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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.
Trusted data to which the world can connect 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

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.

WORLD STATISTICS DAY
20.10.2020
CONNECTING THE WORLD WITH DATA WE CAN TRUST
M U L T I - L A N G U A G E S
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

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>C80 M20</td>
<td>R0 G158 B219</td>
<td>HEX #00EDB</td>
<td></td>
</tr>
<tr>
<td>C50 M5</td>
<td>R114 G198 B239</td>
<td>HEX #72C6EF</td>
<td></td>
</tr>
<tr>
<td>C25 M5</td>
<td>R186 G218 B243</td>
<td>HEX #BADAF3</td>
<td></td>
</tr>
</tbody>
</table>

### Secondary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>C3 Y12</td>
<td>R0 G23 B63</td>
<td>HEX #001740</td>
<td></td>
</tr>
</tbody>
</table>
Minimum allowed for legibility
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.
To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.

- **Color Change**
- **Reassembly**
- **Drop Shadow**
- **Distort**
- **Opacity Change**
- **Remove Elements**
These are 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
CONNECTING THE WORLD WITH DATA WE CAN TRUST