

## PRESS INFORMATION NOTICE

**3rd April 2023**

### **NSO unveils new image for its brand**

On April 3, 2023, the National Statistics Office (NSO) unveiled its new corporate image.

Since its inception, the NSO has always recognised its important role of being the gateway to Malta's official statistics.

In fulfilling its role, the NSO also understands the importance of being relevant with current trends. This does not stop at presenting key facts. It is extended to its various aspects, including its image.

With this in mind, the NSO recently embarked on a rebranding exercise. Throughout the exercise, the NSO recognised the importance of preserving the professionalism and achievements of the past while acknowledging the need for change and giving birth to a younger, fresher look.

A tender issued in 2021 kickstarted the whole rebranding exercise. Among the changes being implemented are:

- The redesign of the logo, which is now more modern bearing a fresher, younger look
- The creation of a brand new website, which, though retaining the same URL, it aims at being more user friendly
- The creation of a new statistical database
- The dissemination of a number of statistical products in Maltese
- The effort in building stronger relationships with the media and the general public
- The aim of improving data literacy among the younger generation

The NSO is also introducing its brand mantra “your gateway to Malta's official statistics” both in Maltese and English.

All of the concerted effort stems from the NSO's recognition of the importance of remaining relevant during fast-changing times. Times which, although challenging for the Office, were also an opportunity to change the way it operates. During the past two years, the NSO invested heavily in improving its data collection methods and introducing new statistical products.

Reliable data of high quality was always a priority for the NSO. This rebranding effort is also aimed at ensuring that such value, which is also included in the mission statement, is upheld.