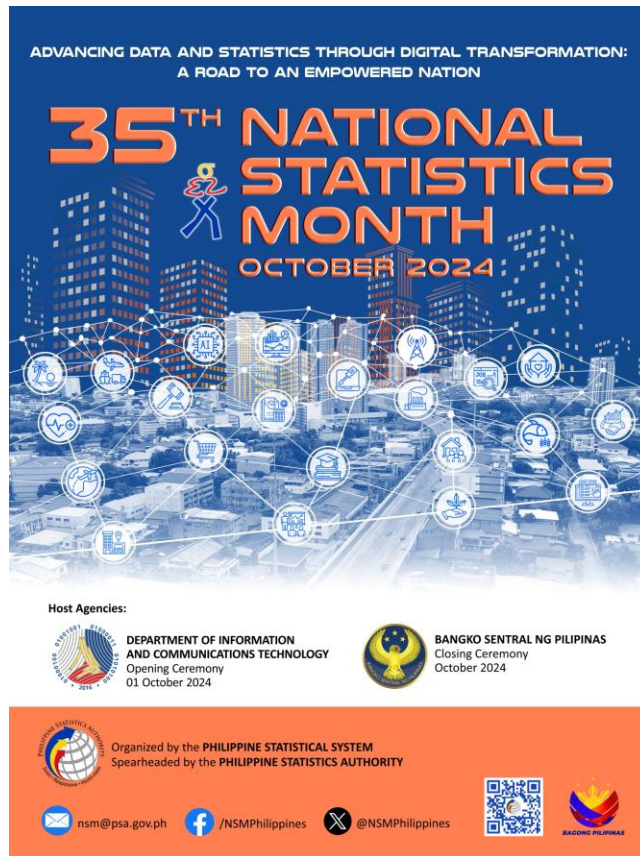




35TH NATIONAL STATISTICS MONTH Poster Explanation



The 35th National Statistics Month bears the theme “Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation.” This poster illustrates that digitalization has a vital role in advancing data and statistics towards improving the lives of the Filipino people.

Digitalization is changing the world and optimizing the government services we provide to the public. These advancement opportunities provide a platform for a more readily available statistics, enabling the general public to make evidence-based and well-informed decisions.

Network map image positioned in the middle of the poster shows the power of connectivity, linking the aspiration of the country for an empowered nation while also taking into consideration the various sectors of society, ensuring no one is left behind. The spheres connected in the network map symbolize the various sectoral statistics.

Digital transformation is one of the priority areas of the current administration, to which the Philippine Statistical System is one with the nation in transforming the government to a more digitally enabled environment.

The background represents the gradual improvement of our society as we embrace digitalization. At the bottom, you will see a basic community but as



you go higher up in the poster's background, you will see an increasing improvement through the addition of high-rise buildings. This is the physical representation of our aspirations as we embrace digital transformation.

On its 35th year of celebration, coral and blue serve as the primary colors of the NSM poster. Coral color is associated with 35th anniversary, while blue is the most popular color associated with digitalization as it symbolizes stability and intelligence. These colors represent a vibrant celebration of the NSM reaffirming its objectives, and communicate that statistics play a significant role in the everyday lives of the Filipino people.