# DCS

# Brand Guide
# & Publication
# Style Guide

# Brand Guide
# & Publication Style Guide

## Table of Contents

# An identity beyond vision

The Department of Census and Statistics (DCS) is Sri Lanka's largest collector and disseminator of statistical data.

The DCS functions as the central government agency responsible for the collection, compilation, analysis, and dissemination of timely information, relating to population and housing, agriculture, industries, trade and services, national accounts, prices, and other social and economic activities.

DCS is created as a centralised headquarters with 18 divisions responsible for its various activities and is supported by an islandwide network of field offices attached to 25 district secretariats as well as 40 other branch offices in ministries, departments, and other governmental agencies.

DCS is the largest organisation within Sri Lankan's National Statistical System with units throughout the nation.

It employs 1257 full-time staff members and countless other part-timers, interns, and volunteers. On any given day, the Department does a substantial amount of work both on and off the field.

## Vision

To be the leader in the region in producing timely statistical information to achieve the country's development goals

## Mission

Making Contribution to the Socio-Economic development of the country by providing accurate timely statistics, more effectively by means of new technology, and utilising the service of dedicated staff under strategic leadership to become a prosperous nation in the globalised environment.

# Strategic objectives

The workings of DCS should be understood within the context of the Statistical or Data Value Chain, a process by which value is added to data as it flows along from collection, to curation, to its intended end of - Impact.

The ultimate aim of adding value to statistical information is that it becomes more meaningful and thereby useful to citizens and organisations operating within a society. Growth in data should be accompanied by a widespread demand for it, a demand that leads to a better understanding, which in turn translates into that data being used to reduce inequalities, and ultimately enabling citizens to hold their leaders accountable on the direction of their societies and their futures.

The new communications strategy that underlies the creative rebranding efforts aims to create DCS as a modern and transparent Department that connects directly with its audience in an engaging and effective manner, making DCS:

The Go-To organisation for Official Statistics for Sri Lanka

## Findings

The research led process involved 18 top officials at DCS, and a further analysis and final directives were given by a core team of 7 members in the top management. The results of the brand needs assessment and key interviews suggested that a typographic logo was preferred over a graphical one and that one colour (predominantly blue) was preferred over a multi-coloured logo.

The project sought to rework and reinvigorate the current graphical logo and refresh DCS's visual identity, reasserting and amplifying the brand's visual expression. The work was commissioned as part of a much greater strategic communications project that sought a new strategy direction for DCS as a user-friendly, public oriented organisation - an essential part of the lives of the general public.

# Design and visual identity

To develop the concept, the designer focused on the data and text heavy nature of DCS.

Most DCS outputs contain a lot of information both in written form and displayed as graphs and charts. To provide a contrast to this, the logo is designed to create a **prominent simplicity**.

Furthermore, in the spirit of inclusion, with the understanding that access to information is a universal right and People with Disabilities have the right to obtain information in their preferred format,the logo was created so that DCS is also spelled out in braille; making Sri Lanka's Department of Statistics, the first National Statistical Organization in the world to speak to the visually impaired via its brand identity as part of DCS's effort to reach out and serve all for their data and statistical needs.

This will also be the start of a new initiative to gradually introduce DCS outputs in braille in all three languages.

The logotype combines one typeface with the braille elements emerging from that font design. The curve of the logo is meant to correspond with the circular nature of braille. It creates a strong and clear shape that provides a fresh, new feel.

The visual identity brings strength, simplicity and rigour to the brand. Extending a cohesive look and voice to all DCS products, services and experiences. The interplay of a typographically prominent logo with the braille elements that also doubles as a graphic element optimises the visual identity of the Department. The identity translates well across print and digital platforms and can is easily scaled, from the small-spaced digital world to large-scale outdoor and environmental installations.

# Logo colour

The logo is in International Klein Blue (IKB), a distinctive shade of ultramarine developed and used extensively by French artist, Yves Klein, who considered the colour to have a quality close to pure space, and an 'open window to freedom'. The announcement card for his one-man exhibition at the Galleria Apollinaire, in Milan in 1957 described IKB as 'a Blue in itself, disengaged from all functional justification'. The hue is meant to evoke the perceptual space where the earth is indivisible from the sky.

The utility of the blue in today's world is that the hue is a dominant colour in today's digital world and creates a powerful presence when applied to a logo.

Furthermore, the Brand Needs Assessment carried out at DCS and the ensuing discussions illustrated that DCS top-management had an affinity to blue and felt it was a strong yet neutral colour as opposed to, red, a colour that was present in the logos of most of the companies they admired.

This sentiment was further echoed in the Subject Matter and Division colour selections, whereby the Communications and Data Visualisation teams (unaware of the Brand Needs Assessment results) selected colours for the divisions and subject areas in predominantly blue hues.

# Being purposeful with Colour

DCS comprises of 18 divisions that in turn produce work under 7 major subject areas.
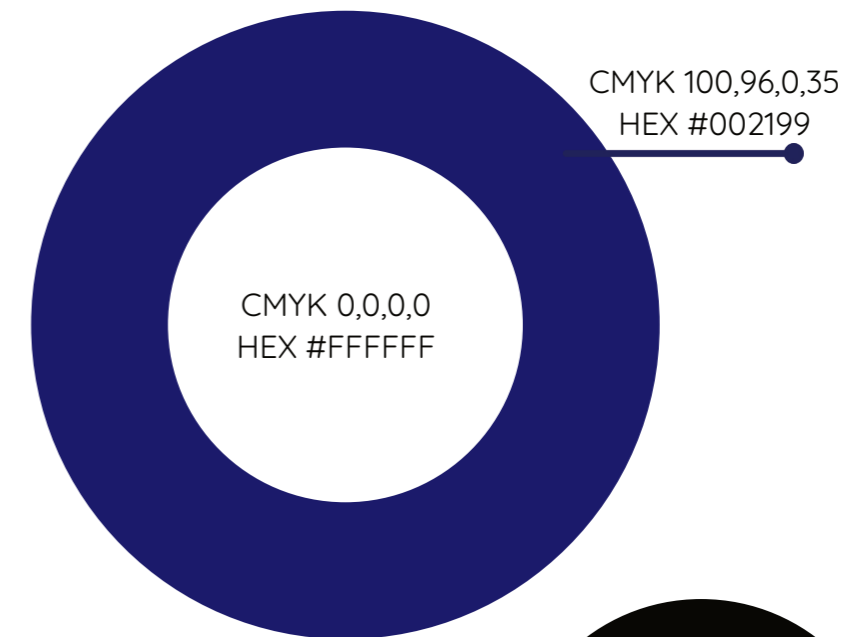
Moreover, there are special units and administrative sections that have to be considered under the organisational umbrella.

Color was determined to be the easiest, most distinguishable and memorable element that could be used to unify and give distinction to each unit. A set of complementary colours were provided by the designer that matched and contrasted with the logo colour, for a selection committee comprised of members of the Communications and Data Visualisation teams. Prominence was given to the selection of Subject Matter colours, that would be used for all external outputs. It was then determined by the selecting teams, that each division should also be allocated a colour that could be used internally to distinguish divisions from each other.
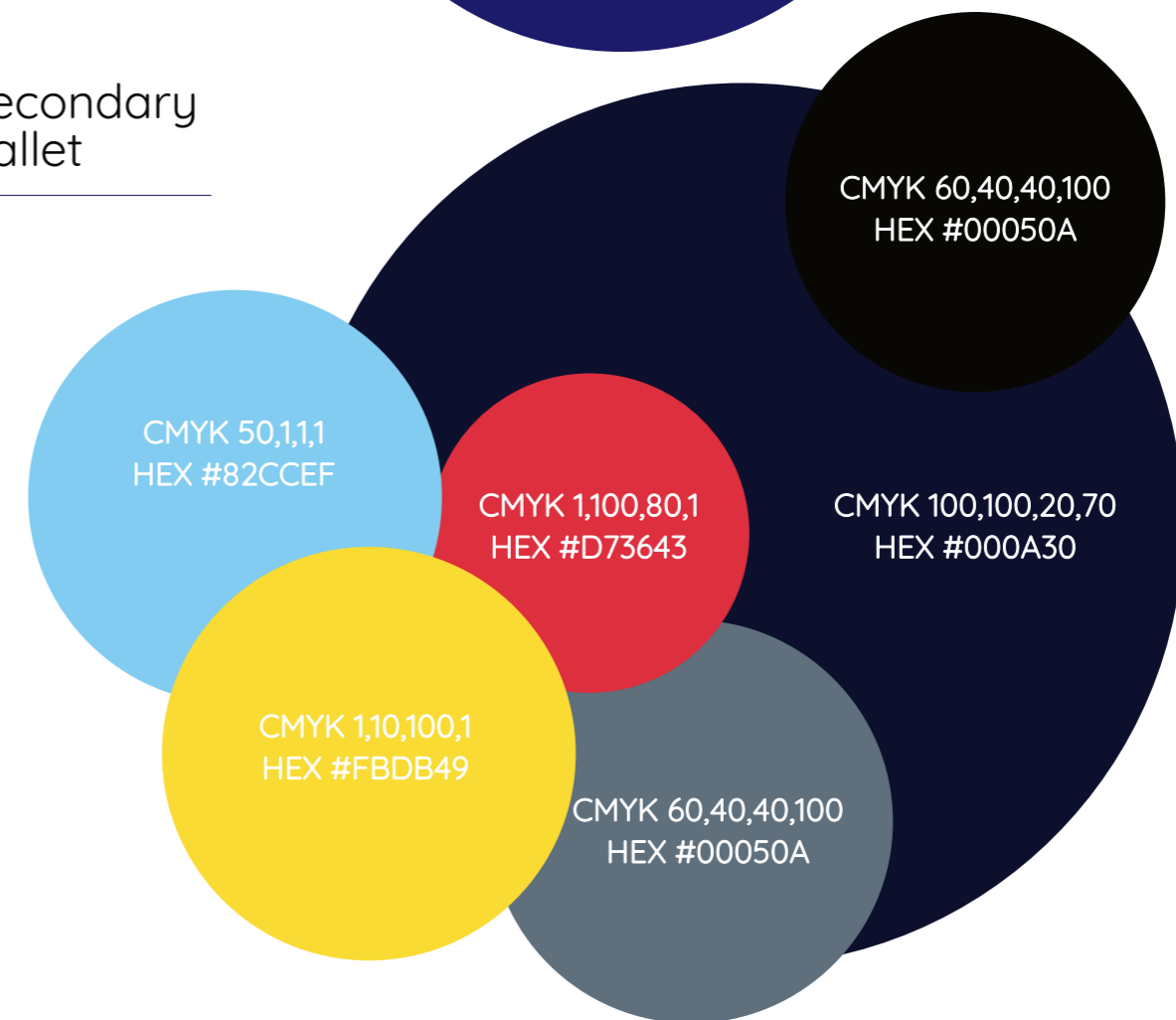
This type of colour coding provides an easy way to distinguish between the major categories / groupings of information DCS uses throughout a workday. The whole reason colour-coding works is that it allows a person to visually and quickly identify items by category. Color also acts as an energiser and stress reducer, adding a secondary layer of advantage to the goal of not just being colourful, but being purposeful with colour.

Primary pallet

CMYK 100,96,0,35
HEX #002199

CMYK 0,0,0,0
HEX #FFFFFF

Secondary pallet

CMYK 60,40,40,100
HEX #00050A

CMYK 50,1,1,1
HEX #82CCEF

CMYK 1,100,80,1
HEX #D73643

CMYK 100,100,20,70
HEX #000A30

CMYK 1,10,100,1
HEX #FBDB49

CMYK 60,40,40,100
HEX #00050A

# Division colours

| Division | CMYK | HEX |
|---|---|---|
| Division 1 : Population, Census & Demography | CMYK : 30, 90,1,1 | HEX : #A44792 |
| Division 2 : Industries & Construction | CMYK : 50,25,1,1 | HEX : #83A7D3 |
| Division 3 : Agricultural and Environmental Statistics | CMYK : 100,1,72,10 | HEX : #009774 |
| Division 4: National Accounts | CMYK : 50,1,1,1 | HEX : #82CCEF |
| Division 5: Library and Documentation | CMYK : 1,60,100,1 | HEX : #E79540 |
| Division 6: Agricultural and Environmental Statistics | CMYK : 1,10,100,1 | HEX : #FBDB49 |
| Division 7: Information & Communication Technology | CMYK : 100,50,1,1 | HEX : #0071B5 |
| Division 8: Transport/Postal/Translators | CMYK : 50,30,20,40 | HEX : #5F6F7D |
| Division 9 : Sample Surveys | CMYK : 15,100,50,1 | HEX : #BF364E |
| Division 10 : Printing | CMYK : 60,40,40,100 | HEX : #00050A |
| Division 11 : Field Management and District Statistical | CMYK : 1,100,100,60 | HEX : #6F140C |
| Division 12 : Training | CMYK : 100,20,30,1 | HEX : #0090AA |
| Division 15 : Research & Special  Studies | CMYK : 10,30,60,20 | HEX : #B7A6CB |
| Division 18: Cartography | CMYK : 10,30,60,20 | HEX : #B99C6B |
| Accounts/Auditing | CMYK : 30,1,1,1 | HEX : #B3DDF3 |
| Administration | CMYK : 50,5,70,1 | HEX : #90BC7E |

# Subject matter colours

| CMYK | HEX | Subject |
|---|---|---|
| CMYK : 100,15,0,0 | HEX : #0099D9 | Economy |
| CMYK : 70,1,20,1 | HEX : #56BACA | Division 16 : Prices and Wages |
| CMYK : 100,1,100,50 | HEX : #006436 | Agriculture |
| CMYK : 70,100,1,1 | HEX : #653289 | Demography |
| CMYK : 1,30,100,1 | HEX : #F1B945 | Mapping |
| CMYK : 1,64,5,1 | HEX : #E082A9 | Health |
| CMYK : 1,100,80,1 | HEX : #D73643 | Disaster Management |
| CMYK : 100,96,0,35 | HEX : #002199 | Office of the DG, Communications, International  Statistics and Data Dissemination, Principle Data Visualisation |

# Typography

Typography impacts the way people experience DCS and sets the value and tone for the brand. We have utilised a set of brand specific typefaces and font sizes that directly correlate to DCS's core strategy of aiming to be a modern, accessible and public facing enterprise.

The fonts illustrated below give a different mood and effect from what is currently used and brings us that much closer to our strategic objectives.

The aim of the following suggestions is to create the textual components of DCS to be engaging, interesting, legible and consistent across all platforms.

## Headers

**MULTICOLORE**

**Quicksand Bold**     Quicksand Semibold

Quicksand Semibold

## Body

| English | Sinhala | Tamil |
|---------|---------|-------|
| Avenir Book | Iskoola Pota | Tamil Sangam MN |
| | ඉස්කෝල පොත | தமிழ் சங்கம் |
| | Sinhala Sangam MN | Kalaham |
| | සිංහල සංගම් | கழகம் |

# Brand Voice

Brands, like people, should be known for unique characteristics, especially, a unique voice. A properly developed brand voice can create efficiencies and make that tonal contact that much more impactful. A consistent brand voice can make DCS stand out, maintain a connection with the audience, and achieve reach across multiple channels, resulting in:

## Reach

A consistent brand voice makes creating content easier. Whether doing it in-house or hiring specialists, the brand voice gives you a head start. It automatically gives an idea of what format, style, and outline to use and makes it easier to reach people no matter where they are or how they prefer to digest information.

## Differentiation

The content differentiation factor will set DCS apart from the competition. This is what will make the brand memorable. It is about how you say things, not just what you say.

## Recognisability

Being different isn't the same as being recognisable, but they do go together. If people find your brand memorable, they can recognise it quickly.

An internal audit of DCS content samples and audience insights led to the creation of several Brand Voice Traits exercises that ultimately resulted in an on-line voting and selection of the following voice traits to be used for all content moving forward

# What kind of brand are we?

## We speak simply

The average reader can understand us by our introductory sentence.
We are clear in what we share.

## We are confident

Our research, formulas and basis for conclusions are strong and rational and we are not afraid to share the reality and truths of our findings.

Our statistics tell the current story as is, and we predict how things could be.

## We are practical

We tie in our findings to the needs of daily life
We show how important statistics is in the daily operations of an economy or a person

## Tone

Friendly + Motivational
Relatable reality, because we are in this together!

# Brand use guidelines

## Use of the Logo

The new DCS logo is a powerful visual representation of the organisation and should be used to promote DCS across all platforms (print, digital) and through partners and external stakeholders.

- Only use the logo in the DCS Blue and White
- Don't alter, rotate, or modify the logo.
- Don't surround the logo with other logos
- Don't accessorise the logo with extra elements like speech bubbles
- Don't use previous versions of the logo.

## Clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 3 inches wide for print and 100 pixels wide for digital.

Usage with the Emblem of Sri Lanka
The emblem of Sri Lanka is a strong element of the government and the president and should not be utilised in day to day outputs of the department.
Unless in a joint communications issued by a Ministry, it should be considered pairing brands is not allowed.

## Color

The DCS logo is always either blue or white.

It must be legible and maintain the integrity of its form.

When placing the logo on an image or coloured background, always use the white logo version. For images with a light background, applying a 10-20% black tint to the entire image to maintain legibility of the white logo.

Since some limitations with colour printing may apply. This is the only time the logo is permitted to be displayed in black. A black logo should never be used for digital content

## Social Icons

When using the logo as a social icon it can either be in blue or white. When using the logo in white, the background colour may be set in any colour. It is preferred that our logo is represented free of a container but if a container works best for your needs, feel free to use either a circle, square, or square with rounded corners.

**!**

Avoid these Logo Misuses

Do not — Apply outlines
Do not — Add drop shadows
Do not — Add special effects
Do not — Add gradations
Do not — Fill with multiple colors
Do not — Skew, rotate or stretch
Do not — Change orientation
Do not — Add elements
Do not — Multiply
Do not — Contain in a shape
Do not — Stack multiple logos
Do not — Fill with patterns
Do not — Personify
Do not — Use old logo
Do not — Use old wordmarks
Do not — Use old icons

## Typography

Our typeface is bold, simple, and universal.
Only the above mentioned type from the brand's design portfolio should be used.

## Using DCS Brand Items

The DCS Brand marks include, but are not limited to, the name, logo, the term "DCS" and any word, phrase, image, or other designation that identifies the source or origin of any DCS product. Always capitalise all 3 Letters in "DCS".

Never use the DCS logo, icons or patterns as your own. Please don't incorporate DCS marks, in whole or in part, in personal communications, personal printing, or personal social media

## Merchandise

A product branded with the DCS name or logo is a reflection of DCS. We don't allow others to make, sell, or give away anything with the DCS name or logo on it.

## Other considerations

Avoid doormats, rugs, or anywhere else people walk. Please protect the logo from getting dirty. Avoid using the Logo on surfaces that get easily damaged, we do not want to show a damaged logo. Avoid disposable items, such as plastic cups and paper napkins. The logo was not designed to be crumpled, smeared with food, or tossed into the trash. Avoid food. We don't want the logo to be sliced, bitten, or digested.

We must create a process by which we can fully incorporate the vision expressed in the logo for inclusivity. Perhaps in the form of summery documents in braille, for which the content writing and printing processes have to be developed so that it comes out together with the printed final reports.
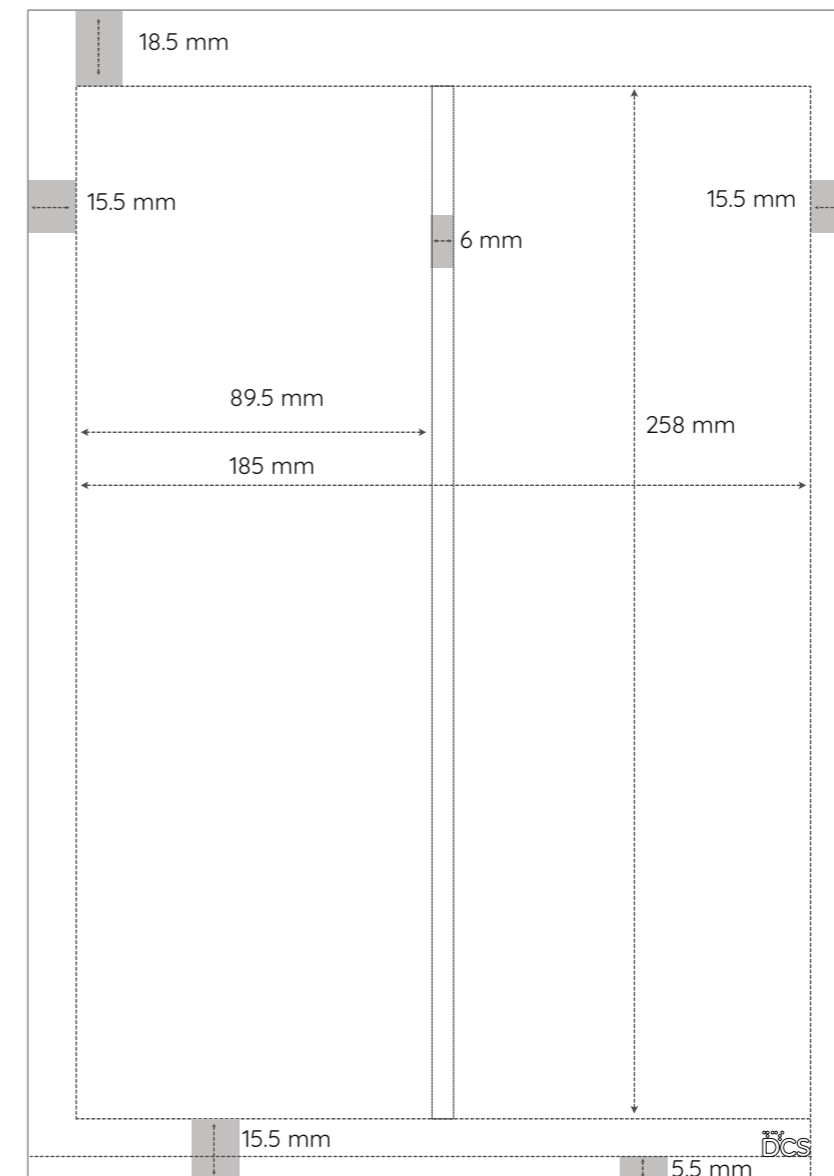
# Margins, Layouts and proportions

**Press releases, bulletins, digitally disseminated and and unbound documents**

Page-setting and layout guidelines apply to all reports and bulletins (printed on A4) for both print and digital dissemination, all measurements, otherwise stated are in points (pts)

## Margins



18.5 mm

15.5 mm

6 mm

15.5 mm

89.5 mm

258 mm

185 mm

15.5 mm

5.5 mm

General margins for all non bound and digitally disseminated material do not require mirrored margins and the gutters to the left and right can be kept at a minimum of 15.5 mm

Top margin is 18.5 mm from the bleeding edge, and accommodates both the page number on the right and publication/title/topic on the left.
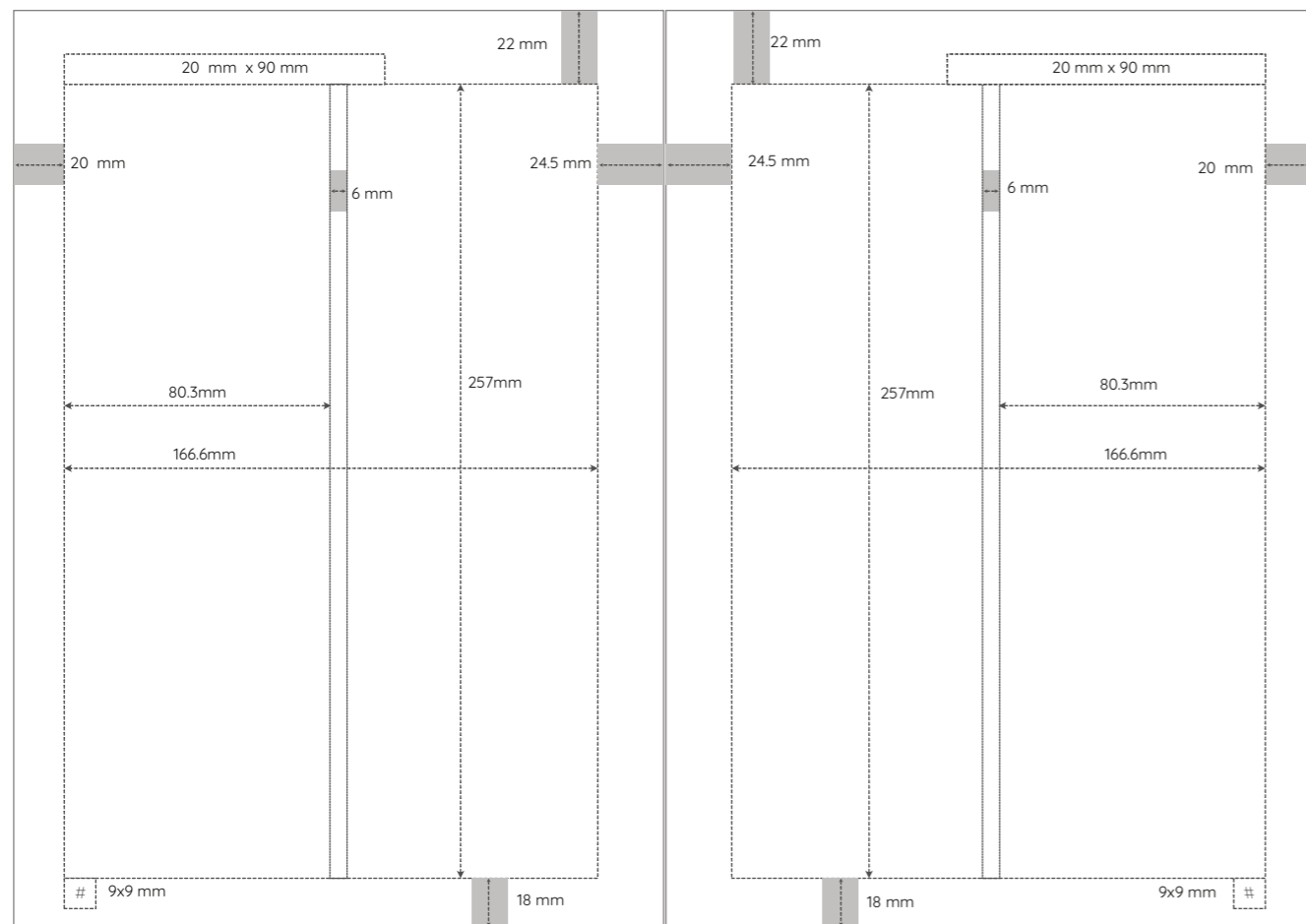
The bottom margin is 12 mm from the bleeding edge and accommodates the DCS logo on the right hand side, the logo (6.5 mm x 12.2mm) rests against the right margin, 5.5mm above the bleeding edge.

## Publication Style Guide

# Margins, Layouts and proportions

**For reports and bound documents**

DCS

## Margins



```
22 mm
20 mm x 90 mm          20 mm x 90 mm
20 mm        24.5 mm    24.5 mm        20 mm
6 mm                    6 mm
80.3mm   257mm          257mm    80.3mm
166.6mm                          166.6mm
#  9x9 mm    18 mm      18 mm    9x9 mm   #
```

General margins for all bound material require mirrored margins and the gutters kept at 1 inch with the open margin at 20mm.

Top margin is 22 mm from the bleeding edge, and accommodates a 20 mm x 90 mm panel anchored the top of the inner margin for publication title/ chapter title

The bottom margin is 18 mm from the bleeding edge and accommodates a 9x9 container at either open end for the page number.

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# Margins, Layouts and proportions

**For reports and bound documents**

DCS

## Chapter Title Page



|   | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| A |   |   |   |   | DCS |
| B | Chapter #<br>Chapter Heading |   |   |   |   |
| C | Table of contents (Chapter)<br>Chapter topic 2   PG#<br>Chapter topic 3   PG#<br>Chapter topic 4   PG#<br>Chapter topic 5   PG#<br>Chapter topic 6   PG# |   |   |   |   |
| D |   |   |   |   |   |
| E | **Chapter Abstract**<br>Lorem ipsum dolor sit amet, consectetur adipiscing elit... |   |   |   |   |
| F |   |   |   |   |   |
| G |   |   |   |   |   |

The chapter title page accommodates the logo against the inner margin of the page at position A5, the logo height is ½ of the container height.

Beginning from the centre of container B1 are respectively the chapter number, chapter heading followed by a panel for the table of contents for the respective chapter.

The section for a chapter abstract can be stretched from E1 to F5.

# Margins, Layouts and proportions

**Flow, paragraphs and layout**

## Front Page



- The national emblem must always be centred on A5.
- The upper half of B1 and the upper left quadrant of B2 will accommodate the DCS logo.
- Container for headings, titles, and subtitles begins from the lower right quadrant of B1 and runs down to upper left quadrant of D1.
- Container for the description, highlights, content and source starts from the lower half of D1 and to the end of the upper half of F1
- The container for the website address and ISBN number is on the lower quadrant of G5

## Single column with square text wrapping



**Single column with square text wrapping** is most appropriate when a page must accommodate DV elements, diagrams or tabulations that occupy 70% or more space along the width of the page.

The DV element/diagram/tabulation should be centred on the page,

# Margins, Layouts and proportions

**Flow, paragraphs and layout**

## Double column with top and bottom text wrapping



## Mixed column with square text wrapping
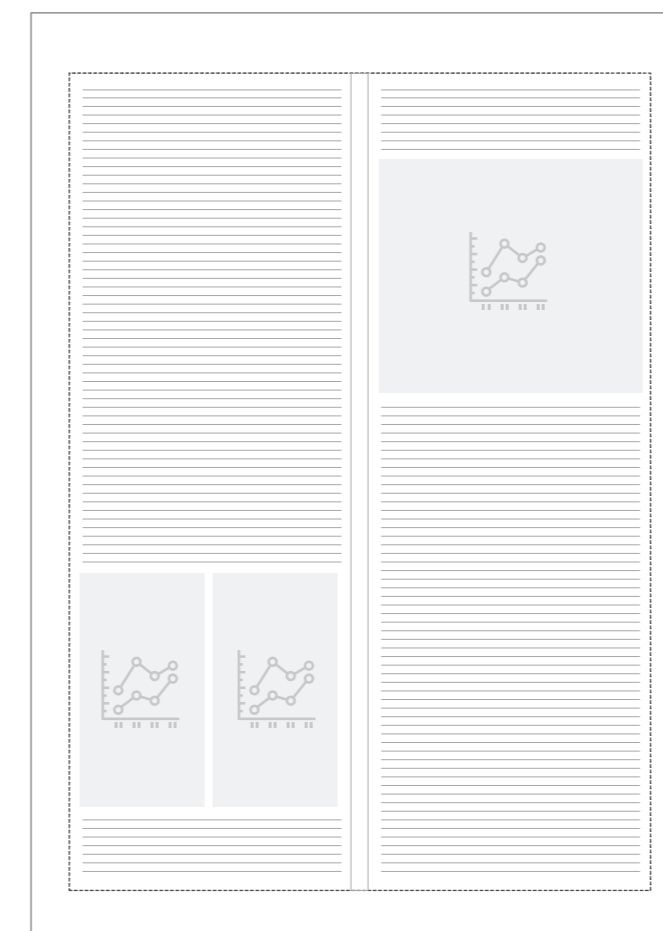


**Double column with top and bottom text wrapping** is most appropriate when several, smaller DV elements/diagrams/tabulations must be accommodated on the page, where the imported elements are compact enough to fit within a half-page column.

Mixed column is versatile and most appropriate when the document has to frequently accommodate both wide and narrow DV elements/ diagrams and tabulations. Mixed column format must be used sparingly, particularly in longer documents exceeding 20 pages.

# Margins, Layouts and proportions

**Flow, paragraphs and layout**

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**Final Page**

The Vision of DCS

"To be the leader in the region in producing timely statistical information to achieve the country's development goals."

The Mission of DCS

"Making contribution in the socioeconomic development of the country by providing accurate timely statistics, more Effectively by means of new technology, and utilising the services of dedicated staff under a strategic leadership to become a prosperous nation in

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✉ division email
☎ division phone
🖨 division fax

The final page must accommodate two padded containers for the DCS vision and mission statements and contact details

Padded containers for mission statement and contact details can also be arranged vertically in a column.

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**The Vision of DCS**

"To be the leader in the region in producing timely statistical information to achieve the country's development goals."

**The Mission of DCS**

"Making contribution in the socioeconomic development of the country by providing accurate timely statistics, more Effectively by means of new technology, and utilising the services of dedicated staff under a strategic leadership to become a prosperous nation in the globalised environment."

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# Text sizes, padding and spacing

**All Documents**

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Padding and spacing guidelines apply to all reports and bulletins (printed on A4) for both print and digital dissemination, all measurements, otherwise stated are in points (pts)

| | Typeface | Size | Leading* |
|---|---|---|---|
| **Title Page** | | | |
| **Heading** | Avenir (B) | 18pts | x1 |
| **Subheadings 1** | Avenir | 12 pts | x1 |
| **Body 1** | Avenir B | 10 pts | x1.5 |
| **Body 2** | Avenir | 10 pts | x1.25 |
| **Footers** | Avenir (B) | 8 pts | |
| | | | |
| **Inner Pages** | | | |
| **Heading** | Avenir (B) | 10 pts | x1.25 |
| **Body 1** | Avenir | 9 pts | x1.25 |
| **Body 2** | Avenir | 6.5 pts | x1 |
| **Footnotes** | Avenir | 7 pts | x1.5 |
| **Header** | Avenir (B) | 9 pts | x1 |
| **Page number** | Avenir (B) | 9 pts | x1 |
| | | | |
| **Graphs and Charts**\*\* | Avenir | 6.5 - 7pts | x1 |
| **Tables** | Avenir | 7-8 Pts | x1 |

\*
Leading is in multiples of font size and is applied to the entire paragraph

\*\*

Graphs, Charts and Tables imported from Excel will retain their own leading. Users are advised to import graphs and charts as (.pdf) or (.svg) images to retain formatting and preserve aspect ratio.

\*\*\*
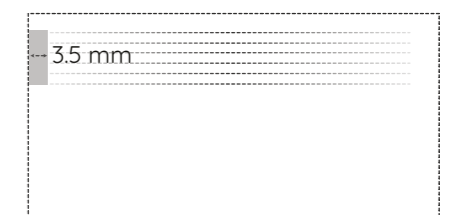All content is aligned to the left unless otherwise specified, text in table cells are vertically aligned to the middle.

**Margin and padding for individual items**

5.5 mm
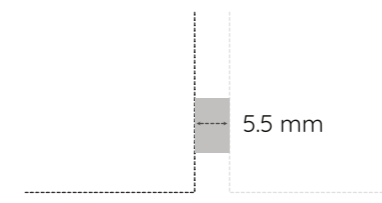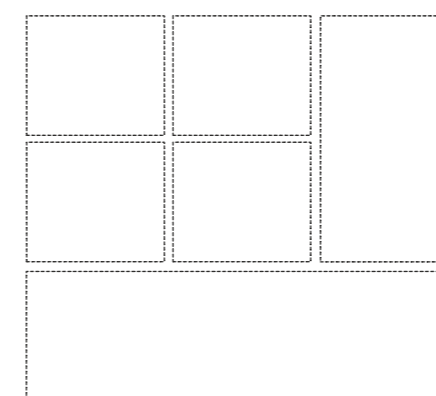
Minimum minimum margin between individual objects on page is 4.5mm

Minimum minimum margin between individual objects on page is 4.5mm

3.5 mm

The minimum padding for Text/items placed within a container within the body of an article is 3.5 mm

# Reusable design elements

Reusable items and design elements are available to download at the DCS's online DV repository

## DCS Logo



DCS logo_Large : 42.5 x 22.2 mm (Title page only)

DCS logo_Small : 11.5 x 6.2 mm (Inner pages)

Users are advised not to alter the colours or the aspect ratio of the logo)

( See margins, layouts and proportions for the placement of the national emblem. )

Refer to colours section for  CMYK formulas

### Chart/Graph_Title marker

Title maker for graphs and charts  :5 x 2 mm

Contained by default in Excel DV templates.

## National Emblem



The national emblem is a fixed size of 14x22 mm placed at the top left of the title page.

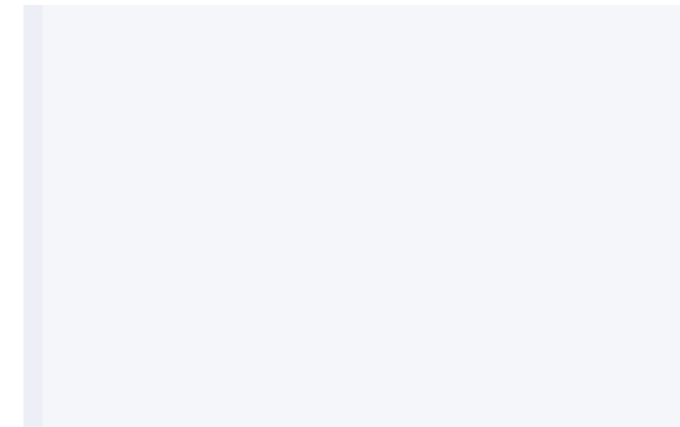Users are advised not to alter the colours, line size or the aspect ratio of the emblem)

( See margins, layouts and proportions for the placement of the national emblem. )

---

# Reusable design elements

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## Container_type_1



Container_type _1 can be used to demarcate highlighted text items and neatly arrange lists, quotes, excerpts with minimal disruption to the flow of the page. Use a container_type_1 to either give emphasis to, or neatly arrange text items within the page (Refer to examples).

Container uses a left border of size 2.5mm  with 100% height of the parent container where the border colour is 30% darker* than the parent container.

Refer to colours section for  CMYK formulas

## overlay_type_1
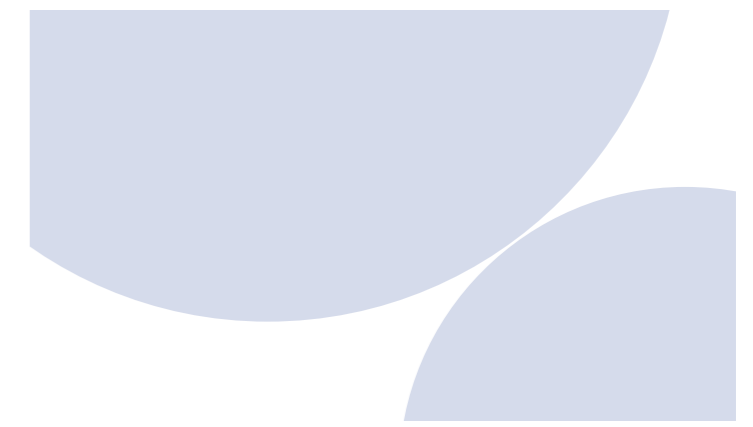


overlay_type _1 can be used as an overlay on a background against which text might be otherwise unclear.

Overlay type_1 is a white rectangle with opacity level set to 0.75. The overlay can be stretched from edge to edge over a darker background to divide a page into sections.

## Lines and dividers

The standard line weight is 0.2 points, lines are used to demarcate top and bottom page borders at (80%) of page width as well as divide sections of the title page at (60% - 75%) of the page width.

## Bullets



| Highlight (Bullet) | Link (Bullet) | Email (Bullet) | Phone (Bullet) | Address (Bullet) | Fax (Bullet) | website (Bullet) |
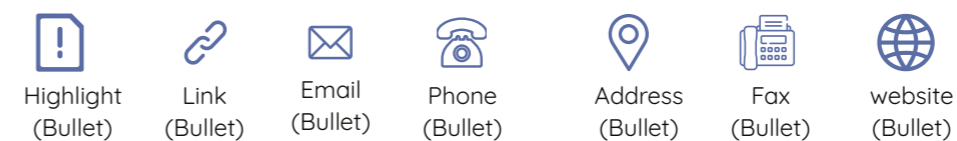
The standard (.svg) bullet size is 2.6 mm x 2.6 mm; more bullets can be found on the Nidahas DV repository. The bullet colour can be changed to match division colours in any illustration software

# Using the logo, Positioning, formatting and colours

**Correct and consistent formatting, colouring and positioning of the logo is crucial throughout a publication. Users must not attempt to change the logo, or any aspect(s) the logo unless such changes have been approved for special case uses.**

## Logo geometry

The braille component of the logo can be used as a standalone design accent, however, the text component should never be used without the braille component anchored to it.



## Logo geometry

**Users are advised to use a provided high resolution .svg copy of the logo in all productions and are highly discouraged from attempting to recreate the logo**, however, if a requirement arises whereby a user is required to render/animate the logo as a combination of two or more individual components, the following ratio diagram must be used to reproduce the logo as accurately as possible.

The logo must always be built on letter "DCS" set to typeface MULTICOLORE and tracking set at -75%

### Relative ratios as denoted by each letter

x — The height x width ratio for the entire logo is 1:1.9

y — The width of the text component is 2.25 times the length of the braille component

z — The height of the text component is 1.9 times the height of the braille component

b — The height x width ratio of the braille component is 1 : 2.2

---
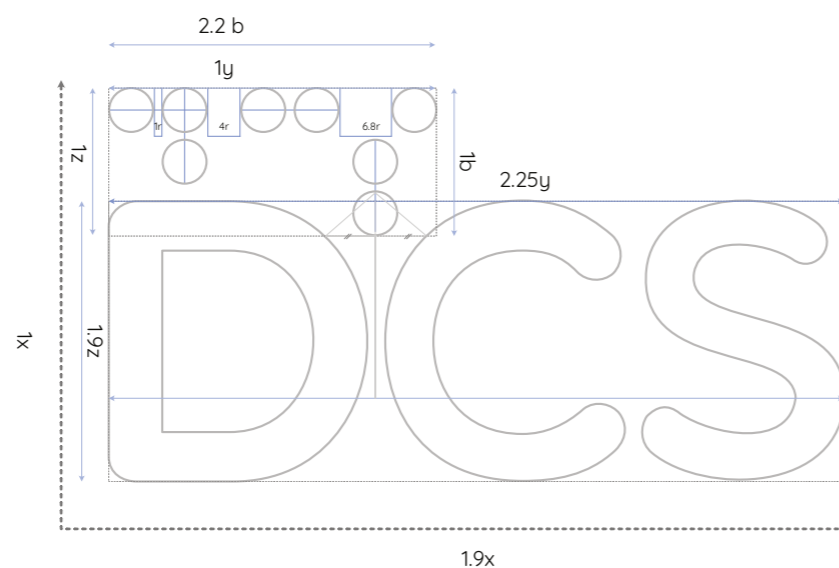
# Using the logo in publications; Positioning, formatting and colours

**Correct and consistent formatting, colouring and positioning of the logo is crucial throughout a publication. Users must not attempt to change the logo, or any aspect(s) the logo unless such changes have been approved for special case uses.**

## Logo Colours
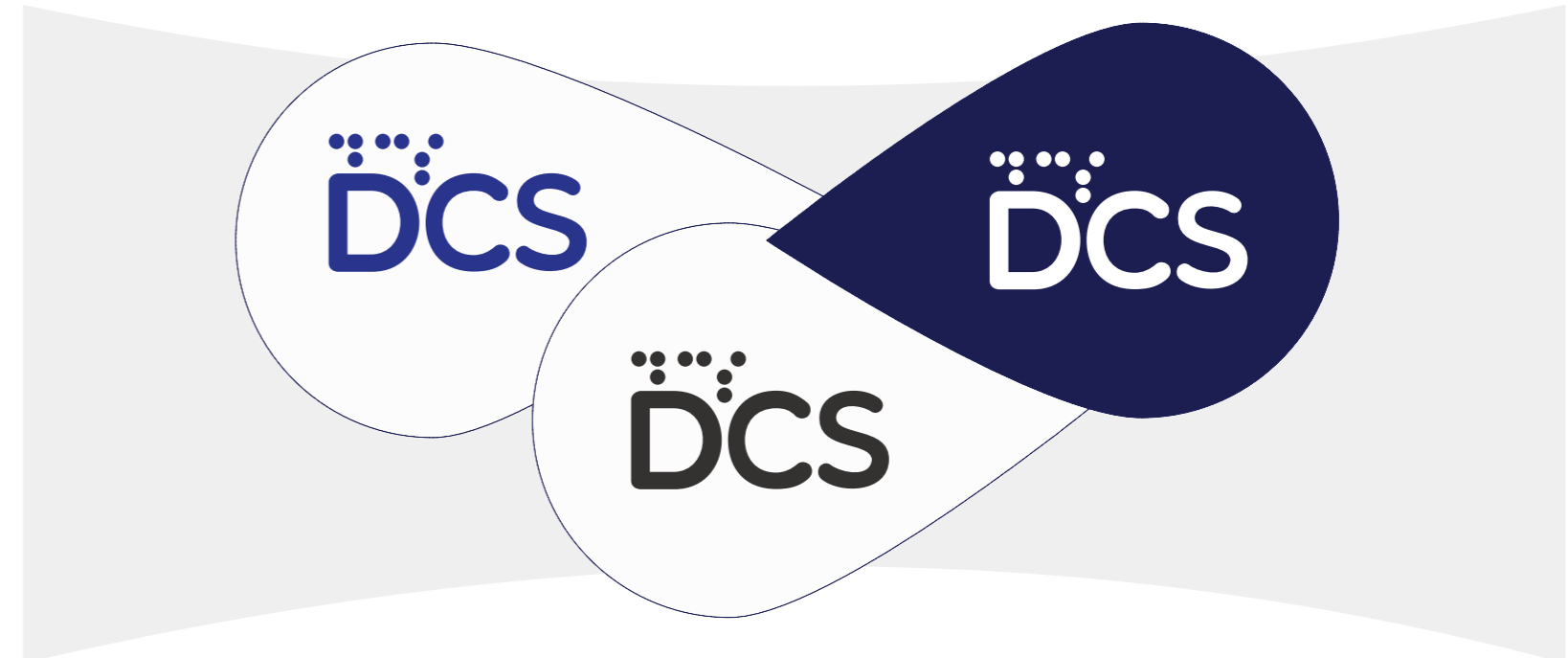


A logo can be presented in all white, set against a dark background, in Ultramarine Blue (CMYK 100,96,0,35) or in black where colour printing is unavailable.  Always adhere to the general logo guidelines as stated in the brand guidelines.

## Logo Padding
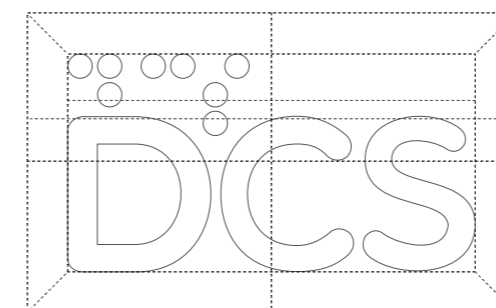


The inside border of the logo is drawn flush against the right angle of the "D" in "DCS" and the top of braille dots stretched  exterior arcs of the letter "S" .

Always add to this border a padding of at least 10% ensuring never to crowd the immediate periphery of the logo with text or other graphics.

# Tables, images and diagrams

**Typeface and layouts for tables and diagrams.**

## Table formatting

| Quarter | Sri Lanka | Major Industry Group | | |
| --- | --- | --- | --- | --- |
| | | Agriculture | Industries | Services |
| 2019 Q2 | 8,203,018 | 1,990,892 | 2,319,047 | 3,893,079 |
| (%) | 100.0 | 24.3 | 28.3 | 47.5 |
| 2019 Q3 | 8,155,341 | 2,062,790 | 2,205,072 | 3,887,479 |
| (%) | 100.0 | 25.3 | 27.0 | 47.7 |
| 2019 Q4 | 8,181,442 | 2,215,128 | 2,196,895 | 3,769,420 |
| (%) | 100.0 | 27.1 | 26.9 | 46.1 |
| 2020 Q1 | 8,020,446 | 2,127,212 | 2,174,148 | 3,719,086 |
| (%) | 100.0 | 26.5 | 27.1 | 46.4 |
| 2020 Q2 | 7,977,000 | 2,159,609 | 2,146,862 | 3,670,528 |
| (%) | 100.0 | 27.1 | 26.9 | 46.0 |

Table 5: Distribution of employed population by main industry (Q2 2019 - Q2 -2020)

The typical table takes Avenir (bold) of size 6.5-8 pts for the headings, and Avenir size 8pts for the cells.

All entries are vertically entered and left aligned

| | | | |
| --- | --- | --- | --- |
| **Graphs and Charts**\** | Avenir | 6.5 - 8pts | x1 |
| **Tables** | Avenir | 7-8 Pts | x1 |

The line weight is 0.5 pts, the left, right and bottom borders are left open.

2,174,148

The padding between cell content and cell top and bottom borders must be at (minimum 20% - maximum 50% ) of the content line height.

## Table layouts



18.5 mm

15.5mm

15.5mm

15.5mm

The padding between cell content and cell borders can be squeezed down when large amounts of data needs to be accommodated on a single page, headings must be copied over when handling tables with page breaks).

Extra wide tables will be accommodated in landscape orientation. (18.5mm top margin, 15.5 mm side and bottom margin)

---

# Tables, images and diagrams

**Typeface and layouts for tables and diagrams.**

## Diagrams : Type 1 : For publications and presentations
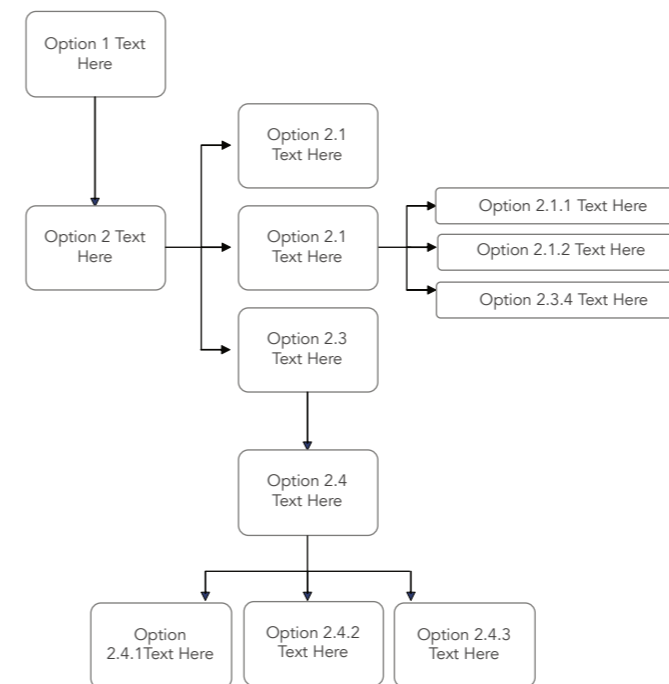


Avenir Book 8pts to 10 pts with a border roundness of 2px



Text aligned to centre line

Text aligned to centre line
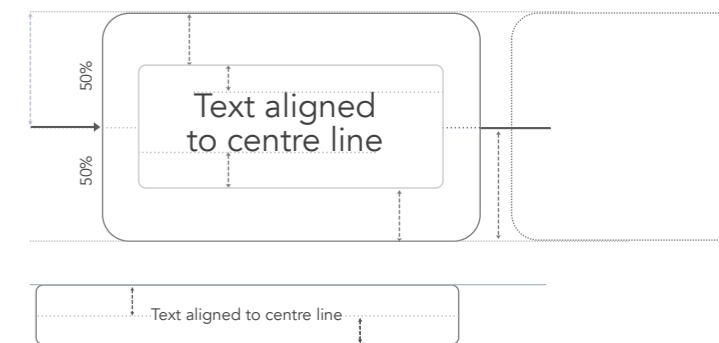
Padding between cell text and cell wall is 100% of the height of the font face, multiple liners should always retain an overflow area for 2 additional lines; failing to do so might result in hidden text or text overflowing the container.

## Diagrams : Type 2 for Technical Documentation
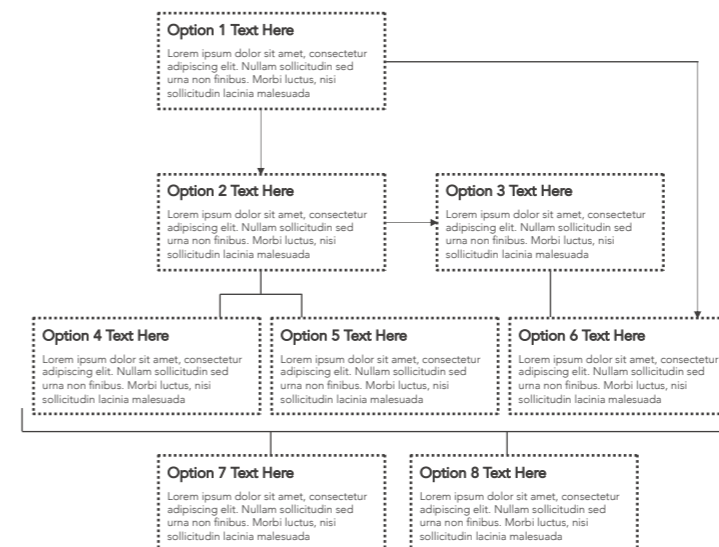


Title text : Avenir Book (B) (9-12 px)
Description text : Avenir Book (7-9 px)



Padding between cell text and cell wall is a minimum of 5% text block size.

Text is vertically aligned to the middle and horizontally aligned to the left.

Line spacing between Title and description text is 75% to 100% of Title line height.

# General layout for presentations

Readymade powerpoint templates are available, these are general guidelines that should be followed when presentations are created on other platforms or slides are embedded within non DCS presentations.

**Powerpoint presentations**

### 16:9 Aspect Ratio (Standard)
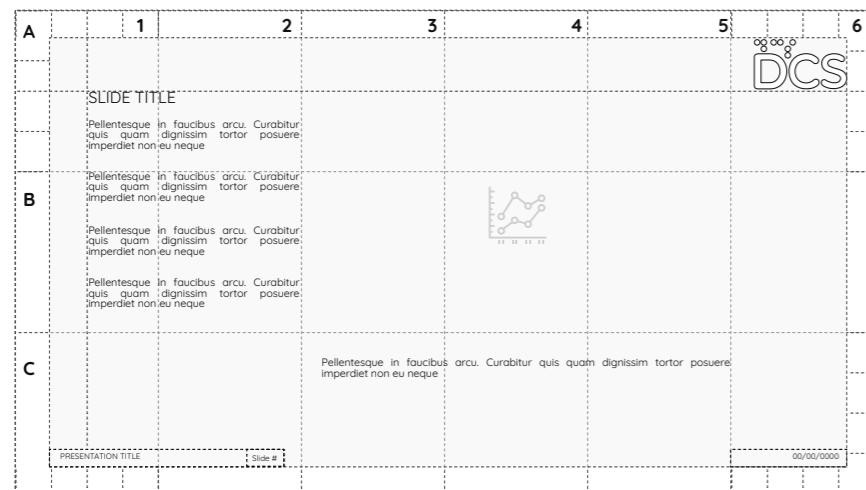


A 16:9 sheet is divided into a 6x3 grid, where each grid is divided into quadrants, usable space within the presentation has to leave a gap of one quadrant from all sides of the presentation to ensure projector to mitigate against projector misalignment.

The 2x1 quadrants from the right upper hand accommodate the DCS logo

For commonly used and often repeated presentations, it is recommended that 4:3 legacy version is also developed alongside the standard.

### 4:3 Aspect Ratio (legacy )



A 4:3 sheet is divided into a 4x3 grid, where each grid is divided into quadrants, usable space within the presentation has to leave a gap of one quadrant from all sides of the presentation to ensure projector to mitigate against projector misalignment.

The 2x1 quadrants from the right upper hand accommodate the DCS logo
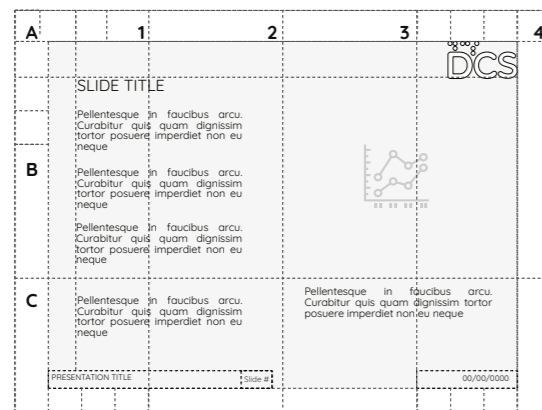
---

# General layout for presentations

Readymade powerpoint templates are available, these are general guidelines that should be followed when presentations are created on other platforms or slides are embedded within non DCS presentations.

**Typefaces, font sizes and formatting.**

|  | Typeface | Size | Leading* |
|---|---|---|---|
| **Title** | Quicksand Bold | 36pts | x1 |
| **Headings** | Quicksand Medium | 30pts | x1 |
| **Subheadings** | Quicksand SemiBold | 24 pts | x1 |
| **Body Text** | Quicksand Regular | 20 pts | x1.5 |
| **Footer** | Quicksand Bold | 18 pts | x1.25 |
| **References** | Quicksand Regular | 18 pts | x1.25 |

**Alignment of text and spacing of individual components on screen**
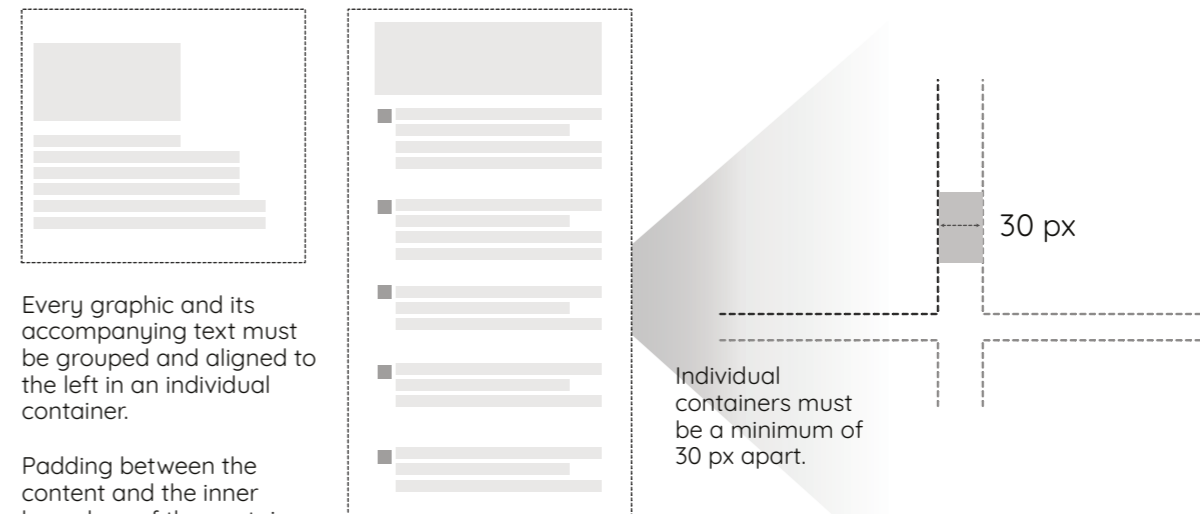


Every graphic and its accompanying text must be grouped and aligned to the left in an individual container.

Padding between the content and the inner boundary of the container must be a minimum of 20 pixels

Individual containers must be a minimum of 30 px apart.

30 px

All elements on the presentation must spread out from the centre of the page towards the edges.

YES

NO

# Colour combinations and uses

**DCS**

Colours by publication type and recommended combinations

| | Primary | 1 | 2 | 3 |
|---|---|---|---|---|
| **General Publications** | | | | |
| CMYK | 100,100,20,70,1 | 100,93,42,0 | 60,40,40,100 | 15,11,1,0 |
| RGB | 000A30 | 2D3D6F | 00050A | D4DAEC |
| **Economy** | | | | |
| CMYK | 75,25,0,0 | 61,33,13,0 | 77,64,48,34 | 39,25,18,0 |
| RGB | 009BDF | 6895BB | 3A4856 | 9DADBD |
| **Agriculture** | | | | |
| CMYK | 90,35,100,29 | 70,51,69,44 | 39,22,38,0 | 41,23,22,0 |
| RGB | 00642D | 3C4A3E | 9FAFA1 | 98AFBA |
| **Demography** | | | | |
| CMYK | 75,100,19,6 | 73,34,52,10 | 43,24,7,0 | 0,10,0,0 |
| RGB | 602A77 | 49817A | 90AECF | FFE8FF |
| **Administration** | | | | |
| CMYK | 51,6,72,0 | 93,73,0,0 | 71,45,28,4 | 15,0,2,0 |
| RGB | 87BD75 | 0056B1 | 557B97 | CFF6FF |

# Colour combinations and uses

**DCS**

Colours by publication type and recommended combinations

| | Primary | 1 | 2 | 3 |
|---|---|---|---|---|
| **Prices and Wages** | | | | |
| CMYK | 30,2,20 | 73,27,54,5 | 37,49,20,0 | 11,28,0,0 |
| RGB | A9DCF3 | 488D80 | A587A4 | DCBDDB |
| **Health** | | | | |
| CMYK | 2,65,7,0 | 85,42,15,0 | 62,75,40,24 | 4,10,1,0 |
| RGB | EC7DA8 | 007FAF | 614763 | EFE5EF |
| **Mapping** | | | | |
| CMYK | 2,31,100,0 | 18,79,71,5 | 42,21,33,0 | 0,29,23,0 |
| RGB | F7B514 | C1554D | 99B0A8 | FFC1B3 |
| **Disaster Management** | | | | |
| CMYK | 2,100,81,0 | 0,82,29,0 | 35,25,40,0 | 8,47,34,0 |
| RGB | E81A3A | FF577E | A9AD9B | E19993 |

# Graphs and Charts



Moving forward, DCS's communicative data visualisation process will be simplified and automated using a rich array of templates and visualisation libraries that will drastically cut down the time it takes to get data from a tabulation onto a publication.

## Visualisation template modelling and training toolkit for Microsoft Excel



The data visualisation template modelling toolkit for DCS brings a unique , invigorating visual language unified around the the organisation's new brand identity; it also makes creating professional grade data visualisations for print and digital use as easy as registering a few mouse clicks and choosing a graph or chart. The toolkit is scalable, and makes available to the end user several chart and graph types that is not found in Excel as standard.

# Graphs and Charts



Moving forward, DCS's communicative data visualisation process will be simplified and automated using a rich array of templates and visualisation libraries that will drastically cut down the time it takes to get data from a tabulation onto a publication.

Graph 2.2

Population Distribution by single years of age and sex 2012
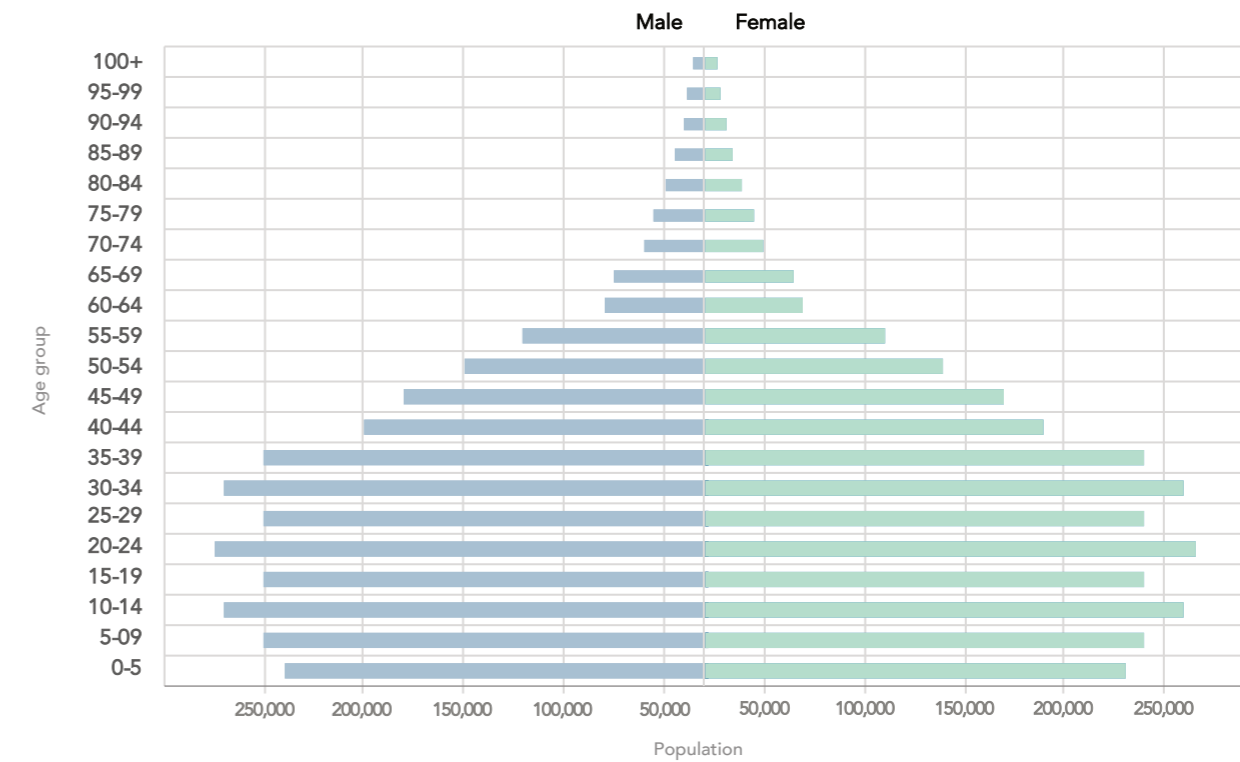


Source: Census of Population and Housing, 2012
http://www.statistics.gov.lk/PopHouSat/CPH2011/Pages/Activities/Reports/FinalReport/FinalReportE.pdf
Department of Census and Statistics, Sri Lanka

Colours, fonts layouts, sizes and positioning is all built into the module, which takes much of the deliberation out of the data visualisation process, Every DCS publication from hereon will share a common identity that is in par with global best practices in communicative data visualisation. Use the module to seamlessly integrate your visualisations into reports.

# Style guide preview

# DCS

## Sri Lanka Labour Force Statistics

Quarterly Bulletin **Q2, 2020**

Department of Census and Statistics

Ministry of Finance

**Sri Lanka Labour Force Survey (LFS) is designed to measure the levels and trends of employment, unemployment and labour force in Sri Lanka. LFS has been conducted quarterly, since the first quarter of 1990.**

**This bulletin contains labour force, employment and unemployment statistics for the first quarter 2020 based on the data collected in April, May and June in 2020 covering the whole country.**

⚠ **Labour Force Participation rate up by 50.2% for Q2, 2020**

⚠ **Unemployment Rate for the survey period is 5.4%**

**Content**

**Source Publication**

🔗 http://www.statistics.gov.lk/Resource/en/LabourForce/Annual_Reports/LFS2019.pdf

### Labour Force

This is the currently economically active population. Which is the number of persons (age 15 years & above) who are employed or unemployed during the reference one week period.

### Labour force participation rate (LFPR)

Labour force population expressed as a percentage of the population, age 15 years and over, defined as LFPR.

## Labour Force (Economically Active Population)

| Sector | Economically Active Population | | | | | |
|---|---|---|---|---|---|---|
| | Total | % | Male | % | Female | % |
| Sri Lanka | 8,435,358 | 100 | 5,595,969 | 66.3 | 2,839,390 | 33.7 |
| Urban | 1,322,083 | 100 | 922,110 | 69.7 | 399,973 | 30.3 |
| Rural | 6,715,330 | 100 | 4,442,612 | 66.2 | 2,272,718 | 33.8 |
| Estate | 397,945 | 100 | 231,246 | 58.1 | 166,699 | 41.9 |

Table 1: Economically active population by gender and sector Q2. 2020

According to the Table 1, the estimated economically active population is about 8.4 million in the second quarter 2020. Of which 66.3 percent are males and 33.7 percent are females. The economically inactive population is about 8.4 million. Out of the economically inactive population 26.4 percent are males and 73.6 percent are females

| Sector | Economically Inactive Population | | | | | |
|---|---|---|---|---|---|---|
| | Total | % | Male | % | Female | % |
| Sri Lanka | 8,357,687 | 100 | 2,203,747 | 26.4 | 6,153,940 | 33.7 |
| Urban | 1,524,749 | 100 | 409,822 | 26.9 | 1,114,928 | 30.3 |
| Rural | 6,509,287 | 100 | 1,695,793 | 26.1 | 4,813,494 | 33.8 |
| Estate | 323,651 | 100 | 98,132 | 30.3 | 225,519 | 41.9 |

Table 2 : Economically inactive population by gender and sector Q2. 2020

| Year | Total | Male | Female |
|---|---|---|---|
| 2015 | 53.8 | 74.7 | 35.9 |
| 2016 | 53.8 | 75.1 | 36 |
| 2017 | 53.8 | 74.5 | 36.6 |
| 2018 | 51.8 | 73 | 33.6 |
| 2019 | 52.3 | 73 | 34.5 |
| 2018 Q1 | 51.1 | 72.5 | 32.5 |
| 2019 Q2 | 52.6 | 73.4 | 34.6 |
| 2020 Q1 | 51 | 72.4 | 32.5 |
| 2020 Q2 | 50.2 | 71.7 | 31.6 |

Table 3 : LFPR by gender and year
All Island

Table 3 provides the information on LFPRs since year 2015. Referring the Table 3, it is important to note that, male participation to the labour force is always higher than that of female.

Considering the Table 4, the distribution of LFPR by age group and by gender depicts high male participation compared to female in all age groups.

Considering the Table 4, the distribution of LFPR by age group and by gender depicts high male participation compared to female in all age groups. The highest participation rate for male is reported from age group 40—44 years (96.2%), while that for female is reported from 45—49 age group (45.4%).

| Age Group | Total | Male | Female |
|---|---|---|---|
| Average | 50.2 | 71.7 | 31.6 |
| 15-19 | 11.8 | 17.5 | 6 |
| 20-24 | 49 | 65.8 | 35.2 |
| 25-29 | 65.2 | 87.5 | 44.4 |
| 30-34 | 68.8 | 95.7 | 45.2 |
| 35-39 | 64.6 | 95.2 | 40.6 |
| 40-44 | 69.1 | 96.2 | 44.5 |
| 45-49 | 68.5 | 93.1 | 45.4 |
| 50-54 | 64.2 | 93.6 | 39.7 |
| 55-59 | 58.9 | 83.1 | 37.1 |
| 60+ | 29.8 | 48.3 | 15.3 |

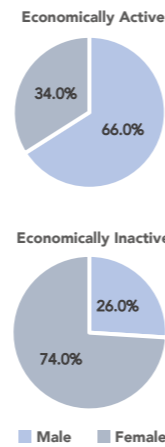Table 1: Economically active population by gender and sector Q2. 2020



Chart 1: Distribution of Economically active vs Inactive Population Q2, 2020

## Employment

### Employed

Persons, who worked at least one hour during the reference period, as paid employees, employers, own account workers or contributing family workers are said to be employed. This also includes persons with a job but not at work during the reference period .

### The Employment Rate

The proportion of employed population to the total labour force.

| Quarter | Sri Lanka | Major Industry Group | | |
|---|---|---|---|---|
| | | Agriculture | Industries | Services |
| 2019 Q2 | 8,203,018 | 1,990,892 | 2,319,047 | 3,893,079 |
| (%) | 100.0 | 24.3 | 28.3 | 47.5 |
| 2019 Q3 | 8,155,341 | 2,062,790 | 2,205,072 | 3,887,479 |
| (%) | 100.0 | 25.3 | 27.0 | 47.7 |
| 2019 Q4 | 8,181,442 | 2,215,128 | 2,196,895 | 3,769,420 |
| (%) | 100.0 | 27.1 | 26.9 | 46.1 |
| 2020 Q1 | 8,020,446 | 2,127,212 | 2,174,148 | 3,719,086 |
| (%) | 100.0 | 26.5 | 27.1 | 46.4 |
| 2020 Q2 | 7,977,000 | 2,159,609 | 2,146,862 | 3,670,528 |
| (%) | 100.0 | 27.1 | 26.9 | 46.0 |

Table 5: Distribution of employed population by main industry (Q2 2019 - Q2 -2020)

Table 5 shows the percentage distribution of employed population by main industry from second quarter 2019 to second quarter 2020. During second quarter of 2020, the total number of employed persons in Sri Lanka is estimated as about 8.0 million. Of which, about 46.0 percent engaged in Service sector, 27.1 percent in Agriculture sector and 26.9 percent in Industry sector. In the second quarter of 2020, there is an increase in employment in the agriculture sector compared to the second quarter of 2019 by 168,717.

## Main industry categories and sub sectors

### Agriculture

1. Agriculture Forestry and Fishery (A)

### Industries

1. Mining & Quarrying (B)
2. Manufacturing (C)
3. Construction, Electricity, gas, steam and air conditioning supply, Water supply, sewerage, waste management and remediation activities (D, E,F)

### Services

1. Wholesale and retail trade, repair of motor vehicles and motor cycles (G)
2. Transportation and storage (H)
3. Accommodation and food services activities (I)
4. Information and communication (J)
5. Financial and insurance activities (K)
6. Professional, scientific and technical activities (M)
7. Administrative and support service activities (N)
8. Public administration and defence compulsory social security (O)
9. Education (P)
10. Human health and social work activities (Q)
11. Other services and activities (S)
12. Activities of households as employers; undifferentiated goods and services - producing activities of households for own use (T)
13. Real estate activities (L) Arts, entertainment and recreation ( R) Activities of extra territorial organisations & bodies (U)

| Employment Status | Sri Lanka | | Sector | | | |
|---|---|---|---|---|---|---|
| | | | Agriculture | | Non-Agriculture | |
| | No. | % | No. | % | No. | % |
| Sri Lanka | 7,977,000 | 100.0 | 2,159,609 | 27.1 | 5,817,390 | 72.9 |
| Employee | 4,625,621 | 100.0 | 638,839 | 13.8 | 3,986,783 | 86.2 |
| Public | 1,180,450 | 100.0 | 27,323* | 2.3* | 1,153,127 | 97.7 |
| Private | 3,445,171 | 100.0 | 611,516 | 17.7 | 2,833,655 | 82.3 |
| Employer | 181,637 | 100.0 | 33,534* | 18.5* | 148,103 | 81.5 |
| Own Account Worker | 2,612,729 | 100.0 | 1,110,657 | 42.5 | 1,502,072 | 57.5 |
| Contributing Family Worker | 557,012 | 100.0 | 376,580 | 67.6 | 180,432 | 32.4 |

Table 6: Distribution of employed population by employment status in Agriculture and Non-Agriculture sectors– Second quarter 2020
*These figures are to be treated with caution as the corresponding CV ( Coefficient of variation ) values are high.



Chart 2 : Distribution of employed population by employment status and Agriculture/Non-Agriculture sector : Q2 2020
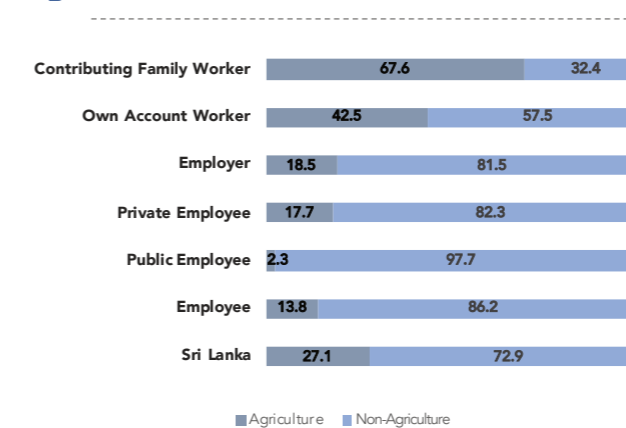
Source: Labour Force Survey 2020 Q2
Department of Census and Statistics, Sri Lanka

Majority of the workforce are private sector employees followed by own account workers (Table 6) .

| Industry Group | Sri Lanka | Gender | |
|---|---|---|---|
| | | Male | Female |
| Sri Lanka | 100% | 100% | 100% |
| Agriculture | 27.1% | 26.4% | 28.4% |
| Industry | 26.9% | 27.0% | 26.7% |
| Services | 46.0% | 46.5% | 44.9% |

Table 7 : Percentage distribution of Employed population by main industry & gender – Second quarter 2020

Table 7 depicts the percentage distribution of male and female employed population by main industry sectors. Highest employment share is in service sector and this is true for both male & female, while the lowest shares are for industry sector. Among employed females 28.4 percent is in agriculture sector while this share is 26.4 percent for males.

# Unemployment

## Unemployed

Persons available and/or looking for work, and who did not work and taken steps to find a job during last four weeks and ready to accept a job given a work opportunity within next two weeks are said to be unemployed.

## The Unemployment Rate

The proportion of unemployed population to the total labour force.


Chart 3 : Unemployment rates and it's 95% confidence intervals (2017Q2 - 2020 Q2)
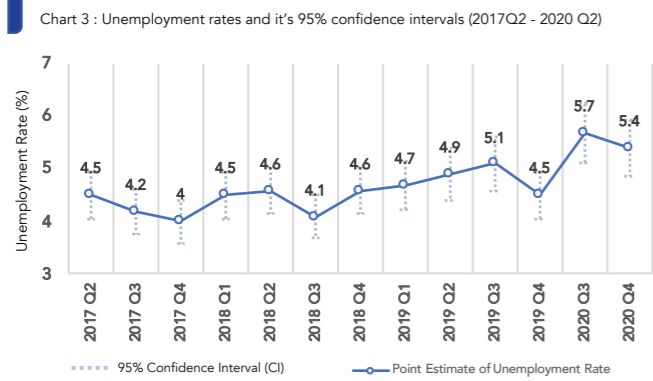
**Sampling error**

When a sample, rather than the entire population, is surveyed, estimates differ from the true values of population they represent. This difference, or sampling error, occurs by chance, and its variability is measured by the sampling error of the estimate.

For more details, please refer the explanatory note given under the labour force link in the DCS website; www.statistics.gov.lk

The number of unemployed persons is estimated as 458,359 during the second quarter 2020. The unemployment rate for the second quarter 2020 is 5.4 percent.
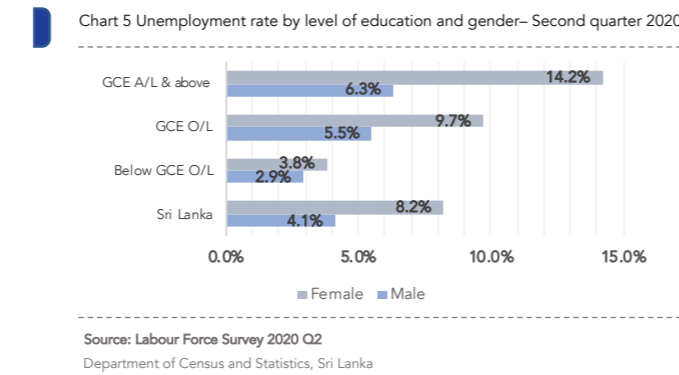
As shown in Figure 3, it is very important to note that, when the changes in unemployment rate is explained the corresponding sampling errors 1 and the confidence limits need to considered.

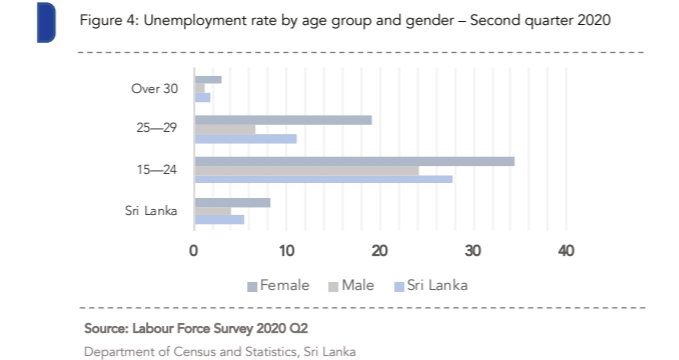| Age group (Years) | Unemployment Rate (%) | | | |
|---|---|---|---|---|
| | Sri Lanka | Sri Lanka | Gender | |
| | Number | | Male | Female |
| Sri Lanka | 458,359 | 5.4 | 4.1 | 8.2 |
| 15—24 | 255,156 | 27.7 | 24.1 | 34.4 |
| 25—29 | 89,292 | 11.0 | 6.6 | 19.1 |
| Over 30 | 113,911 | 1.7 | 1.1 | 2.9 |

Table 8: Number of Unemployed and Unemployment rate by age group and gender Second quarter 2020

| Age group (Years) | Unemployment Rate (%) | | | |
|---|---|---|---|---|
| | Sri Lanka | Sri Lanka | Gender | |
| | Number | | Male | Female |
| Sri Lanka | 458,359 | 5.4 | 4.1 | 8.2 |
| 15—24 | 255,156 | 27.7 | 24.1 | 34.4 |
| 25—29 | 89,292 | 11.0 | 6.6 | 19.1 |
| Over 30 | 113,911 | 1.7 | 1.1 | 2.9 |

Table 8: Number of Unemployed and Unemployment rate by age group and gender– Second quarter 2020


Chart 5 Unemployment rate by level of education and gender– Second quarter 2020

Source: Labour Force Survey 2020 Q2
Department of Census and Statistics, Sri Lanka

The highest unemployment rate is reported from the G.C.E (A/L) and above group which is about 10.0 percent. Corresponding percentages are 6.3 percent and 14.2 percent for males and females respectively. Female unemployment rates are higher than those of males in all levels of education. Survey results further shows that the problem of unemployment is more acute in the case of educated females than educated males, which was observed consistently over the results of previous survey rounds as well.


Figure 4: Unemployment rate by age group and gender – Second quarter 2020

Source: Labour Force Survey 2020 Q2
Department of Census and Statistics, Sri Lanka

| Level of Education | Unemployment Rate (%) | | | |
|---|---|---|---|---|
| | Sri Lanka | Sri Lanka | Gender | |
| | Number | | Male | Female |
| Sri Lanka | 458,359 | 5.4 | 4.1 | 8.2 |
| Below GCE O/L | 157,259 | 3.2 | 2.9 | 3.8 |
| GCE O/L | 107,905 | 6.9 | 5.5 | 9.7 |
| GCE A/L & above | 193,195 | 10 | 6.3 | 14.2 |

Table 9 :Number of Unemployed and Unemployment rate by level of education – Second quarter 2020

## Selected Labour Force Indicators

| Indicator | Year | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2018 | 2019 | 2018 Q2 | 2019 Q2 | 2020 Q1 | 2020 Q2 |
| **Labour Force Participation Rate** | | | | | | | | | |
| **By gender** | | | | | | | | | |
| Total | 53.8 | 53.8 | 54.1 | 51.8 | 52.3 | 51.1 | 52.6 | 51 | 50.2 |
| Make | 74.7 | 75.1 | 74.5 | 73 | 73 | 72.5 | 73.4 | 72.4 | 71.7 |
| Female | 35.9 | 35.9 | 36.6 | 33.6 | 34.5 | 32.5 | 34.6 | 32.5 | 31.6 |
| **By Residential sector** | | | | | | | | | |
| Total | 53.8 | 53.8 | 54.1 | 51.8 | 52.3 | 51.1 | 52.6 | 51 | 50.2 |
| Urban | 48.6 | 49.8 | 50.5 | 49.6 | 50.2 | 48.7 | 51.9 | 47.1 | 46.4 |
| Rural | 54.8 | 54.6 | 54.8 | 52.3 | 52.7 | 51.6 | 52.7 | 51.7 | 51 |
| **Unemployment Rate** | | | | | | | | | |
| **By gender** | | | | | | | | | |
| Total | 4.7 | 4.4 | 4.2 | 4.4 | 4.8 | 4.6 | 4.9 | 5.7 | 5.4 |
| Make | 3 | 2.9 | 2.9 | 3 | 3.3 | 3.1 | 3.4 | 3.7 | 4.1 |
| Female | 7.6 | 7 | 6.5 | 7.1 | 7.4 | 7.4 | 7.5 | 9.6 | 8.2 |
| **By selected age Group (Year)** | | | | | | | | | |
| 20-29 | 14.2 | 14.2 | 13.5 | 15 | 15.3 | 15.6 | 15.1 | 18.8 | 18.2 |
| 20-24 | 19.7 | 19.9 | 17.8 | 20.1 | 20.3 | 20.9 | 17.8 | 26.1 | 26.5 |
| 25-29 | 9.4 | 9.2 | 9.5 | 10.4 | 11 | 10.8 | 12.6 | 11.6 | 11 |
| **By Selected education Level** | | | | | | | | | |
| **GCE A/L and above** | | | | | | | | | |
| Total | 9.2 | 8.3 | 8.1 | 9.1 | 8.5 | 8.9 | 9.5 | 10.1 | 10 |
| Male | 4.7 | 4.7 | 5 | 5.1 | 5 | 5 | 5.1 | 5.5 | 6.3 |
| Female | 13.5 | 11.9 | 11.3 | 13.2 | 11.9 | 12.7 | 14 | 14.7 | 14.2 |
| **Employed Population** | | | | | | | | | |
| **By gender** | | | | | | | | | |
| Total | 7,830,976 | 7,947,683 | 8,208,179 | 8,015,166 | 8,180,693 | 7,970,154 | 8,203,018 | 8,020,446 | 7,977,000 |
| Male | 5,097,798 | 5,149,948 | 5,279,158 | 5,300,310 | 5,368,896 | 5,336,164 | 5,384,357 | 5,381,218 | 5,369,119 |
| Female | 2,733,178 | 2,797,735 | 2,929,021 | 2,714,855 | 2,811,796 | 2,633,989 | 2,818,661 | 2,639,227 | 2,607,881 |
| **By Industry (Percentage)** | | | | | | | | | |
| Total | 7,830,976 | 7,947,683 | 8,208,179 | 8,015,166 | 8,180,693 | 7,970,154 | 8,203,018 | 8,020,446 | 7,977,000 |
| % | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Agriculture | 2,244,547 | 2,153,874 | 2,140,185 | 2,043,698 | 2,071,940 | 1,927,886 | 1,990,892 | 2,127,212 | 2,159,609 |
| % | 28.7 | 27.1 | 26.1 | 25.5 | 25.3 | 24.2 | 24.3 | 26.5 | 27.1 |
| Industry | 2,018,171 | 2,097,503 | 2,331,494 | 2,239,262 | 2,258,421 | 2,190,168 | 2,319,047 | 2,174,148 | 2,146,862 |
| % | 25.8 | 26.4 | 28.4 | 27.9 | 27.6 | 27.5 | 28.3 | 27.1 | 26.9 |
| Services | 3,568,259 | 3,696,306 | 3,736,500 | 3,732,206 | 3,850,332 | 3,852,099 | 3,893,079 | 3,719,086 | 3,670,528 |
| % | 45.6 | 46.5 | 45.5 | 46.6 | 47.1 | 48.3 | 47.5 | 46.4 | 46 |
| **By no. of hours worked per week (%)** | | | | | | | | | |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 0 | 5.5 | 4.4 | 4.7 | 5.6 | 6.4 | 8.9 | 9.6 | 12.7 | 31.5 |
| 1-9 | 1.7 | 1.5 | 1.7 | 1.7 | 1.7 | 2 | 2 | 2.3 | 2.5 |
| 10-39 | 27.2 | 26.2 | 26.1 | 25.7 | 26.8 | 26.6 | 25.8 | 27.7 | 25.5 |
| **40 & Above** | **65.7** | 67.9 | 67.5 | 66.9 | 65.1 | 62.5 | 62.6 | 57.2 | 40.6 |

#has a job but not at work during the reference week
Note : Working age population considered as (age 15 & over population)
The number of people who have responded as not willing to accept a job or does not hope to initiate of self-employment
within next two weeks has increased due to high impact of COVID-19 pandemic in the second quarter than the first quarter in 2020.

# Accent design with brand colours

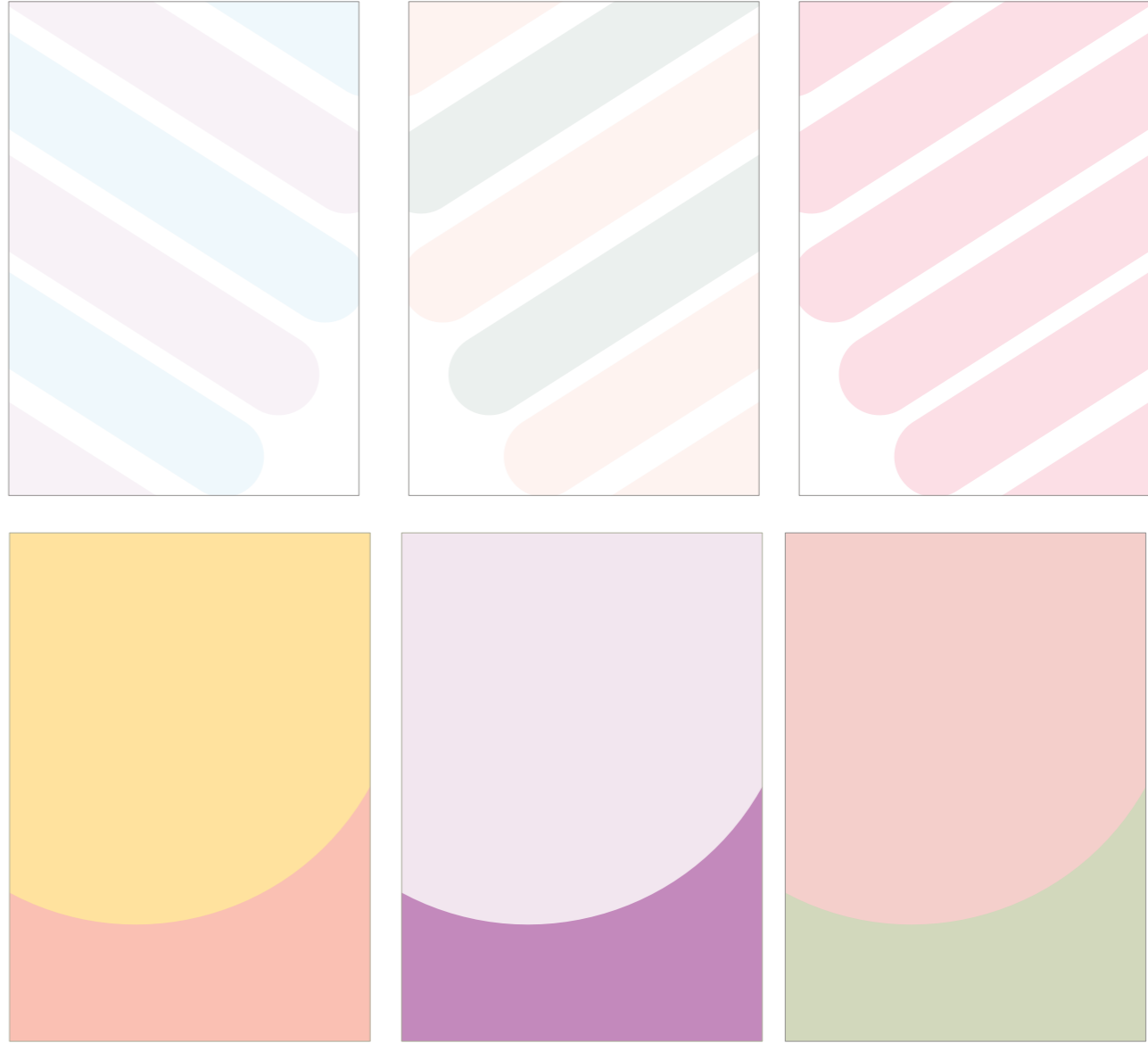Colours by publication type and recommended combinations



A simple publication type specific background for cover pages can be made by placing two or more circle segments in close proximity to each other with a narrow margin.
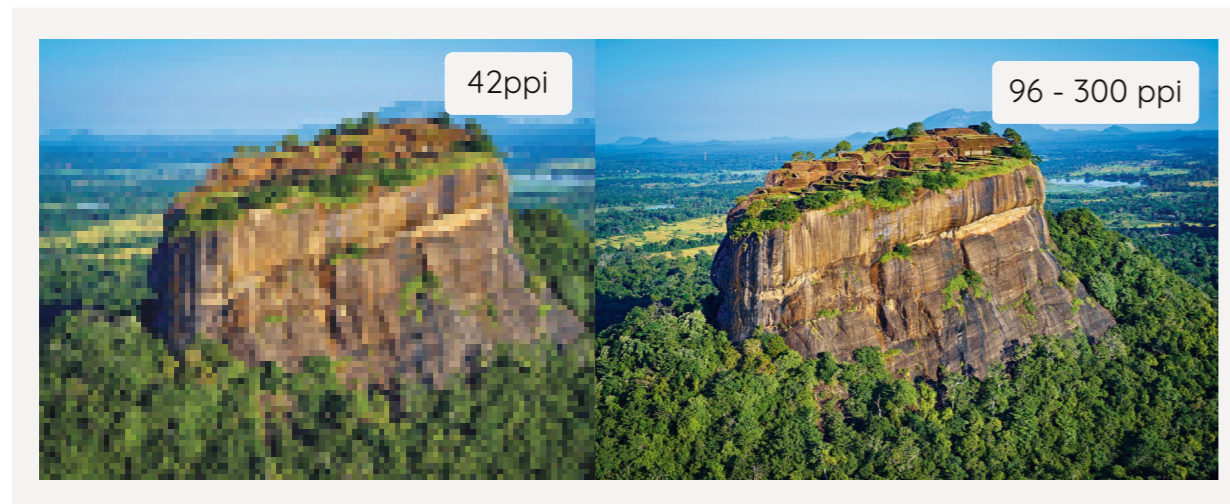
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Cover and accent graphics can be made with combining two complimentary division colours with simple shapes.
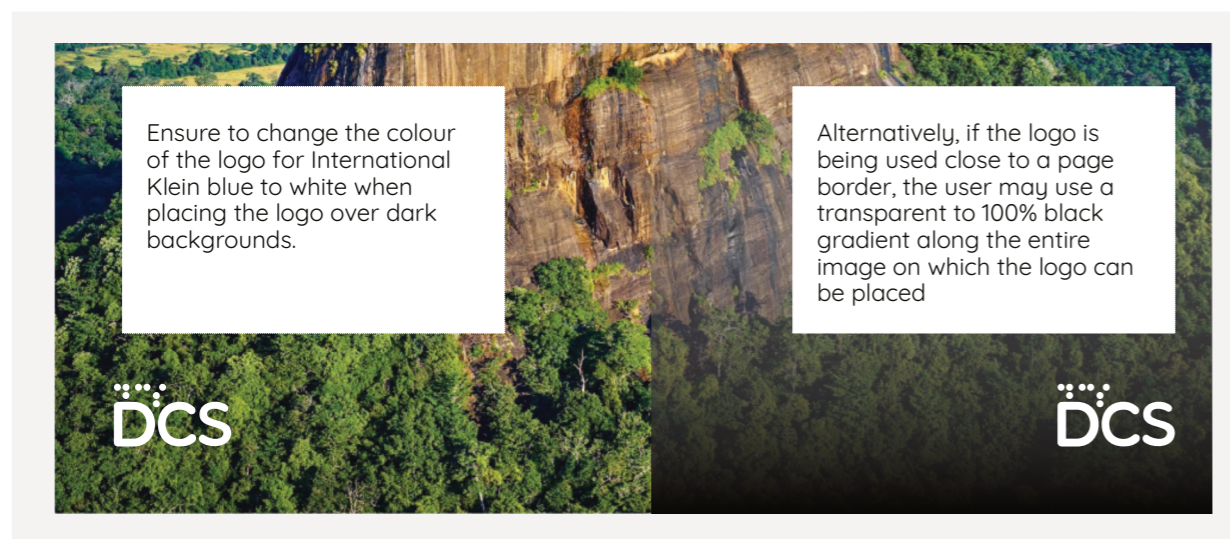
# Using images, photos and imported diagrams

## Using imported mages



| 42ppi | 96 - 300 ppi |

Users are highly discouraged from using any image that has a resolution of less than 96 ppi, low resolution images, when stretched or enlarged will produce a pixellated and blurry result.

Users are also requested to minimise the use of photos and images as design elements as much as possible as the overuse of images will generally break the visual flow of a publication.

## Placing the Logo on images



Ensure to change the colour of the logo for International Klein blue to white when placing the logo over dark backgrounds.

Alternatively, if the logo is being used close to a page border, the user may use a transparent to 100% black gradient along the entire image on which the logo can be placed

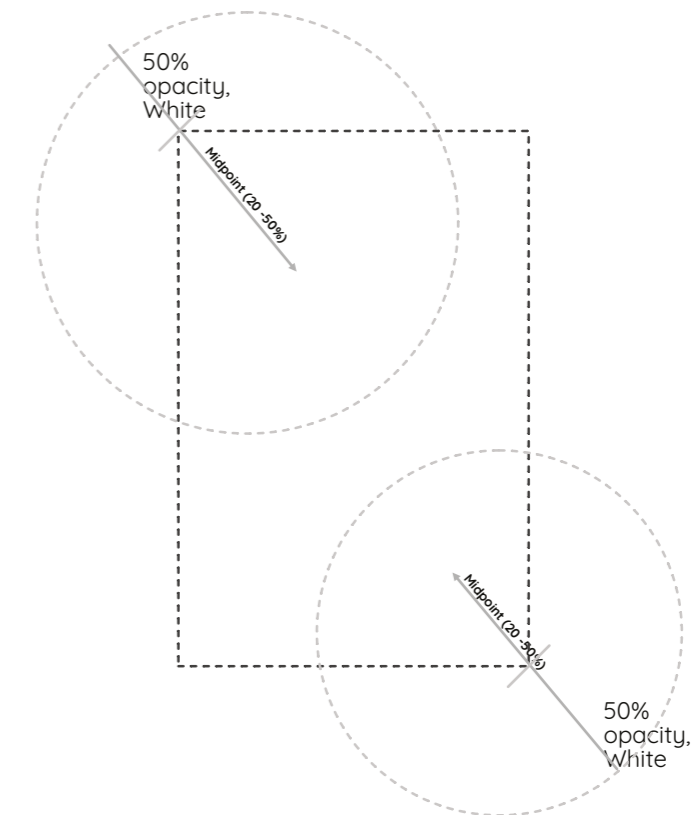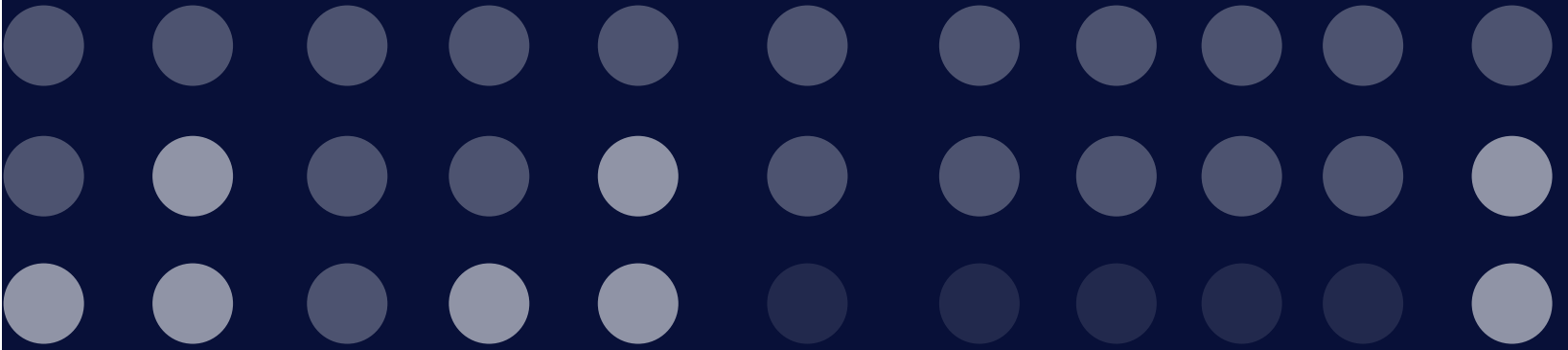# Working with gradients and generating backgrounds

### Producing gradients

Users are generally discouraged from using gradients. Particularly, users must never use brand colours with gradients

Users may use a **50% white to fully transparent linear gradient**, contained in a circle laid over a solid international Klein blue background to generate backgrounds with different variations.

### Saving and reusing gradients.

Backgrounds and image objects illustrated for DCS use must be stored in either .JPG or .SVG formats with a minimum of 96ppi resolution



50% opacity, White

Midpoint (20 -50%)

Midpoint (20 -50%)

50% opacity, White

DCS

**statistics.gov.lk**