



## **WORLD STATISTICS DAY**

**20.10.2015**

**BETTER DATA.  
BETTER LIVES.**

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# BRAND IDENTITY

The first World Statistics Day was proclaimed by the United Nations General Assembly in 2010 to recognize the importance of statistics in shaping our societies. National and regional statistical days were already a tradition in more than 100 countries, but the General Assembly's adoption of this international day as 20 October brought new light to this important observance. The first World Statistics Day was commemorated on 20 October 2010 in over 130 countries and areas.

2015 marks an important cornerstone for official statistics, with the conclusion of the Millennium Development Goals, the beginning of the post-2015 development agenda, the ongoing data revolution, preparations for the 2020 World Population and Housing Census Programme and so much more. The brand is inspired by how statistics inform and support a sustainable society, with the ultimate outcome, a healthy, happy society.



**WORLD  
STATISTICS  
DAY**

**20.10.2015**

The logo has been prepared in the six United Nations languages.



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**BETTER DATA.  
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**DÍA MUNDIAL  
DE LA ESTADÍSTICA**

20.10.2015

**DATOS MEJORES.  
VIDAS MEJORES.**



**世界统计日**

20.10.2015

**优化数据  
改善生活**

**اليوم العالمي  
للإحصاء**

20.10.2015

**بيانات أفضل من  
أجل حياة أفضل**



**ВСЕМИРНЫЙ ДЕНЬ  
СТАТИСТИКИ**

20.10.2015

**ПОВЫШЕНИЕ КАЧЕСТВА ДАННЫХ.  
ПОВЫШЕНИЕ КАЧЕСТВА ЖИЗНИ.**



**JOURNÉE MONDIALE  
DE LA STATISTIQUE**

20.10.2015

**DE MEILLEURES DONNÉES.  
UNE VIE MEILLEURE.**

# WORDMARK

The wordmark is a simple, modern sans serif typeface. The overall effect is friendly and inviting, while still keeping within a UN blue palette.



**WORLD  
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# WORLD STATISTICS DAY

Year '2015' to be updated to current year. >>

20.10.2015

Slogan may be removed in instances where simplicity is necessary. >>

**BETTER DATA.  
BETTER LIVES.**

The graphic element is a play on a percentage symbol (representing statistics) and a smiling face. The graphic element shows how measured statistics serve people and make their lives better. This icon 'Stat Happy' represents the face of statistics.



Whatever the application, the logo should always be reproduced from official artwork. Never try to re-construct or redraw the logo. Whenever possible, the logo should be placed on a blue background. The logo can be placed on **dark or light** image backgrounds if the **contrast** is sufficient.



Preferred background colour

Examples of well contrasted background colours

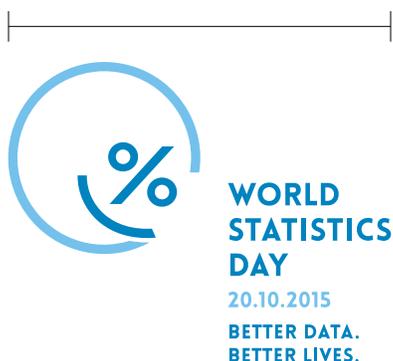
For photocopying, newspaper advertising and other situations where color is not available, the logo can appear in black and white. In this case, the logo can appear either as black on a white background or white on a black background.



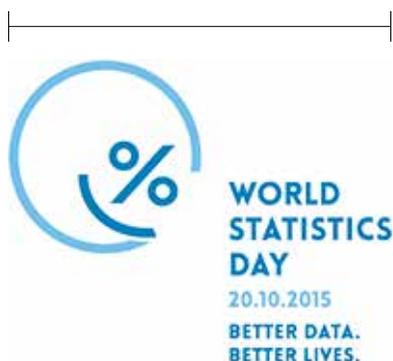
# SAFETY REQUIREMENTS

Clear space must be maintained on all sides of the logo. This is necessary for the logo to be perceived as separate from the other elements in the environment in which it appears. The minimum print and screen sizes are described below.

Minimum print size  
2" W



Minimum screen size  
200 pixels



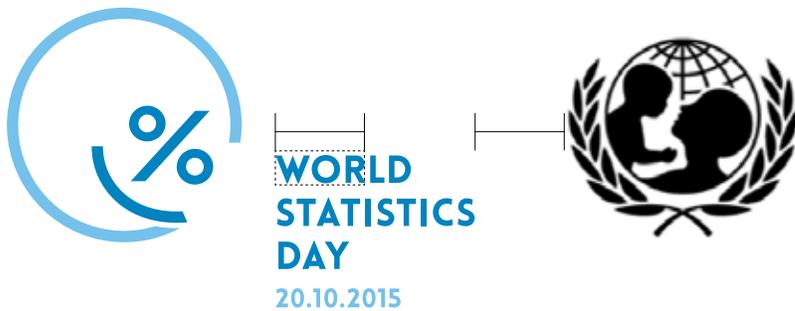
Safety margins  
The width of the 'WOR' in 'WORLD'



When using the World Statistics logo in third party and co-branding applications, the logo should be a balance of similar type size and similar graphic size in comparison to the other logos, with the safety margins maintained between all logos. Be sure to respect the safety margins shown in the examples below.

Safety margins

The width of the 'WOR' in 'WORLD'



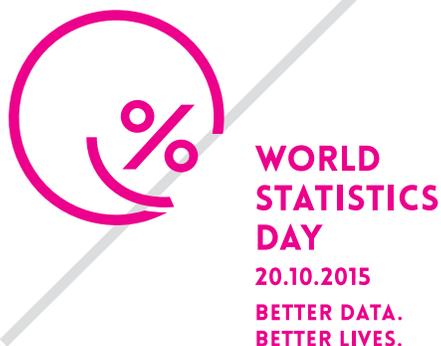
Safety margins

The width of the 'WOR' in 'WORLD'



The logo is a combination of custom typographic treatment and graphic identifier. To ensure a consistent and appropriate brand identity, a general set of guidelines is outlined here. The logo should never be modified in color, lettering or shape. Altering the logo in any way will give it a different appearance and alter the brand messaging.

Colour Change



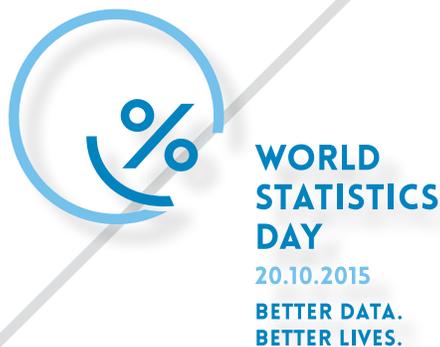
Reassembly



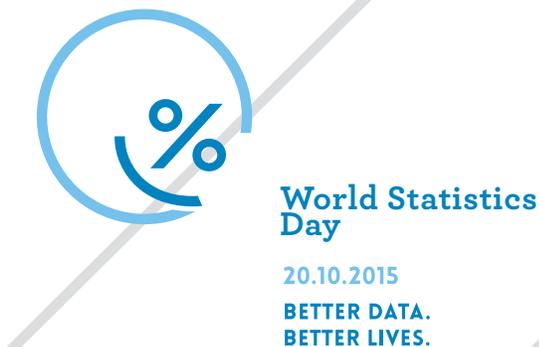
Stretching



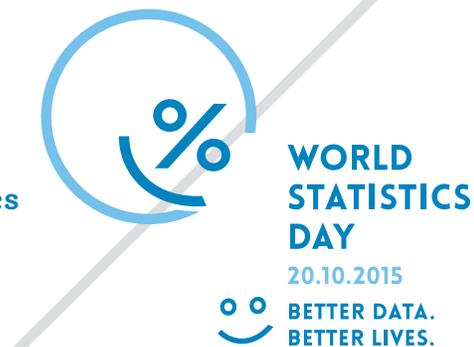
Drop shadow



Re-typesetting & rotation



New elements



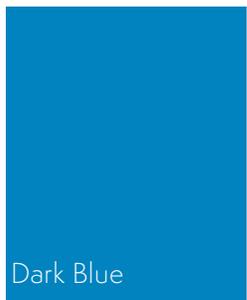
Every brand application should be marked and recognizable by the logo. In some instances the graphic element could be separated from the wordmark and placed in another location on the product for branding & design purposes. The wordmark should never appear alone on a product without the graphic element. Always contact a professional designer when preparing brand materials.



# SUPPORTING ELEMENTS

The shades of blue in the colour palette represent statistical clarity, the calm that comes with receiving information, and all are variations of the UN Blue.

## Primary



Dark Blue

CMYK 100/20/0/15  
RGB 0/131/191  
HEX #0084bd



Light Blue

CMYK 50/8/0/0  
RGB 116/193/236  
HEX #79c2ea



Pale Blue

CMYK 40/5/0/0  
RGB 144/206/241  
HEX #94ceef

## Secondary



Black

CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000

Lovelo Black Font is to be used on all brand materials. It is to be used for Headings in print and social media. For web-optimized text, a similar alternative can be used. For longer print materials that require many weights and uses, please use Avenir.

**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 !**

**A B C**

**defghijk**

**lmnopqrstuvwxyz**

**0 1 2 3 4 5 6 7 8 9 ! @ # & %**

## **LOVELO BLACK**

*Avenir LT Std 35 Light*

*Avenir LT Std 35 Light Oblique*

*Avenir LT Std 45 Book*

*Avenir LT Std 45 Book Oblique*

*Avenir LT Std 55 Roman*

*Avenir LT Std 55 Oblique*

*Avenir LT Std 65 Medium*

*Avenir LT Std 65 Medium Oblique*

*Avenir LT Std 85 Heavy*

*Avenir LT Std 85 Heavy Oblique*

**Avenir LT Std 95 Black**

***Avenir LT Std 95 Black Oblique***

The three basic elements of the brand identity are logo, text and image. The relationship established by their position on the **layout** keeps brand applications clean and memorable. The elements of layout are flexible and can be unique to each piece.

**Photography** choices should convey optimism, modernity and humanity.

A **professional designer** should always be utilized for brand graphics.



# SAMPLE APPLICATIONS



## WORLD STATISTICS DAY

20.10.2015

**BETTER DATA.  
BETTER LIVES.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

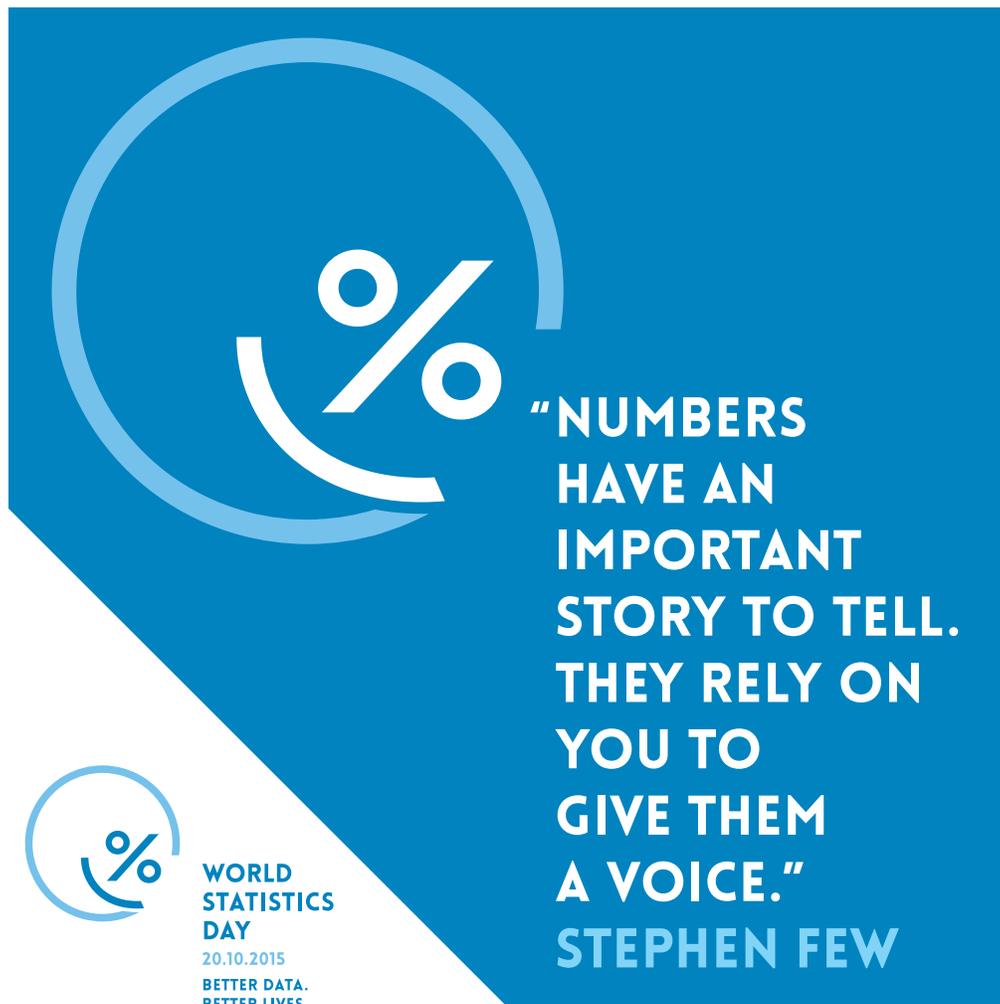


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The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.



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## **QUESTIONS? NEED ARTWORK? PERMISSIONS FOR NONSTANDARD USE OF BRANDING ELEMENTS?**

All questions regarding the logo usage are to be addressed using the contact information below.

United Nations Statistics Division  
Department of Economic and Social Affairs  
United Nations Headquarters  
[statistics@un.org](mailto:statistics@un.org)  
[worldstatisticsday.org](http://worldstatisticsday.org)

UN Graphic Design Team  
Department of Public Information  
United Nations Headquarters  
[design@un.org](mailto:design@un.org)  
[behance.net/unitednations](https://behance.net/unitednations)