

PARiS  
21

THE PARIS21  
LOGO GUIDE

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A Visual Identity Guide

PARiS  
21

# 1. THE PARIS21 LOGO

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To be sure that all communications contribute positively to brand recognition, a few principles must be applied at all times:

- So there is no mistaking it, there are a couple variations of the PARIS21 logo.
- **The logo should never be recreated or modified**, only reproduced using the graphic files provided by PARIS21.
- The logo used must always be **the most current version**; older versions are obsolete.

This section explains the logo's origins, the allowed language variables (acronym and mission statement) and other rules for use.

Questions about applying the logo should be addressed to [paris21@oecd.org](mailto:paris21@oecd.org).

## 1.1. The logo

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The Partnership in Statistics for Development in the 21st Century (PARIS21) promotes the better use and production of statistics throughout the developing world.

The logo conveys PARIS21 as a hub of **information** and source of **connecting** value. The information that PARIS21 shares is connected (vertically) with an exclamation point through a world that is analysed and expanded in the 21st century.

As our identifier, the logo is a visual expression of PARIS21's mission: **improving lives through better statistics**.



PARiS  
21! Partnership in statistics  
for development  
in the 21<sup>th</sup> century



PARiS21!

Partnership in statistics for development  
in the 21<sup>th</sup> century

## 1.2. The acronyms

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PARIS21 has **two** official languages: **English** and **French**. However, in both languages, "PARIS21" is the official acronym and logo. PARIS21 should always be written in capital letters and completely attached (no spaces).

For the sake of brand consistency, **no other acronym can be used as part of the PARIS21 logo.**



**PARIS21**

Partnership in Statistics for Development  
in the 21st Century



**PASSD21**

Partenariat Statistique au Service du  
Développement du 21ème siècle

## 1.3. The Short Logo

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The logo including the full name should be used whenever possible.

If the full name is not clearly visible, the short logo (without full name) may be used.



PARiS  
21!

The short logo consists of the word "PARiS" in a teal, sans-serif font with a red dot above the 'i', and the number "21!" in a red, sans-serif font below it.

PARiS21!

The full logo consists of the word "PARiS" in a teal, sans-serif font with a red dot above the 'i', followed by the number "21!" in a red, sans-serif font.

## 1.4. Colours

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The logo is composed of two colors:  
turquoise and dark peach.

One additional colour may be used, as demonstrated on the website:  
burnt yellow.



C: 79 / M: 17 / Y: 41 / K: 1  
R: 20 / G: 158 / B: 157  
# 149E9D



C: 1 / M: 71 / Y: 66 / K: 0  
R: 240 / G: 110 / B: 88  
# F06E58



C: 5 / M: 45 / Y: 88 / K: 0  
R: 237 / G: 154 / B: 60  
# ED9A3C

## 1.5. Colour schemes

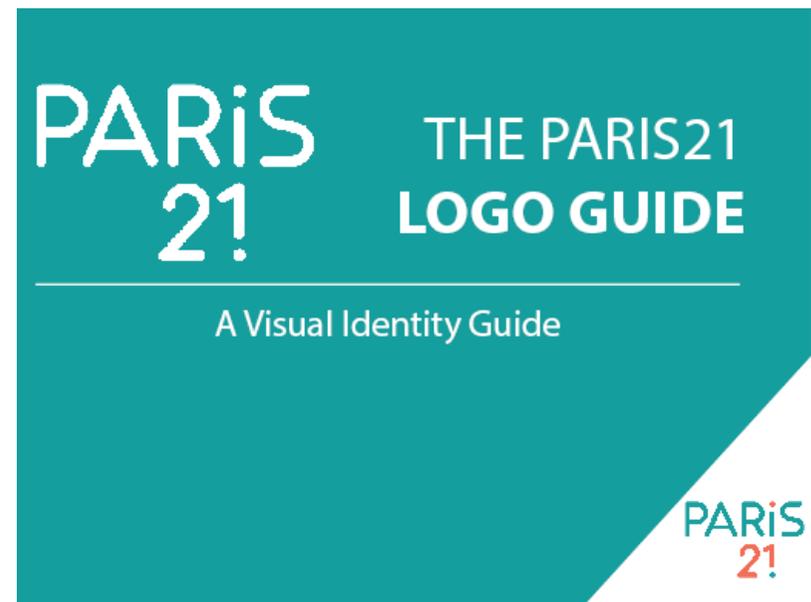
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The logo should be used in full colour on a white background whenever possible.

When this is not possible, the appropriate combinations are as follows:

- A white logo is used on a photographic, illustrated or multi-colour background.
- A white logo is used on a solid colour background that provides sufficient contrast.
- If the background is too light to provide sufficient contrast to the white version, the 70% grey logo is appropriate

White version



Classic version

## 1.6. Obsolete versions

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These older versions of the OECD logo are obsolete as of 5 September 2017.

These versions are obsolete and therefore no longer be used.



2009-2017



2001-2008



**QUESTIONS?**

paris21@oecd.org