Rebranding the Central Statistics Office

Dissemination & Communication Workshop

June 2018
Context

- Communications Strategy corporate alignment
- CSO 2020 & Statement of Strategy 2017-19
- “Turning data into knowledge and insight to transform Irish society and build our economy”
Rebrand Rationale

- Digital Revolution
- Competing data
- Post truth society
- New audiences – Role of the citizen
- Dated logo
- No common tone of voice
- CSO 2020 – Customer and Outputs
- UNECE report Value of Official Statistics
Rebrand Process

- Procurement – Deciding on the best fit design company
- Consultation – Designers, Project Team, All staff, Senior Management Team
- Prepare for Implementation – Implementation Team, Brand Ambassadors, Agreed Schedule
- Rollout Q1 2018 – Exhibition, Social Media, Press Release
The Development Process
Stages of our design process

- Construct the Creative Design Brief
- Research & Discovery
- Logo Visualisations & Conceptualisation
- Refinement & Client Presentation
- Feedback & Consultation
- Concept Developments
- Develop Brand Collateral
Introducing our new brand
The Brand Identity in Use
Survey on Income & Living Conditions
An annual survey of our nation's income and living conditions

Labour Force Survey
Providing employment and unemployment figures for Ireland

Household Budget Survey
What we're spending and where we're spending it

General Household Survey
The annual snapshot of Irish society
Implementation and Next Steps
Initial Roll Out

• January 2018
• BT Young Scientist and Technology Exhibition
• Ireland: Facts & Figures
• Press Statement
• Social Media
Ongoing Steps

• Monitor and manage use of Logo, Colour Palette etc.
• Use opportunities and marketing collateral to develop brand awareness
• Products designed to build brand identity (e.g. social media, citizen focused campaigns)
Thank you

Questions?

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