

VISUAL GUIDELINES

JUNE 11, 2020

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

<div><p>اليوم العالمي للإحصاء</p><p>20.10.2020</p><p>ربط العالم ببيانات يمكننا الوثوق بها</p></div> <div></div>	<div><p>世界 统计 日</p><p>20.10.2020</p><p>用我们可以 信赖的数据 连通世界</p></div> <div></div>	<div><p>WORLD STATISTICS DAY</p><p>20.10.2020</p><p>CONNECTING THE WORLD WITH DATA WE CAN TRUST</p></div> <div></div>
ARABIC	CHINESE	ENGLISH
<div><div></div><div><p>JOURNÉE MONDIALE DE LA STATISTIQUE</p><p>20.10.2020</p><p>CONNECTER LE MONDE AVEC DES DONNÉES DANS LESQUELLES NOUS POUVONS AVOIR CONFIANCE</p></div></div>	<div><div></div><div><p>ВСЕМИРНЫЙ ДЕНЬ СТАТИСТИКИ</p><p>20.10.2020</p><p>ОБЪЕДИНИМ МИР ПРИ ПОМОЩИ ДАННЫХ, КОТОРЫМ МЫ МОЖЕМ ДОВЕРЯТЬ</p></div></div>	<div><div></div><div><p>DÍA MUNDIAL DE LA ESTADÍSTICA</p><p>20.10.2020</p><p>CONECTANDO EL MUNDO CON DATOS CONFIABLES</p></div></div>
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	R0 G23 B63	HEX #001740
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SIZE OF GRAPHIC

Minimum allowed
for legibility



ENGLISH
HORIZONTAL LOGO
2" MINIMUM WIDTH



FRENCH
HORIZONTAL LOGO
2.6" MINIMUM WIDTH



ARABIC
HORIZONTAL LOGO
1.9" MINIMUM WIDTH



RUSSIAN
HORIZONTAL LOGO
2.3" MINIMUM WIDTH



CHINESE
HORIZONTAL LOGO
1.7" 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.

 <p>WORLD STATISTICS DAY 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p>WORLD STATISTICS DAY 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p>WORLD STATISTICS DAY 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>
COLOR CHANGE	REASSEMBLY	DROP SHADOW
 <p>WORLD STATISTICS DAY 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p>WORLD STATISTICS DAY 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p>WORLD STATISTICS DAY CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>
DISTORT	OPACITY CHANGE	REMOVE ELEMENTS

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.





WORLD STATISTICS DAY

20.10.2020

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