

# 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

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Trusted data to which 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

اليوم  
العالمي  
للإحصاء  
20.10.2020  
ربط العالم  
ببيانات يمكننا  
الوثوق بها



ARABIC

世界  
统计  
日  
20.10.2020  
用我们可以  
信赖的数据  
连通世界



CHINESE

WORLD  
STATISTICS  
DAY  
20.10.2020  
CONNECTING  
THE WORLD  
WITH DATA  
WE CAN TRUST



ENGLISH

JOURNÉE  
MONDIALE DE  
LA STATISTIQUE  
20.10.2020  
CONNECTER LE MONDE  
AVEC DES DONNÉES DANS  
LESQUELLES NOUS POUVONS  
AVOIR CONFIANCE



FRENCH

ВСЕМИРНЫЙ  
ДЕНЬ  
СТАТИСТИКИ  
20.10.2020  
ОБЪЕДИНИМ МИР ПРИ  
ПОМОЩИ ДАННЫХ,  
КОТОРЫМ МЫ МОЖЕМ  
ДОВЕРЯТЬ



RUSSIAN

DÍA MUNDIAL  
DE LA  
ESTADÍSTICA  
20.10.2020  
CONECTANDO  
EL MUNDO  
CON DATOS  
CONFIABLES



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

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

Secondary

<b>C3 Y12</b>	<b>R0 G23 B63</b>	<b>HEX #001740</b>
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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><b>WORLD STATISTICS DAY</b> 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p><b>WORLD STATISTICS DAY</b> 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p><b>WORLD STATISTICS DAY</b> 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>
<b>COLOR CHANGE</b>	<b>REASSEMBLY</b>	<b>DROP SHADOW</b>
 <p><b>WORLD STATISTICS DAY</b> 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p><b>WORLD STATISTICS DAY</b> 20.10.2020 CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>	 <p><b>WORLD STATISTICS DAY</b> CONNECTING THE WORLD WITH DATA WE CAN TRUST</p>
<b>DISTORT</b>	<b>OPACITY CHANGE</b>	<b>REMOVE ELEMENTS</b>

# BACKGROUNDS

These are examples of how to overlay the graphic onto colors. For best legibility make sure the graphics have sufficient contrast when overlaid 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

CONNECTING  
THE WORLD  
WITH DATA  
WE CAN TRUST