

BPstat: speaking official statistics with a stronger brand voice

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Abstract

When people think about brands, they often think about their visual identity: their logo, colours, or fonts. However, if the logo didn't appear with our content, could our audience identify it as coming from us? In a crowded digital ecosystem, invest on visuals is no longer enough to be recognized. The way a brand sounds is just as key as the way it looks, as words are an important part of a brand identity. This paper presents the importance of having a well-defined brand voice to official statistics and describes the way the Banco de Portugal is developing the brand voice of BPstat – modern, informative, clean, empathic, pedagogical, and trustworthy - and how it is being used to improve the dialogue with users and reinforce the confidence and trust in the statistical products and services we deliver.