

# ***Statistics Estonia identity and digital brand book with design system for user interfaces***

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MARKET RESEARCH

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**Statistikaameti  
usaldusväärsus**



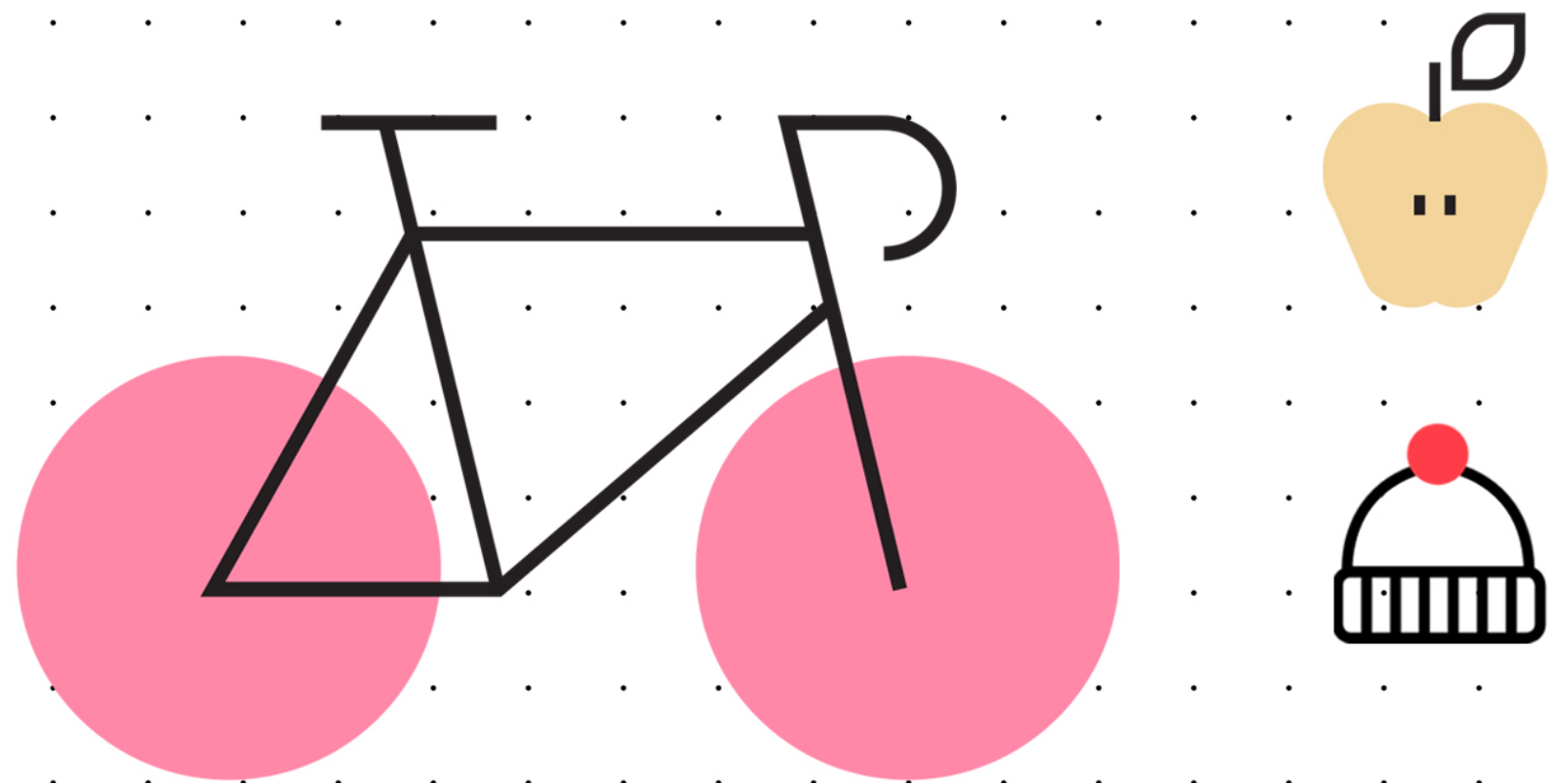
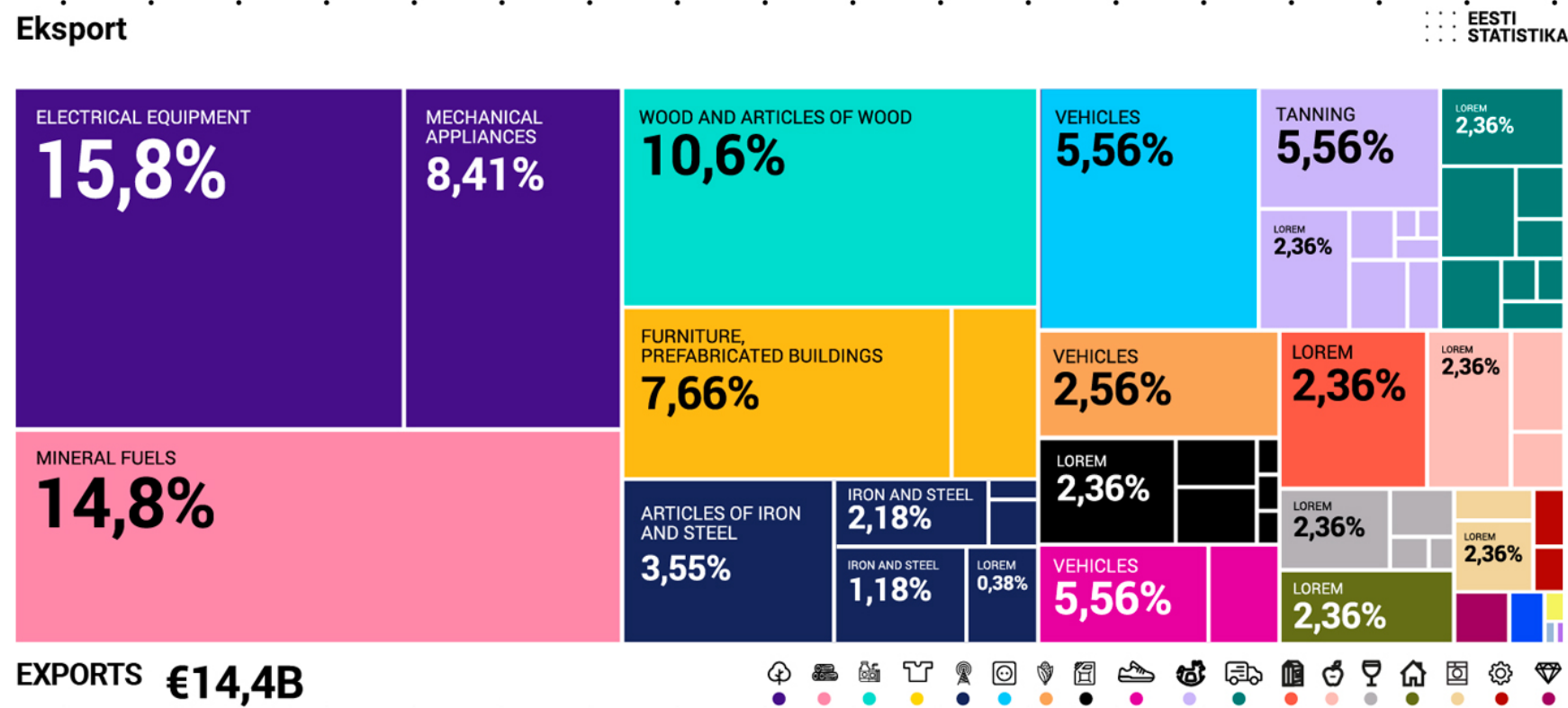
# What we did?

*Data is the new gold and Statistics Estonia is all about data. So we created a new identity for them. The concept is based on a structure, an underlying network of data-points that both describe and cause the condition we observe as the universe. These data-points give us the ability to track and extrapolate, to examine and explain the world, and then processes in it.*





# *Why this category?*



*When we talk about data driven decision-making, then there is no one more data-driven than Statistics Estonia. That's their whole gig. Since we live in a post-fact world, Statistics Estonia decided to focus on being 100% data-centric and set their goal on giving people easy access to facts and real data.*

*So we re-branded the organisation with only one goal in mind. It has to make sense. It must be easy to work with and it needs to be the flagship of data-driven decision-making in Estonia.*

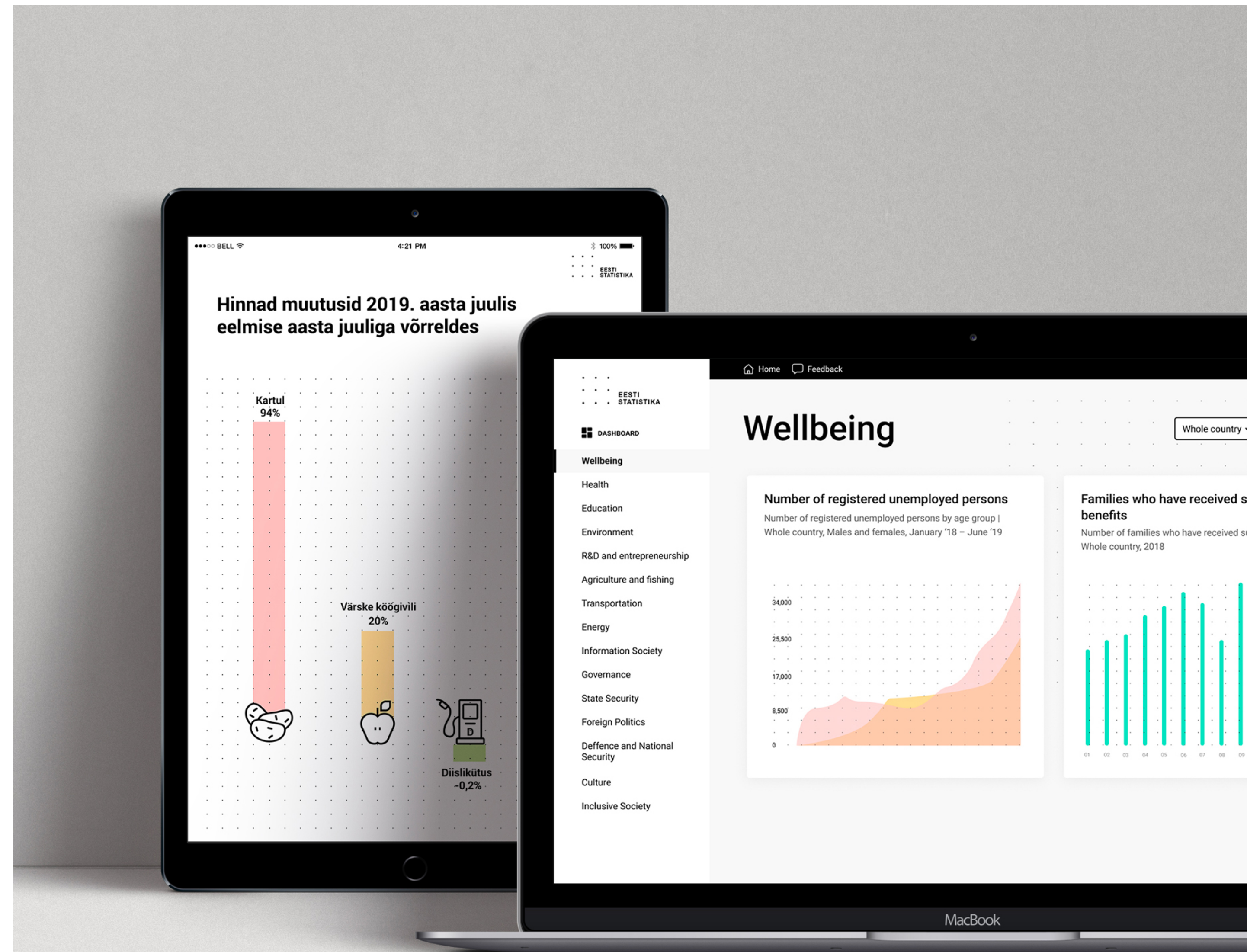


# Method and process

*The logo symbol consists of nine, regularly distributed data points and Statistics Estonia logo wordmark. These nine data points are representing the data behind everything and are connected to the grid behind it.*

*The logo symbol is also connected to the Unified Identity System of the Government of Estonia, by keeping the same proportions of the coat of arms and hinting that the State is, in its most basic form, data. To ensure that the independent and unbiased analysis is abundantly clear, the identity is not a by-product of the State system, but rather a comment on it, or an x-ray look into it.*

*For the branding guidelines we developed a separate website with a modular content management system to make regular updates and edits to the progressive brand easily manageable. The branding guidelines website has guidelines and examples for graphic designers and digital designer to help maintain consistency across all channels and mediums where the brand is used. We also designed a digital user interface design system from small components to full blown layout examples.*





# What changed?

*The new brand became a symbol of the positive changes inside the organisation and Statistics Estonia's new vision of implementing the right data for Estonias future decisions.*

*The bold and clean style for illustrations gives the opportunity to tell the story behind data and help us all make smarter, data-driven, choices.*

*The whole organisation has gone through a shift in mindset and this new brand is the first step of turning out of context statistics to real and actually useful and useable data.*

