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ANNOUNCEMENT ON CHANGING OF THE LOGO OF TURKISH STATISTICAL INSTITUTE

In the framework of the studies on "Institutional Identity Guide" prepared to reflect the mission and vision of Turkish Statistical Institute in the most appropriate way with a view to strengthening the image by enhancing institutional identity and prestige at national and international level and communicating more efficiently with the users of official statistics, the studies to change the logo of Turkish Statistical Institute have been completed.

In the new logo of Turkish Statistical Institute, the black colour symbolizes confidence, the red colour signifies dynamism and ascending bar graph on the letters of TÜİK refers to TurkStat as one of the rising value of Turkey.

In this context, as of January 1, 2013 the new logo will be used in all the studies of the Institute.

The new logo is available on the link below;

<http://www.tuik.gov.tr/basinOdasi/dosya/logo.zip>

Announced to the public.