gradient on:

- backgrounds
- graphic elements
- titles and headings



**The gradient should
run from left to right of
Heading 1 text boxes**

Building the brand

ONS visual identity

The Office for National Statistics morse code identity style shown here was the starting point for the Census 2021 brand. We're taking the most basic representation of data – a simple dot – and transforming it into an identity fit for the census.



Our visual identity – dots

We've created 12 versions of the data dot, each an abstract form representing the diversity of the people and information making the census.

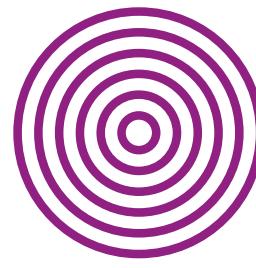
The dots make up a toolkit of graphic elements that can easily be applied to form identifiable census-branded materials. This will help us build dynamic and visually engaging communications that build recognition over the duration of the campaign.

We've included some examples of how this can be applied in the following pages.

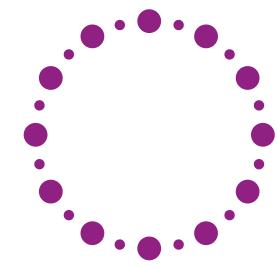
Please do not create your own dots. The Census Design Team can create additional versions if they're needed.



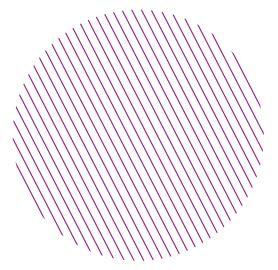
focus



effect



community



measurement



time



identity



understanding



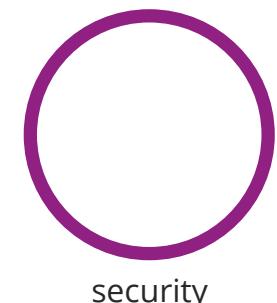
count



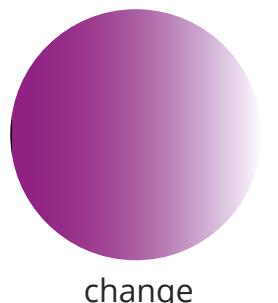
data



growth



security



change

Applying the dots

As a result of print production tests and user research, we recommend using the following settings to apply the dots on our print products. The settings shown have been used across our entire suite of templates.

Designers may use any of the preset dot formations provided in the templates. If you choose to build new layouts, please share these with the Census Design Team so they can be added into the template files if necessary.

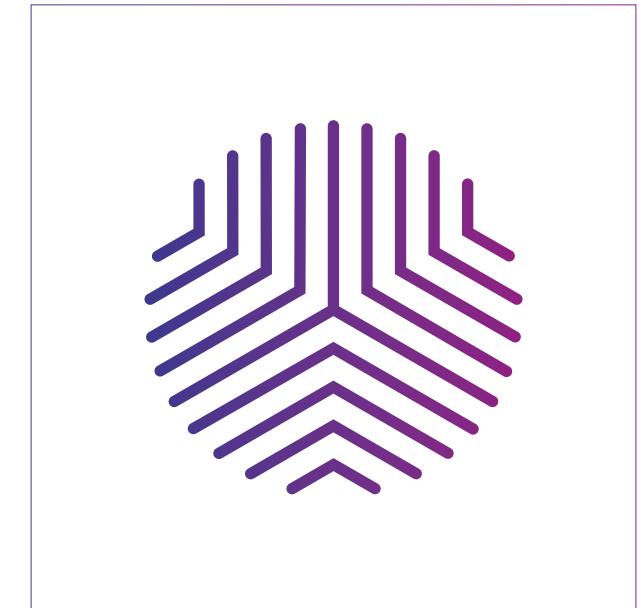


Purple gradient background

Dot colour: White

Transparency: 70%

Effect: Overlay



White background

Dot colour: Blue-purple gradient

Transparency: 100%

Effect: None

Bringing it all together

The Census 2021 brand is built around simple typography, consistent use of colour, dots, and evolving campaign visuals. Here's a basic example of how it all comes together.

- Census 2021 logo
- Document title
- Information / CTA
- Dots (White, 70% Overlay)
- Product code
- Appropriate URL
- Dividing line
- ONS logo



Layout – Margin guide for common print sizes

To keep things tidy, margins should be consistent across communications. Please check this table to set up your documents.

To help give an easy starting point when designing print products at pace, we've created InDesign templates which include preset margins, a variety of different dot layouts, and multiple language layers.

Census templates currently include:

- banners - various sizes
- business cards
- booklets - A4, A5
- engagement leaflets - various sizes
- flyers - A4, A5, A6
- folders - A4, A5
- postcards - A5
- posters - promo and empty belly

Format	Margins (mm)			
	Top	Bottom	Left	Right
A6	8	8	10.5	10.5
A5	11	11	15	15
A4	16	16	21	21
A3	22.5	22.5	30	30
A2	31.5	31.5	42	42
A1	45	45	60	60
A0	63	63	84	84

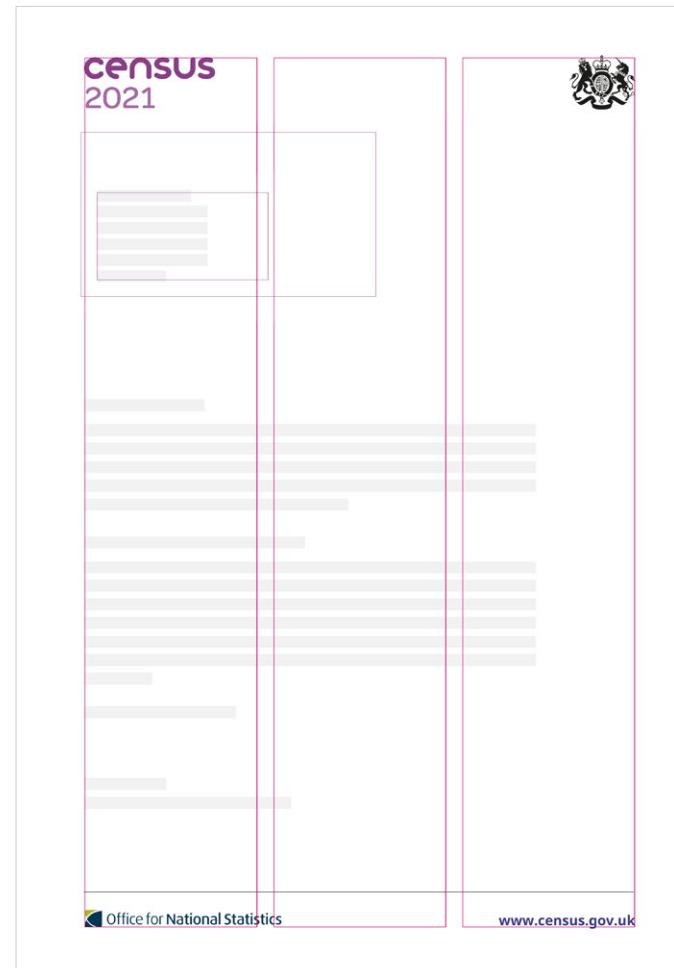
For access to our most up-to-date InDesign templates please contact the Census Design Team.

Layout – Letters

Make sure all letters contain:

- **margins** – left and right margins are 21mm and top and bottom are 16mm
- **columns and gutters** – three columns with a 5mm gutter
- **clear space** – around the address for barcodes and envelopes window (see the purple box in the image on the right)
- **the census web address** – aligned to the right margin and in line with the ONS logo. May also be replaced with a mailing address when required.
- **the Royal Coat of Arms** – always placed top right (only used on products that have the agreement of the Cabinet Office, see page 21).

For guidance on type styles, see page 31.



Layout – Social media

For social media posts, follow the same layout on both Twitter and Facebook.

The Office for National Statistics (ONS) logo is 250px wide and the Welsh logo is 253px wide.

The census stacked logo is 150px wide and the Welsh logo is 164px wide.

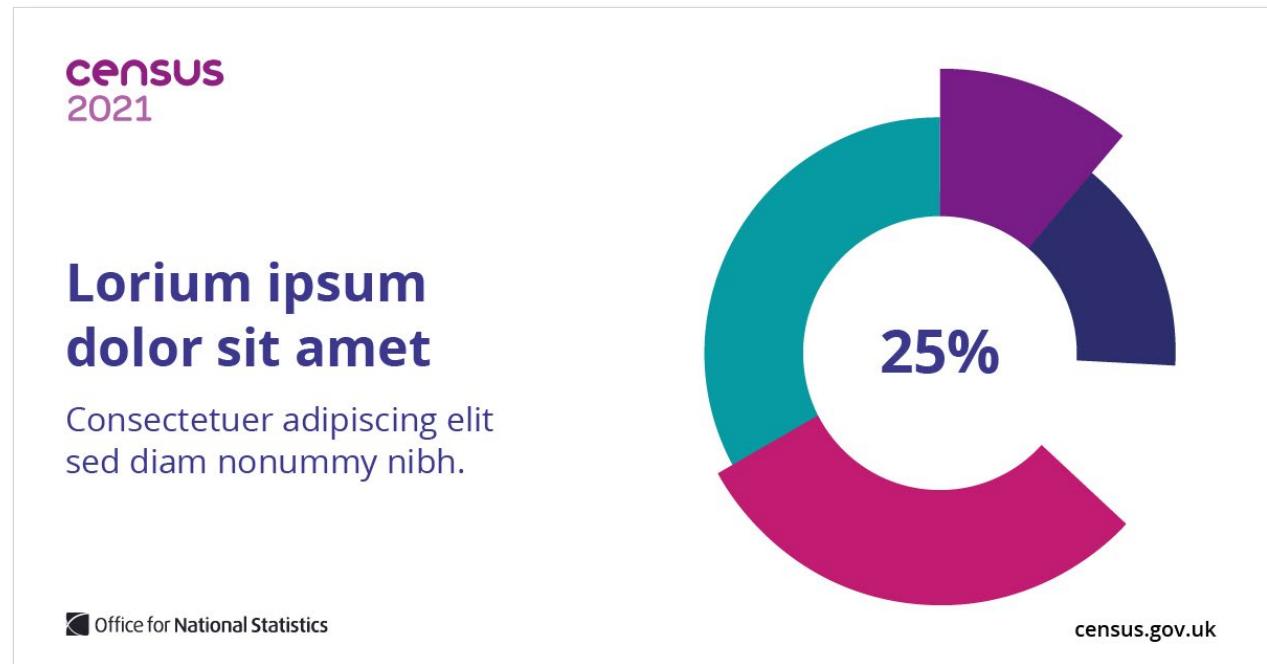
The logo should always be placed 50px from the top edge and left edge. The bottom of the logo should be followed by a 35px exclusion zone.



Layout – Data visualisation

We've created a separate colour palette to use when data visualisation is needed. This will help improve readability.

	HEX	RGB
●	781C87	120 28 135
●	212373	33 35 115
●	0D9AA2	13 154 162
●	C11B71	193 27 113
●	FB7979	251 121 121



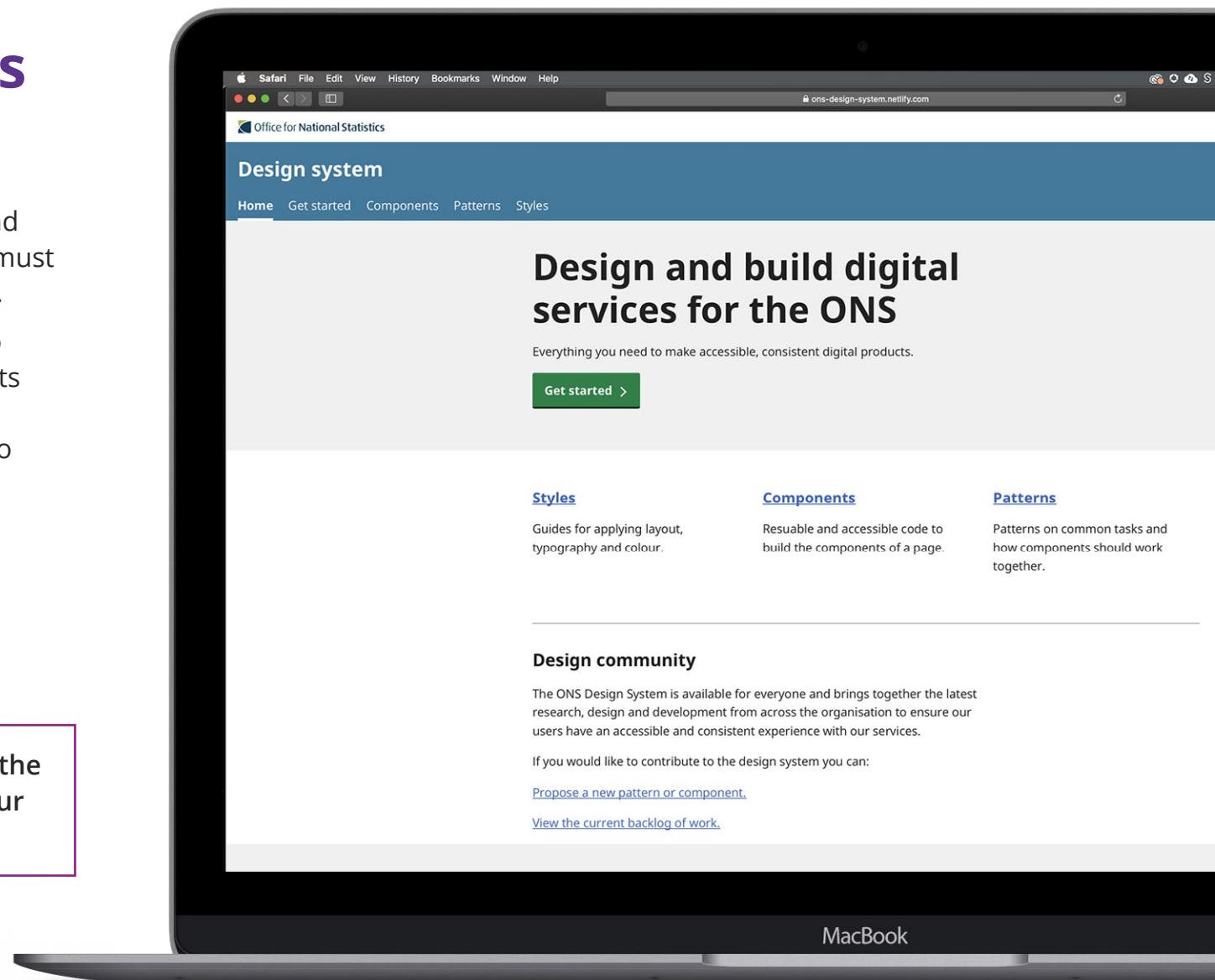
Digital products

The census must be accessible to all. This means the components and patterns used on digital products must work on every browser and device.

The ONS design system is home to a collection of reusable components that meet clear standards. These components can be put together to build digital services for the ONS, including the census.

To see the design system, go to ons-design-system.netlify.com

Third-party suppliers must use the design system when building our digital products.



Visual concept

Photography

Photography plays an important role in the census. It's used across our campaign to connect with the audience and tell meaningful stories.

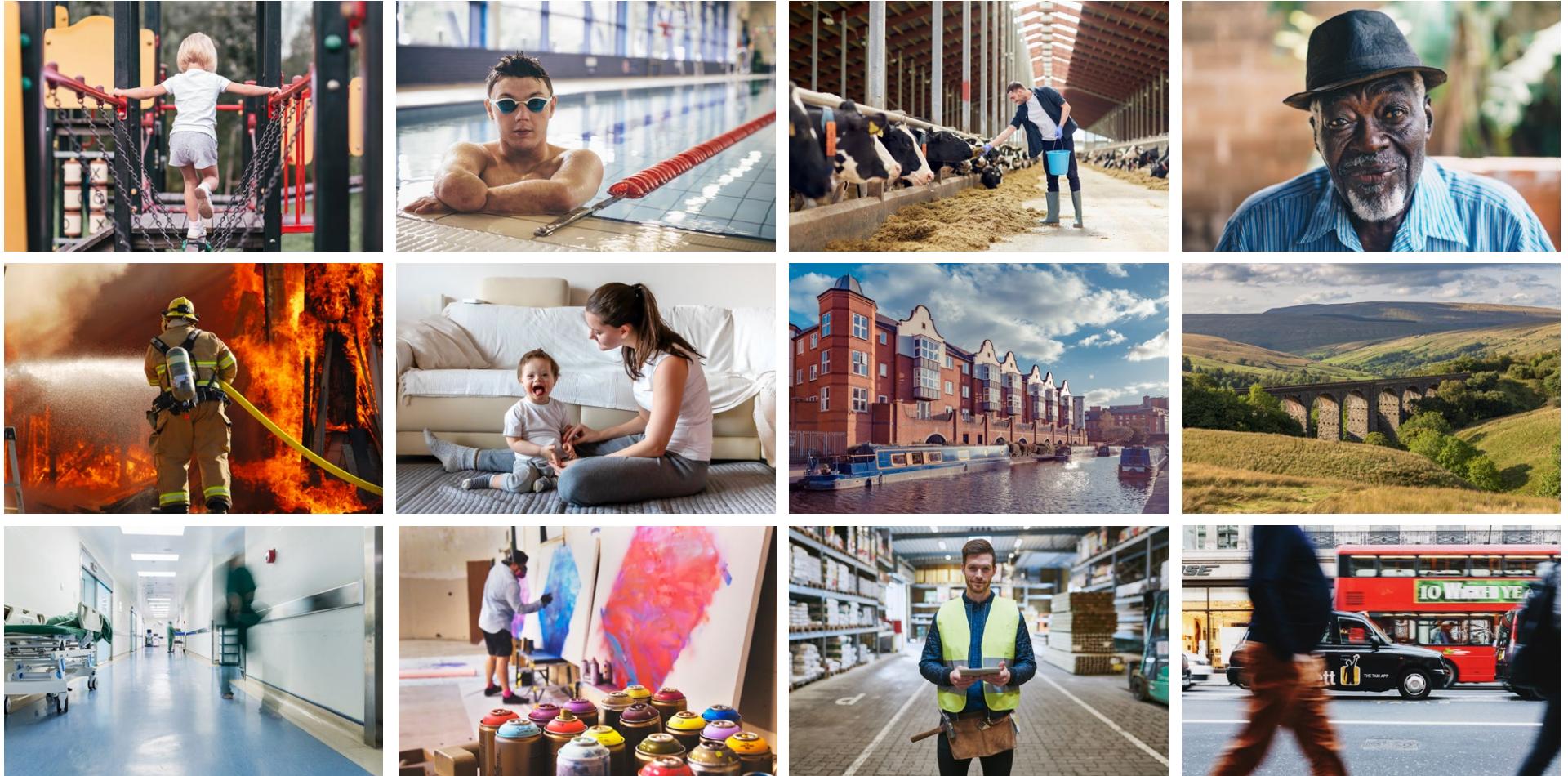
All census photography must be in CMYK and of high resolution – 300dpi for printed material.

You can see examples on the next page.

Census images should:

- feel like real-life situations with real people
- reflect diversity by showing people from a mix of ethnic backgrounds and ages
- include either a wide shot with lots of depth to the background or a close point of focus with a shallow depth of field
- convey a sense of honesty and determination
- tell a story relating to a theme
- use portrait shots that include eye contact with the camera and natural poses (not overly staged or posed)
- not be overly processed with filters
- avoid the use of overlaid text on busy areas of an image
- avoid the use of heavy drop shadows on any overlaid text

Before buying or downloading any images, please make sure you have the right to use the image and correct licensing rights.



Iconography

We've created a suite of custom icons for use across all census products.

There are two main uses of icons:

Use **Story icons** to help storytelling, making the census products more visually engaging.

Use **Process icons** to help draw the eye to important information and assist a required interaction.

We've designed all icons at small, medium and large sizes. When required, to add prominence, large census icons may also be contained in circles as shown. Select the size most appropriate for your product format.

All icons are designed in-house by the Census Design Team, all files available on request. Please do not create new icons without prior agreement from our team.

Large Icons:
64x64px (20-29mm)



Medium Icons:
32x32px (10-19mm)



Small Icons:
16x16px (5-9mm)

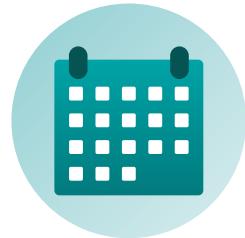
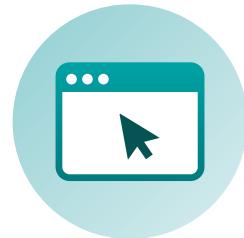
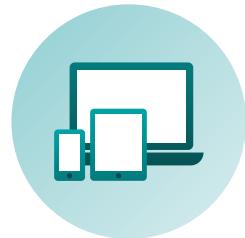
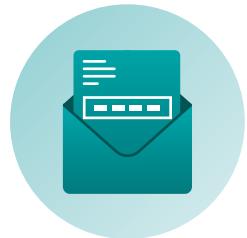


Prominent Large Icons
88x88px (30-35mm)



Icon Colouring:
Small and medium icons may be used in single or two colours from the census palette. Large icons are custom coloured using tints and shades of the Census Teal. Please request access to the icons library to be provided with files in the desired format.

Selections from our icon set, full library available on request



Illustrations

There will be times when we want to use richer, more visually engaging content in our materials. For example, in our social media posts. Also in products which may need to provide more helpful narrative content about the census and its impact on our lives. For these uses, we have developed a suite of illustrations which can help to bring messages to life.

It's important to think about which key messages to illustrate in a product and agree this **at the beginning**. A designer needs to consider the space required to include illustrations, giving them room to breathe. They should not simply be used to fill space. Planning is crucial.

Please only use illustrations that have been created and supplied by the Census Design Team.

Illustrations should:

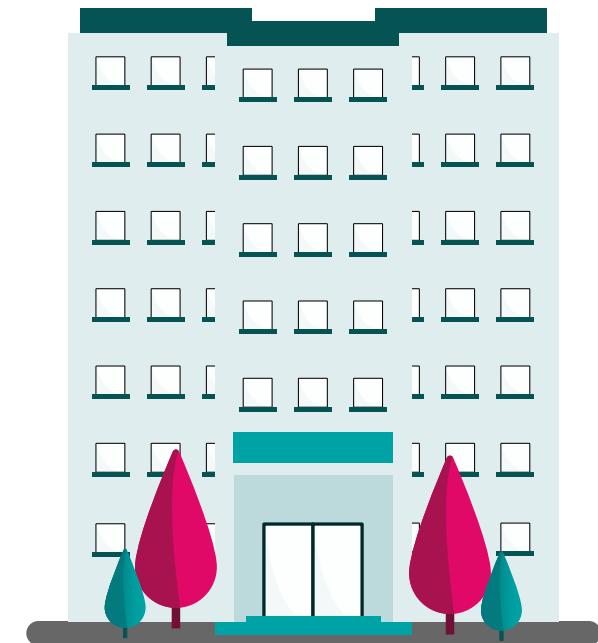
- **be helpful**
- **be specific/related to the content**
- **be easy to understand in context**

Illustrations should not:

- **be complicated**
- **be generic**
- **distract from important content**



Examples shown below are taken from our collection of housing illustrations. Our full library covers topics including: housing, society, public services, businesses, communities, and transport. All are available on request.



Videography

This guidance is for internal and external communications videos.

Create all videos at HD resolution – 1920px x 1080px.

Put subtitles and captions on all videos. Make sure that the placement of subtitles doesn't interfere with video navigation functions.

Subtitles must be centre justified and on a black background. They should be well-balanced within the background.

Title slides and headings should maintain good contrast ratios.

Where possible, use title scenes to introduce new sections rather than overlaying text directly onto video images.



When putting quotations or questions from an interview into videos, make sure you keep line lengths short and allow enough reading time (at least two seconds per line).

You can place white text on top of the primary gradient running from purple at the top right to blue at the bottom left.

If you're using a white background, use text with a gradient for headings or short questions. Use black text for longer paragraphs.

Use a simple short fade transition between these stills and other video footage.

"Everyone benefits from the census. It informs the decisions nationally and locally on vital services and issues like diversity. It is a massive undertaking."

Iain Bell
Deputy National Statistician

"Everyone benefits from the census. It informs the decisions nationally and locally on vital services and issues like diversity. It is a massive undertaking."

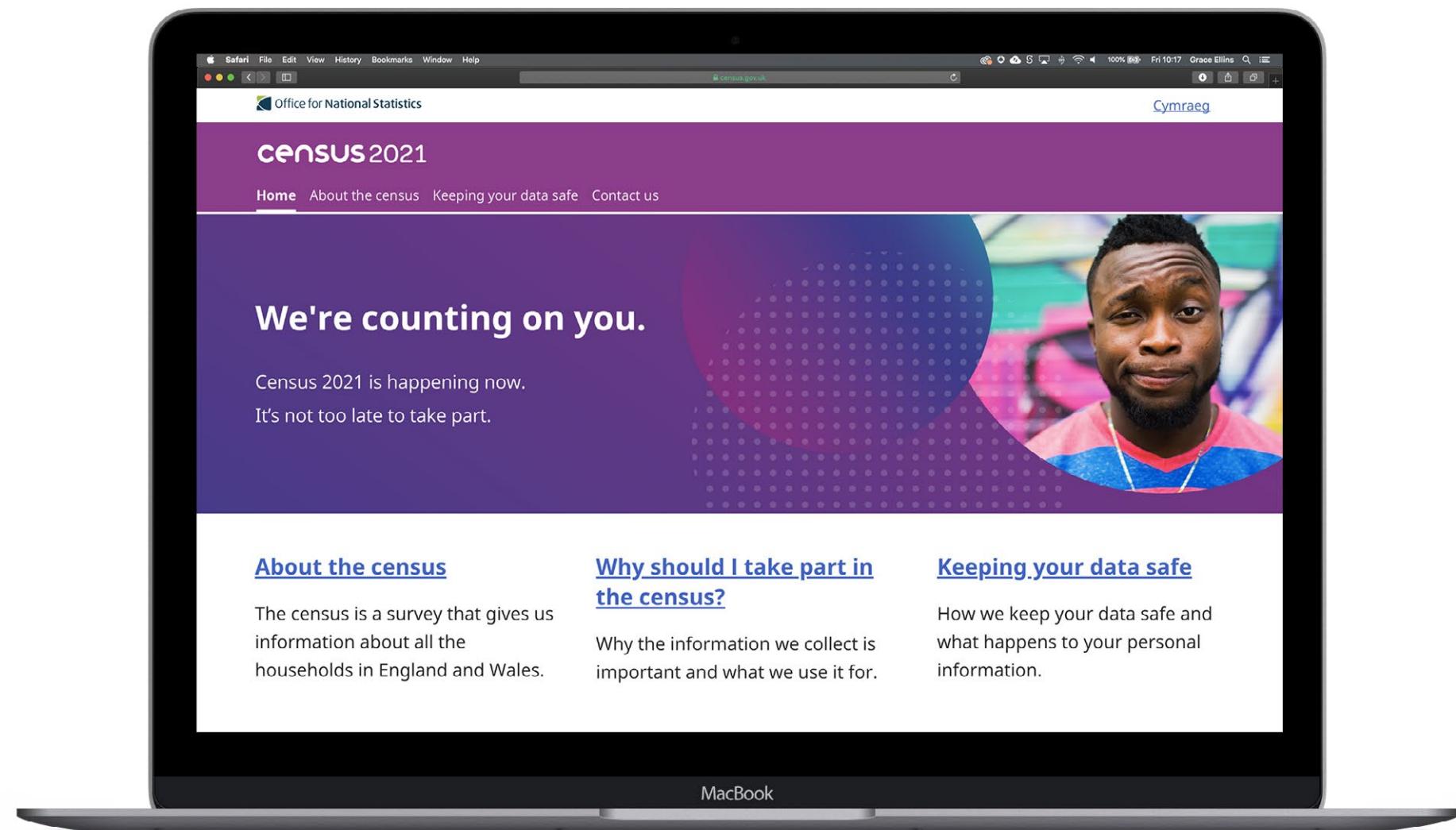
Iain Bell
Deputy National Statistician

Now the
has close

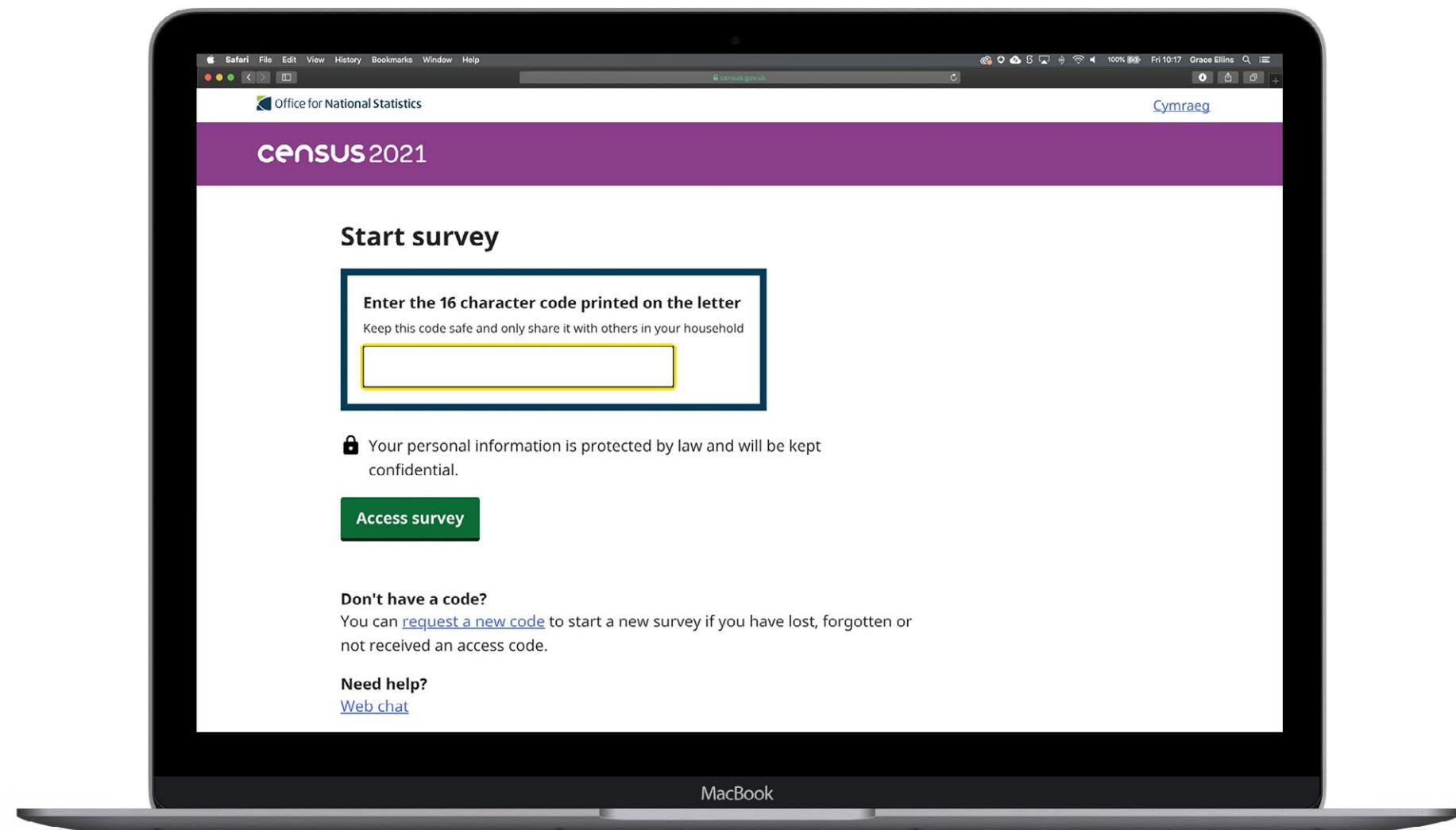
Now the questionnaire
has closed, what's next?

Communication examples

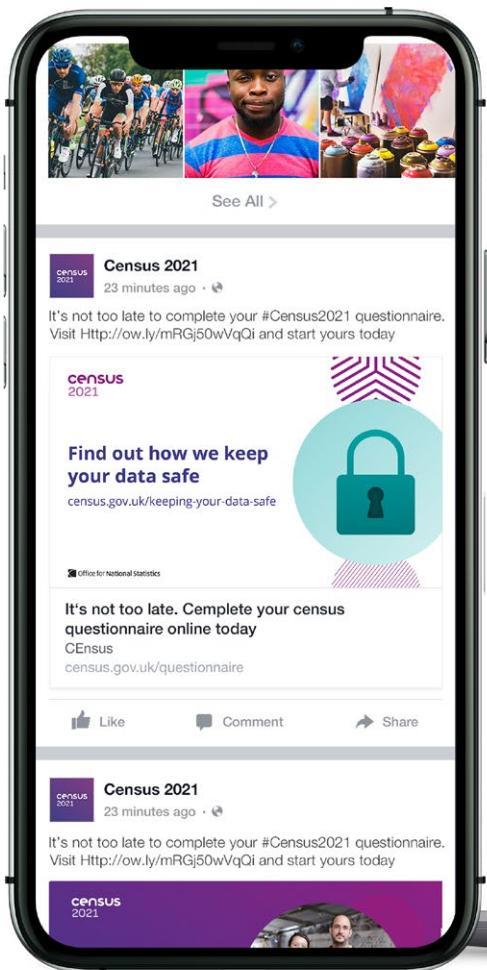
Census website



Census electronic questionnaire



Social media



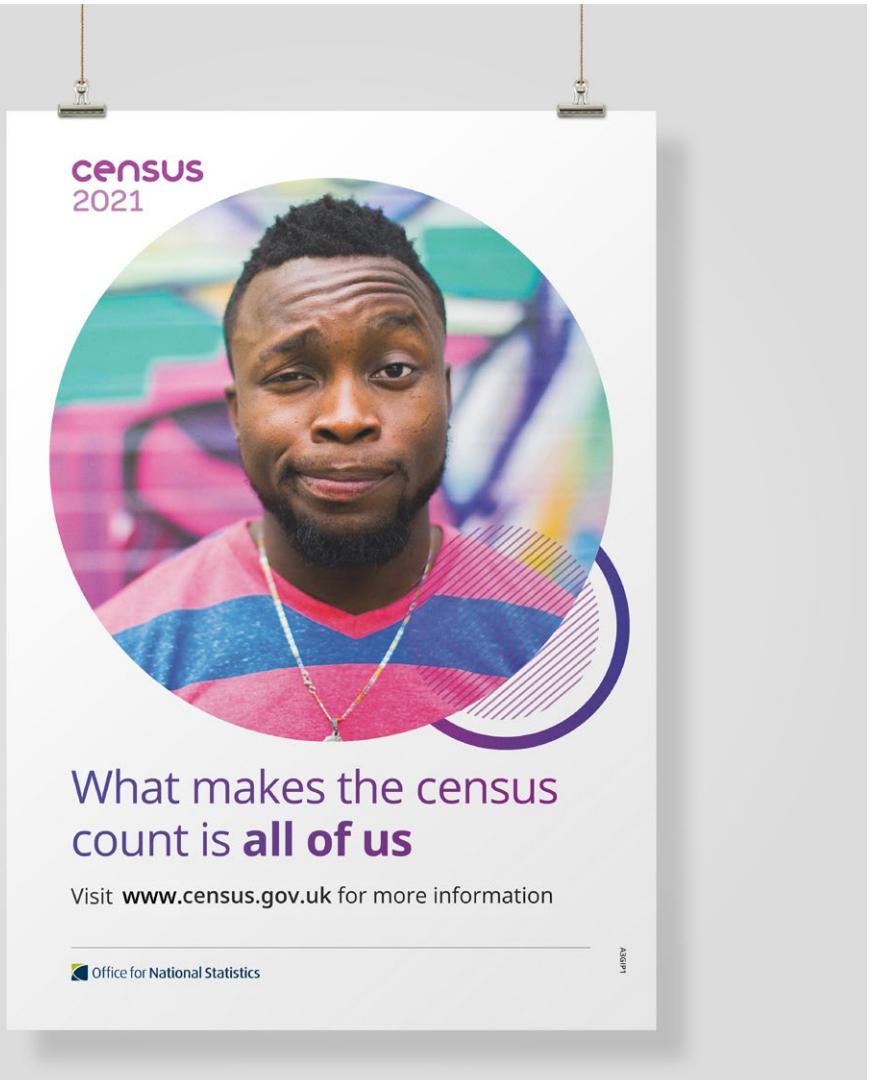
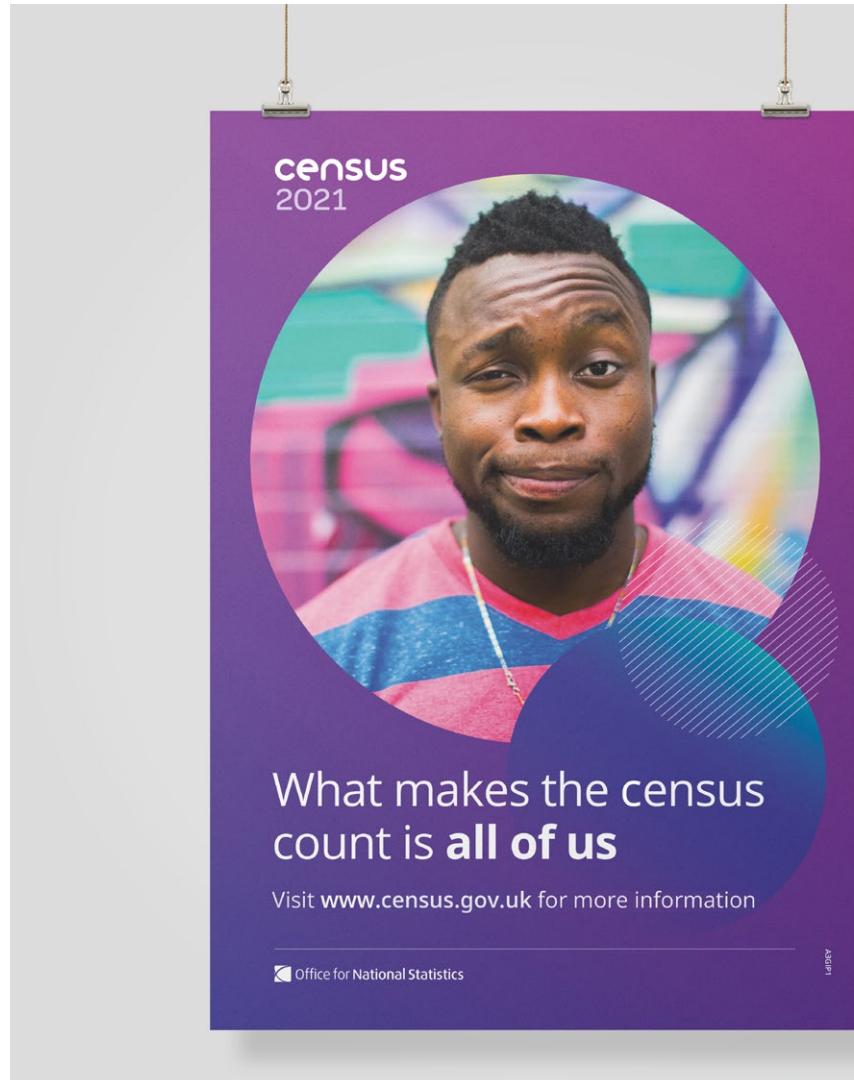
A large tablet device displays the official Census 2021 Twitter profile page (@Census2021). The profile picture is a portrait of a Black man with short hair and a beard, wearing a pink, blue, and white striped shirt. The bio reads: "Official account for England and Wales #Census2021 Yn Gymraeg: @Cyfrifiad2021". The stats section shows 8,058 tweets, 721 following, 1,203 followers, 460 likes, and 2 lists. A pinned tweet at the top of the timeline encourages users to complete their census questionnaire. The tablet is labeled "MacBook" at the bottom right.

Information leaflets

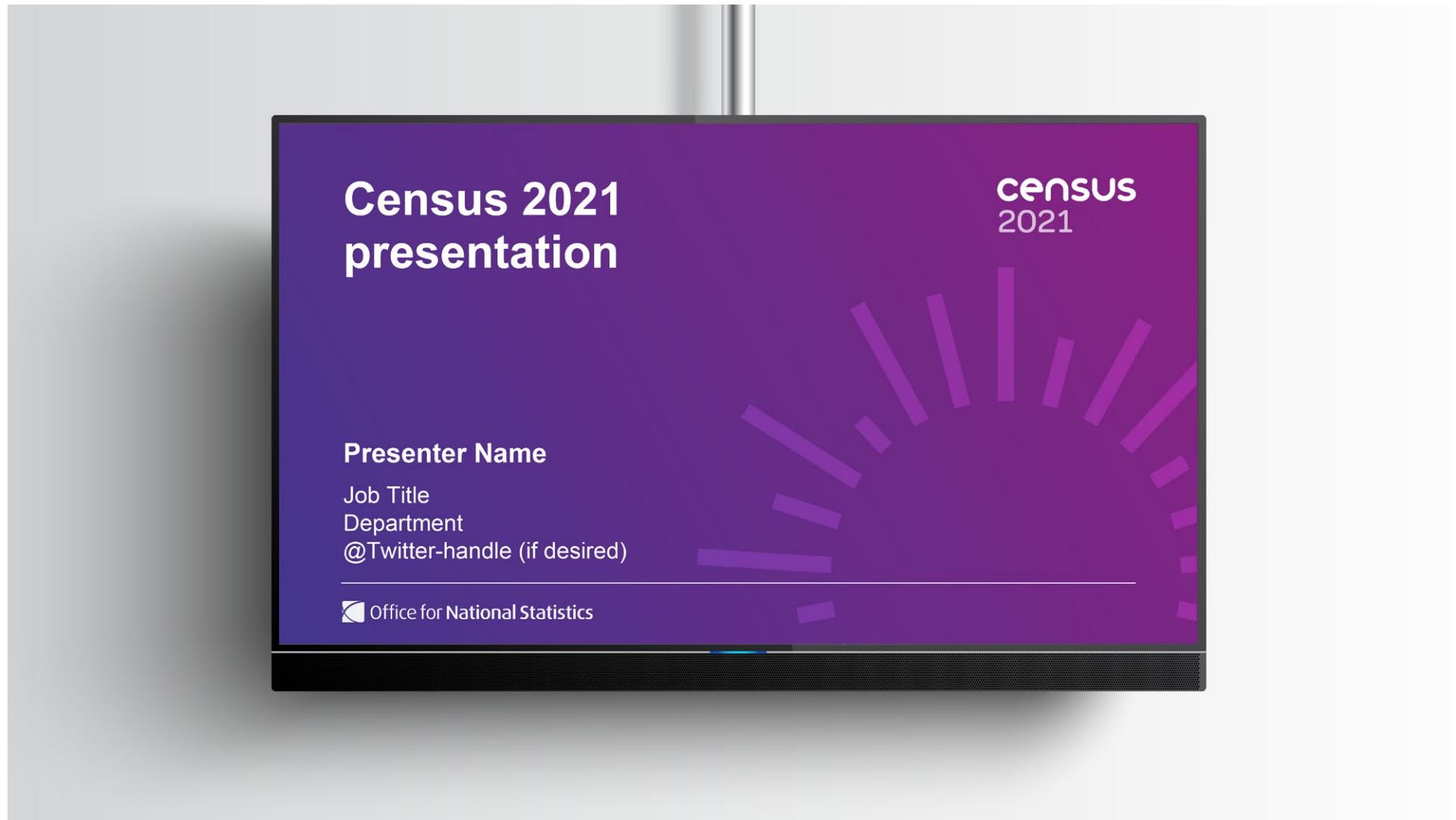


Posters





Presentations



Digital banner advertising

Digital banner advertising has a wide range of common sizes on desktop, mobile and other devices. Layout and brand application will need to be flexible to accommodate this.

Where possible, make content responsive.

When space is limited, use animated banners or multiple stills to deliver messages and calls to action.

Both the census and ONS logos should be shown together, where possible.



Exhibition stands

Exhibition stands will be required at various events throughout the census campaign. We've designed templates to use that keep all of the important information in the top two thirds of the banners and ensure the text is set in a legible size.



Accessibility

Accessibility guidance

Census 2021 is an inclusive brand; it's for everyone. And, to make sure it's as accessible as possible, we've created some basic guidance.

Typography

When working in print, the minimum point size should be 12pt with 16pt leading. Emphasised text should match the size of the body copy.

When producing communications in large print format, the recommended type size for body copy is 16pt with leading at 20pt.

For print and digital, align your copy to the left of the page. Do not force justify your copy and avoid using italics, underlines and block capitals.

Glyphs

Our primary typeface, Open Sans, contains alternative characters for "g"

and "I". Using these characters will improve the legibility of the typeface for users. To do this, select "stylistic set 1" from the Open Sans opentype options in Adobe CC.

Layout

Keep census design layouts simple and uncluttered and written in plain English to help people with disabilities. Avoid columns if you can. However, if you do need them, make sure there's enough space between them.

Colour

Display all typography and essential graphical elements, such as check-boxes, in a high-contrast colour against their background at a ratio of 3:1 or higher. This is to meet the AA accessibility standards set by the government.

More information

For information about the accessibility of the Census 2021 website, please visit census.gov.uk/accessibility

For more advice about how to create accessible print communications please see the Office for Disability Issues guidelines at: officefordisability.gov.uk

For advice about "how to create" accessible digital formats, see the Web Content Accessibility Guidelines (WCAG) guidelines at w3.org

Our brand in Wales

When communicating with people in Wales, we use both the English and Welsh languages to create bilingual documents.

When a document is in English only, we'll use only the Census 2021 logo in English. When a document is in Welsh only, we'll only use the Welsh logo.

When documents are bilingual, the Welsh will come first and we'll use the bilingual version of the logo.

Household communications

We recommend all communications sent to households in Wales should be produced in English and Welsh.

- produce booklets in a tilt and turn format
- send letters as separate English and Welsh documents or double sided where possible
- make flyers and leaflets double sided, if possible, with English on one side and Welsh on the other

When producing separate Welsh and English communications, make sure both versions are available at the same time.

TV and radio

We'll produce television, cinema, radio and advertising separately in English and Welsh. Campaigns shown on S4C or broadcast on Radio Cymru will be solely in Welsh.

Newspapers

Newspaper advertisements should be bilingual when placed in an English language newspaper published in Wales. Adverts placed in Welsh language publications should be produced in Welsh only.

Digital media

We'll produce English, Welsh and bilingual video and static adverts for social media and digital advertising. The Welsh-only campaigns should be aimed at Welsh-only speakers, if given the option to target a specific language.

Large format

We'll produce large-scale advertising bilingually. These include:

- billboards
- exhibition stands
- bus advertising

Email and text message

Emails and text messages will be bilingual unless we have prior knowledge of the language a recipient prefers.

Questionnaire

The Census 2021 website will be English first, with the ability to toggle to Welsh. We'll produce an English version and a Welsh version of the paper questionnaire, and print them according to demand.

For more information on communicating bilingually, visit gcs.civilservice.gov.uk/news/communicating-bilingually-guidance-for-welsh-speakers

Alternative languages

To make our communications more accessible, we'll provide some materials in other commonly used languages.

When creating products that are translated into other languages, we use the English census and ONS logos only.

Only our agreed suppliers can translate the copy for products that are needed in other languages. No other version of the translations should be used.

Census languages

Albanian	Greek	Malayalam	Tamil
Amharic	Gujarati	Nepali	Tetum (NISRA only)
Arabic	Hakka	Pahari/Potwari	Thai
Armenian	Hebrew	Punjabi	Tigrinya
Bengali	Hindi	Pashto	Turkish
Bosnian	Hungarian	Polish	Ukrainian
Bulgarian	Italian	Portuguese	Urdu
Burmese	Japanese	Romanian	Vietnamese
Chinese (simp.) / Mandarin	Kashmiri	Russian	Yiddish
Chinese (trad.) / Cantonese	Konkani	Slovak	Yoruba
Czech	Korean	Slovenian	
Farsi	Kurdish	Somali	
French	Latvian	Spanish	
German	Lingala	Swahili	
	Lithuanian	Tagalog	

Environmental impact

Census 2021 is a “digital-first” census. We want as many people as possible to fill in their questionnaire online in 2021.

When we use printed materials such as the paper questionnaire and other campaign communications, we'll choose sustainably sourced or recycled material wherever possible. Use the relevant recycle or FSC logo on the product to highlight this to the reader and encourage them to recycle the materials after use.

The standard placement for the recycle or FSC logo will be to the rear side of a product. Use only the single colour version or the white one on a coloured background.

You can find more information at recyclenow.com and fsc-uk.org.

Recycle Logo – Single Colour



15mm Width Minimum Size

Recycle Logo – White



FSC Logo - Single Colour



12mm Height Minimum size

FSC Logo - White



For more information about these guidelines,
please contact the Census Design Team at
census.studio@ons.gov.uk