

ICT cluster gains stronger profile

September 28, 2010

On September 28, 2010 the EU project BrandIT launched a new profile for the ICT cluster in the Øresund Region – Cluster 55°. The launching takes place to create a common platform for marketing and national- as well as international positioning of the ICT cluster and its stakeholders individually, too.

The ICT cluster has experienced a rapid development throughout the latest years. This implies that the Region has obtained strengthened potential and competitive parameters that make ICT in the Øresund Region unique in relation to other clusters in Europe. Actors in the region must be better at taking advantage of the strategic position in relation to the external stakeholders in order to sustain and attract more capital and interest, and this is exactly what the new platform Cluster 55° can support.

One of the goals for Cluster 55° is to create a common vocabulary for the already existing values within the Øresund Region so they can be further communicated as competitive advantages without political interference. The profile is to be considered a tool for all actors within the ICT field in the Øresund Region, and as help for story-telling to sell the successful story and attractiveness of the ICT cluster to partners, clients and other relevant stakeholders.

The actual logotype is constructed for customization – to please as many as possible and illustrate the overall purpose: Cluster 55° is a tool that can be adapted to any co-branding situation so it works together with and supports the many already existing strong brands of the ICT actors in the Øresund Region.

**Facts about the new brand**

- The pixels of the logo form the letters WE, a reference to community; two countries but one region; a humanistic aspect behind technologies
- A cluster is a geographic concentration of institutions that collaborate and are inter-dependent on knowledge based and innovative resources
- The Øresund Region is located on 55° N latitude – this will help placing the ICT cluster in your story-telling

Please contact Communication Manager, Karina Kolter (karina.kolter@oresund.org) if you wish more information on the new profile, brand handbook or customization of logotypes.

Become an ambassador and use Cluster 55° in your positioning strategies!