

---

## **A brand for the Central Statistics Office; Developing the visual identity and the strategic importance of developing brand awareness across key audiences**

Aeidin Sheppard (CSO Ireland)

*Aeidin.Sheppard@cso.ie*

### ***Abstract***

In 2016, a communications strategy for Ireland's Central Statistics Office (CSO) was developed which was aligned to the CSO's corporate strategy and values. Significantly, the document set out that the CSO needed to be seen, as innovative, responsive, relevant and ambitious. Several communications objectives and associated key projects were identified. One of these projects was the rebranding of the CSO.

The rationale for rebranding the CSO was manifold. In the 25 years since the previous CSO logo was developed, the world has moved from the printed page to an open fluid digital environment where more and more people have access to data. Due to this digital revolution, there is a growing onus on statistical organisations to not only address the needs of the expert user, but to also empower the citizen with independent and trustworthy information. The development of a new visual identity is seen, as a logical extension of this strategic objective which focuses on turning data into knowledge and insight for all.

The focus of my presentation will be the process of developing a new brand identity for the CSO, the implementation of the brand across our products and services and the importance of developing a brand identity that is associated with high quality, trustworthy and innovative products and services.