JUNE 11, 2020

VISUAL GUIDELINES

WORLD STATISTICS DAY 2020



UNITED NATIONS WORLD STATISTICS DAY 2020

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1. BRAND IDENTITY

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

RATIONALE

Trusted data that the world can connect to is of most importance for 2020 World Statistics Day. The visuals reflect this via a circular shape to portray the globe, with a bar chart integrated within. A checkmark in the bar chart signifies trusted security.

THE LOGO



THE LOGO

This is the logo with text applied.



WORLD STATISTICS DAY

20.10.2020

CONNECTING
THE WORLD
WITH DATA
WE CAN TRUST

THE LOGO

Other color versions of the logo.





MULTI-LANGUAGES







ARABIC CHINESE ENGLISH JOURNÉE DÍA MUNDIAL ВСЕМИРНЫЙ MONDIALE DE ДЕНЬ **DE LA** LA STATISTIQUE **ESTADÍSTICAE** СТАТИСТИКИ 20.10.2020 20.10.2020 20.10.2020 **CONNECTER LE MONDE** ОБЪЕДИНИМ МИР ПРИ CONECTANDO **AVEC DES DONNÉES DANS** помощи данных, **EL MUNDO**

LESQUELLES NOUS POUVONS КОТОРЫМ МЫ МОЖЕМ CON DATOS AVOIR CONFIANCE ДОВЕРЯТЬ CONFIABLES FRENCH RUSSIAN SPANISH

2. VISUAL ELEMENTS

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

COLORS

Primary

C80 M20	R0 G158 B219	HEX #009EDB
C50 M5	R114 G198 B239	HEX #72C6EF
C25 M5	R186 G218 B243	HEX #BADAF3

Secondary

C3 Y12 RO G23 B63 HEX #001740

SIZE OF GRAPHIC

Minimum allowed for legibilty



ENGLISH
HORIZONTAL LOGO
2" MINIMUM WIDTH



ARABIC
HORIZONTAL LOGO
1.9" MINIMUM WIDTH



CHINESE
HORIZONTAL LOGO
1.7" MINIMUM WIDTH



FRENCH
HORIZONTAL LOGO
2.6" MINIMUM WIDTH



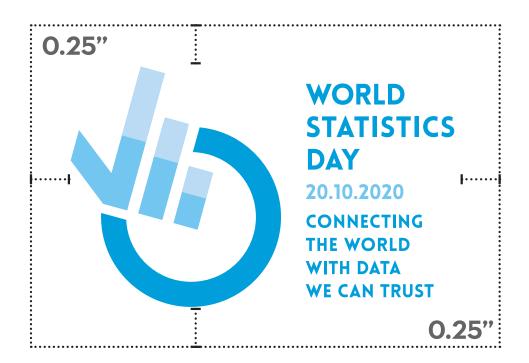
RUSSIAN
HORIZONTAL LOGO
2.3" MINIMUM WIDTH



SPANISH HORIZONTAL LOGO **2.1" MINIMUM WIDTH**

CLEAR SPACE AROUND GRAPHIC

Clear space must be maintained on all sides of the identifier, for it to be perceived as separate from the other elements in the environment in which it appears.



3. APPLICATIONS

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

MISUSE

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.



BACKGROUNDS

Examples of how to overlay the graphic onto colors. For best legibility make sure the graphics have sufficient contrast when overlayed on a background and are not cluttered by busy patterns behind it. Light colors/white are best for solid backgrounds.











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