Rebranding of public statistics
- digital challenge

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„We don’t change symbols, we create symbols of change”
Rebranding – making public statistics accessible for social media
We started in October 2016…
@GUS_STAT @StatPoland

Doomsday – Statistics Poland twits 😊

Special #FF for @GUS_STAT. It isn`t fake news. Statistics Poland has been tweeting for some days now.
When we changed the time of publishing press releases

Twitter! What`s happening to you? How come official statistical data as the first one is tweeted by Statistics Poland?

PS. Applause for Statistics Poland
Social media - informing and dialogue with users

Hej @GUS_STAT macie problem. Dziennikarze z mojej gazety się skarżą. Ktoś konsultował z użytkownikami sposób prezentacji danych?

"The next illustration is a slow Macroeconomic Data Bank @GUS_STAT, which replaced data excels. Extracting the same data from the database as from the excel file requires a few more steps #progress"
Social media - informing and dialogue with users

Thank you for your critical comments. Our intention was to put all data in one database, which allows you to easily generate results and quickly present in graphic form. To meet the users` needs, we will restore excelsIs files.
Our social media channels actually

Twitter:
@GUS_STAT, @StatPoland

Facebook:
@GlownyUrzadStatystyczny

LinkedIn:
@GlownyUrzadStatystyczny

YouTube:
Główny Urząd Statystyczny
Rebranding – changing the logo and publishing policy
Public statistics changed logo for 100th anniversary (2018)
We also changed the official name of the office in English

Central Statistical Office → **Statistics Poland**
The book of visual identity of Statistics Poland was created

Księga Identyfikacji Wizualnej Statystyki Publicznej

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Changes meant typography standarisation of fonts and colours

### Changes in Typography

The changes meant typography standarisation of fonts and colours. Myriad Pro, which has been used in previous publications, was adopted as the standard font for all documents. This choice aimed to provide consistency across all publications and materials.

#### Specyfikacja techniczne kolorów

In the field of graphic design, the colour palette is a crucial aspect of visual identity. The colour palette used in this document is based on the Pantone system, which ensures consistent colour reproduction in printed materials and electronic media.

#### Rozszerzony zestaw kolorów

The expanded colour palette includes additional shades to provide greater flexibility in design. This approach helps in creating distinct visual elements and enhances the overall aesthetic of the document.
Change of the logo was groundbreaking for the image of the „Public Statistic” brand
We started with amending press releases and changing in publication time from 2 pm to 10 am.
Next, we dealt with publication system
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Next, we dealt with publication system
Was it a good step?

What happened at that cover??

Great Powers Tremble!
We`ve been using this new visual identification process since January. Along with the logo, we`ve changed not only covers, but, also the entire publishing layout. We do hope it will better appeal to the reader.

Our comment:
You can see a big change, good job!

Rebranding – the office responds to users' needs
We ask our audiences about their needs at direct meetings

**Statistics Poland** @StatPoland · 4 paź 2018

Today in #StatisticsPoland another meeting during which we discuss - this time with #journalists - about adjusting public #statistics to the needs of users of #data. #media
We ask our audiences about their needs at direct meetings

Statistics Poland @StatPoland · 29 paź 2018
In @mswia_gov_pl there is an information meeting on Public Services Monitoring System with rep. of #StatisticsPoland, Ministry of the Interior and Administration, Association of Polish Cities, Association of Polish Poviats and Silesian Association of Municipalities and Poviats.

Przetłumacz tweeta
Rebranding – process implemented through competence and involvement
Change needs to be triggered by people

Statistics Poland @StatPoland · 11 mar
Congratulations to our Polish team - the winners of the @EU_BD_Hackathon organised by @EU_Eurostat!
#NTTS2019 #hackathon #BigData #statistics #euBDhack #Eurostat #StatisticsPoland

Przetłumacz tweeta
Change is made by employees with whom we build a relationship through [#MyParentWorksInStatistics]

**Statistics Poland** @StatPoland · 18 sty

This week the winners of "My parent works in statistics" competition received diplomas and gifts from the President of #StatisticsPoland. What the youngest know of responsibilities of statisticians, you can find out by looking at their works!

![Link](bit.ly/2QYYNaU #statistics)

Przetłumacz tweeta
In these relationship we try to take care for our employees [#EmployerOfHealth]
Rebranding – new challenges
Changes means new challenges for statistical products

We know the winners of the Hackathon “ShowMeData” organised in Statistics Poland
Changes means new challenges for statistical products

Statistics Poland @StatPoland · 24 maj 2018
Make sense of the #EU by having fun with #statistics! Discover the #TapTheMap app created by the winners of #StatisticsPoland #hackathon! Watch a video about it on @YouTube (youtu.be/jC4RIO-QsP4), then download it from @GooglePlay (bit.ly/2s2RzRk) and enjoy yourself!
Changes means new challenges for statistical analysis
Rebranding – creating brand awareness
Making changes is a lengthy process of educating as well as creating awareness.
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Making changes is a lengthy process of educating as well as creating awareness.
Building awareness – open days

Statistics Poland @StatPoland · 8 mar

Today is an #OpenDay in #StatisticsPoland. On the occasion of Polish #StatisticsDay in the Central Statistical Library we welcome those interested in the activities of the office, #data and #Innovations in #statistics. #OpenData #Poland #PolishStatisticsDay

Przetłumacz tweeta
Statistics Poland @StatPoland · 14 maj
On May 18, we invite you to #StatisticsPoland! Between 4 and 10 pm our guests will be able to visit the statistical library, take part in a field game, quizzes and competitions, as well as sit in Statistics Poland’s President chair.
#LongNightOfMuseums #NightOfMuseums #statistics
The meeting: Statistics without Barriers

On October 4, 2018 in StatisticsPoland as part of the 6th edition of Warsaw Week of Culture without Barriers, a meeting "Statistics without Barriers" took place. #WFKBB #mozesz #youcan #events #statistics #Poland

EU Social 🇪🇺 🇵🇱 i EU Disability Forum

Statistics Poland
Rebranding – where are we now?
Results?
13,812 articles based on Statistics Poland data were published in 2018 on internet portals, 3,050 articles in national press.
Number of visits on Statistics Poland’s Internet portal in 2018: 17,263,317 visits

Number of visits in Local Data Bank in 2018: 11,214,533 visits

Statistics

Data

Statistics Poland

Society