

## **Defining a brand of a statistical institute - Experiences and lessons learned**

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### *Abstract*

Defining a brand is important for a statistical office because it helps to clarify the identity, expertise and value of the organization in society. The brand serves as a summary of the organization's identity and provides a clear understanding why the organization exists and what it works for. It also helps people to identify the statistical institute and its products and services.

Statistics Finland defined its brand for the first time during strategy process spring 2022. There were several reasons for us to do that at that time. The Finnish information ecosystem was and is still evolving, and we wanted to communicate our expertise and value to the society clearly so that our stakeholders would see our potential in the future too (i.e., roles connected with data stewardship).

In addition to that the flood of information challenges us as a data-producer. A unified and clear brand can help us to stand out from the flood so that users also rely on the data we produce. Declining response rates challenges also us globally, and we have considered that a strong brand could help us to tackle this problem too.

The brand must be a genuine summary of the real life and reflect our values and the code of practice behind the statistics. Although statistical offices are renewing, and their roles are expanding, the identity will still be based on particular expertise, knowledge of society's data resources, and high-quality and ethical production of data.

Statistics Finland operates in four different roles in society. Firstly, we are a defender of reliable information. Secondly, we are the best expert in society's information sources and their potential. Thirdly, we have unique competence in the field of data science and finally we produce of timely and useful information for society.

In my presentation I would like to discuss lessons learned during our journey with the renewal of the brand and visual identity. I would also like to go through more detailed the background of the renewal, the main steps in our way and summarize the feedback we've gotten so far.