

23 January 2017

## THE ARTS SOCIETY BRAND FAQs

### BRAND REVIEW

**Why is NADFAS rebranding?** At the AGM in 2016 it was announced “NADFAS is thinking about its future and wants to increase its membership and raise its profile”. In order to achieve these aims we needed the brand – the way we present NADFAS, both visually and verbally – to be more distinctive and recognisable.

**Why do you want to increase the membership?** No organisation can stand still forever – over time it either grows or it declines and we do not believe that anyone connected with NADFAS wants it to decline.

**Why now, just before the 50th anniversary?** We hope to have much more visibility in 2018 surrounding the events celebrating the golden anniversary. In order to make the most impact it is important that we have a stronger, more sustainable identity.

**Who has paid for it?** The rebranding has been possible due to funds available following a detailed review of our reserves policy and other funds. This forms part of a major Growth Plan for which trustees have allocated resources from existing funds. Affiliation fees will *not* be impacted by the rebranding.

**What has it cost?** The total cost of the rebranding process is £85,000 – which represents significantly less than £1 per member.

**Who are Jane Wentworth Associates?** Jane Wentworth Associates is an international consultancy specialising in helping cultural organisations define and communicate their brands. They have worked with a number of leading museums – the V&A, Royal Academy of Arts and National Museums of Scotland; arts charities such as the Art Fund; and within performing arts and education, including Glyndebourne and The Open University.

**Why were they appointed?** In addition to their impeccable track record and rave reviews, of the agencies that were interviewed, Jane Wentworth Associates’ approach had by far the most extensive research phase. In an organisation with over 90,000 members, lecturers, volunteers, grant recipients, staff and trustees, they have done their utmost to take into account the viewpoints of everyone who makes up NADFAS.

**How were they appointed?** An initial brief was sent out in January 2016 to ten leading UK agencies, of which eight submitted an initial proposal. Five agencies were invited to present their proposals to a panel of the Board of Trustees and team at NADFAS House who used a methodical voting system to evaluate them according to specific criteria including; their understanding of NADFAS, vision, creativity, enthusiasm, team capacity, working methods,

cost, relevant experience and references. Jane Wentworth Associates emerged as clear front-runners. They were appointed in April 2016.

## RESEARCH PHASE

**Who was consulted during the research phase and how?** Between April and September 2016 Jane Wentworth Associates consulted closely with over 450 individuals, both internal to the organisation as well as external partners. They conducted one-on-one interviews, focus groups and workshops, sent a detailed survey to society chairmen and held regular meetings with the brand steering committee; a group consisting of representative members, volunteers, lecturers, grant recipients, trustees and staff. Primarily we consulted with societies – as the voting members – but through the Review every member has had the opportunity to contact us or Jane Wentworth Associates to express their views, make suggestions, exchange opinions and offer advice. We took on board the feedback we received from the membership and made adjustments, where appropriate.

**Why do we need a new name?** It was not an easy decision to make, but the results of our research were indisputable – although valued by many, the old name was no longer fit for purpose. It is longwinded to explain, a barrier to extending and diversifying the membership, and it doesn't represent the international scope or the current offer, which reaches far beyond the decorative and fine arts. The majority of Chairmen (60.22%) who completed Jane Wentworth Associates' survey thought the name should change.

**What was the process for deciding the new name?** Many members submitted suggestions, which along with others put forward by staff, trustees and the brand steering committee were considered and evaluated during a naming workshop conducted by Jane Wentworth Associates. The names were whittled down to a shortlist and presented to the trustees who made the final decision. Many hundreds of names were considered, but The Arts Society, which had been suggested by a number of members, stood out. It was a daunting task and many aspects had to be considered; does it express who we are? Is it ambitious? Is it available? And how does it work visually?

**It's a simple name; why did we pay an agency to come up with it?** We could have come up with the name – in fact, it was suggested by a number of members – but this exercise was about so much more than just a name. It was about defining our brand. Before selecting a name Jane Wentworth Associates had to uncover the essence of our organisation. The Arts Society may sound simple, perhaps even obvious, but therein lies its strength. It is both clear and familiar, and doesn't require further explanation. Our new name communicates that we are inspired by all the arts and makes a strong statement about our role in the community and wider society.

**What are the legal implications of changing the name?** On May 17th at our AGM, The Arts Society will replace NADFAS as our trading name. Whilst we are adding a new operating name, we will retain NADFAS as our legal name, much like the WI and Art Fund have done. Societies that are charities in their own right and who want to change may follow

this model, but for them a full name change is also an option if they wish. We will provide more detailed information about this for societies in due course. As an integral part of NADFAS, areas will change their name and logos alongside the national society at the AGM in May.

## FINDINGS / BRAND STRATEGY

**What did Jane Wentworth Associates discover?** What emerged during the research was a very clear picture of contrasts – some incredible strengths, including the extensive network of strong, self-organising communities that make up NADFAS – but also some areas for improvement. Despite strong individual Societies and the very significant voluntary work supporting the arts, NADFAS doesn't have enough visibility. For many externally, NADFAS is seen as a 'secret society'. You might ask what's wrong with that if the existing members are happy? But many of you also asked for more profile and visibility for NADFAS. You told us that you want to be part of a more inclusive and influential organisation that is reaching out to more members in more places.

**How was the research used?** The research conducted by Jane Wentworth Associates was used to define our new brand strategy; identifying what we do, how we do it and why we do it. In turn, the brand strategy informed the new visual identity.

**What is brand?** A brand is not just a logo or a strap line. A brand is a set of beliefs, goals and values that guide an organisation, its decisions and communications, both internally and externally.

**What makes The Arts Society unique?** We bring people together through a shared curiosity for the arts. Our events provide welcoming places – locally, nationally and globally – to hear expert lecturers share their specialist knowledge about the arts. Our 90,000+ members contribute to and preserve our artistic heritage through volunteering and grants. The belief that the arts have the potential to enrich peoples' lives is at the heart of everything we do.

**What is The Arts Society's vision?** Together as one global community we will widen involvement and influence the arts by inspiring the interest of all generations. We want to be the most inclusive and influential arts society.

**What does The Arts Society offer?** We offer enjoyable and expert opportunities to discover and support the arts of yesterday, today and tomorrow, wherever you are. We inspire, we do, we give.

**What are The Arts Society's values?** Our values define who we are. They drive the way we do things and the decisions we make. We are...

- Pioneering - We bring imagination, curiosity and courage to everything we do. We enjoy exploring new and different ways of working.
- Knowledgeable - We always strive for the highest standards of expertise and rigour. This requires dedication and commitment.

- Connected - We are one team. The only way to achieve our vision is to be relevant, responsive and coherent in our approach.
- Welcoming - We are approachable and open, sociable and generous in our attitude. We respect each other's expertise and ideas.

**What is the purpose of The Arts Society?** Our strength is our people — joined together by a passion for the arts which can nourish and empower us all. Our work creates a better, healthier and more connected society.

## VISUAL IDENTITY

**Who designed the new visual identity?** Jane Wentworth Associates worked with Creative Director, Jim Sutherland of Studio Sutherl& on this project. Jim has designed identities for a number of cultural organisations including the Natural History Museum, National Museums Scotland, Scottish Opera, Welsh National Opera and Kew Gardens among many others. When asked about the opportunity for NADFAS' visual identity in the spring 2016 Review, Jim said "This is a chance to produce something really special that befits an organisation of your stature – something clear, distinct, powerful and beautifully crafted."

**How was the new logo developed?** The logo is made up of two elements – the monogram combined with the name. The interlocking of the letters A and S communicates a value at the heart of our brand – that we connect people to the arts and each other. The monogram is designed by Studio Sutherl& from a typeface called Plantin and was further refined by Yorkshire lettering artist Charles Stewart to create a unique and bespoke design with a classic and timeless look.

**What are the new colours?** There is a strong desire among members for our organisation to be more recognised and impactful, whilst maintaining a clear sense of quality in everything we do. Our new colour scheme is designed to reflect this. Purple communicates in a positive way and has power to uplift, instil confidence and encourage creativity; it is also associated with royalty and prestige. We call this colour The Arts Society Purple. Our colour palette also incorporates blue and pink, which combined form the colour purple, and a neutral grey.

**What are the new fonts?** A combination of two typefaces – traditional and modern – expresses our value of connection. Our typefaces are News Plantin and Gotham. The monogram is crafted from Plantin and The Arts Society name is set in Gotham Medium. Plantin is an old-style serif typeface named after the printer Christophe Plantin (1520-1589). It was first cut in 1913 by Fritz Stelzer for the Monotype Corporation, Surrey and influenced the creation of Times New Roman. Gotham was designed in 2000 by Tobias Frere-Jones. Gotham is a modern sans-serif typeface that is contemporary, clean and legible.

**How will the new visual identity work for societies?** We asked Jane Wentworth Associates to create a flexible brand that works for local societies, our volunteering disciplines, our areas as well as the national association. The solution was to develop a brand that would be based on a shared name and identity whilst enabling local interpretation and application. Our new

brand reflects and communicates our local and regional communities whilst creating a greater sense of belonging to one organisation.

## ROLL OUT

**When will it be announced?** The new branding will first be revealed to society and area chairmen on the 23<sup>rd</sup> January 2017, at five events happening simultaneously across the UK. Details will go out to committees soon after in the January e-bulletin, and to members in the spring Review. The new visual and verbal identity will be formally adopted by NADFAS from May 2017 onwards, following the 2017 AGM.

**So, can we reveal the new name to our committees, members, friends and family?** Yes – following the 23<sup>rd</sup> January 2017 the new name can be shared publicly.

**How will the rebrand be communicated to the wider membership?** Details of the rebrand will be included in the spring issue of Review, which will hit doorsteps in late February. However, we ask and encourage chairmen and committees to help communicate details of the name change and new brand to your members and local communities. A leaflet about the changes will be made available to societies ahead of the official launch in May. In the meantime please visit [www.nadfas.org.uk/branding](http://www.nadfas.org.uk/branding) to download a short film which can be sent to members via email, or played at your next meeting.

**When can my society adopt the new branding?** Societies who want to adopt the new branding will be provided with the relevant logos, brand guidelines and templates to do so soon after the official launch in May 2017. Please contact [icooper@nadfas.org.uk](mailto:icooper@nadfas.org.uk) to register your interest.

**Does my society have to adopt the new branding?** All NADFAS societies are autonomous and do not therefore have to adopt the new branding. We absolutely value the independence of societies and want to support this, but we do hope that the rebranding will contribute to a greater sense of shared values and aims.

**We have existing print stock – do we have to adopt the new branding right away and waste it?** There are, understandably, practical concerns about new websites, leaflets, badges etc. We suggest that Societies join the branding as and when it works for them. Nobody has to change straight away and you can budget for changes to replace existing material when it runs out. But we also want to reassure you that the new branding will come with a lot of help, templates, resources on our website and guidelines, so we will work with you, as and when you want to make the change.

**How much will this cost my society? Will any grants be offered?** We believe that through sensible budgeting and prudent planning of resources, a change at local level can be covered through annual budgets. Grants specific to the rebrand will not be made available; however some societies may be eligible for existing grants offered through the Societies Support Team.

**What press activity will you be doing around the launch?** We will be issuing a press release about the rebrand to national publications. Please contact [icooper@nadfasc.org.uk](mailto:icooper@nadfasc.org.uk) if you would like a copy of the press release to issue to publications in your area.

**Will the website change?** A new website reflecting the new brand will launch on 17<sup>th</sup> May 2017. In the future we will be able to offer you hosting space, for example, [TheArtsSociety.org.uk/Epsom](http://TheArtsSociety.org.uk/Epsom) and you will be able to display much more information about your Society on the main website. We have secured various domain names for The Arts Society – at a cost of £13 per domain – and an internet search shows that there are no other local groups using these URLs.

**What if the new name conflicts with a local art group?** There were discussions about competition or conflicts with other local art groups such as the Haslemere Art Society. We feel that such situations can be resolved amicably at local level. No doubt, your society is doing something quite different from most local art groups and the placement of the place name after The Arts Society (e.g. The Arts Society Epsom) should add further distinction.

**Will NADFAS change as a result of the rebrand?** Even though we'll look and sound a little different, we will still offer the same services: through our excellent lectures we will provide welcoming opportunities for our members to discover and connect to the arts and each other. We will also ensure that heritage has a future through conservation and preservation, and we continue to support the skills of tomorrow's artists and makers. The belief that the arts are essential to enriching people's lives will always be at the very heart of who we are.

## REVIEW

**How quickly will we see changes?** The new brand will not change things overnight. We cannot expect people to flock to our new banners in a matter of weeks. We will be rolling out a new marketing plan and supporting societies in their endeavours to recruit new members. A new website, invigorated social media and a newly designed magazine with more arts content will be at the heart of our new communications strategy, of which the rebranding is a just one element.

**How will the new branding be reviewed?** Jane Wentworth Associates will be conducting a six-month review of the new visual identity; a health check to see how we are getting on with the new guidelines, to review the work we have produced and address any issues.

**When might the brand need reviewing again?** NADFAS hasn't had any kind of meaningful brand review since its inception, almost 50 years ago. Although it has stood the test of time reasonably well the lack of review has meant that any change was likely to appear a large one. Going forward the brand will be reviewed more regularly to ensure it stays relevant for its audience.

## CONTACT

**Who can I speak to about the rebrand?** For any comments, questions, or if your society is interested in adopting the new branding after the official launch in May, please write to Isabel Cooper, PR and Communications Manager, NADFAS House, 8 Guilford Street, London WC1N 1DA, email [icooper@nadfasc.org.uk](mailto:icooper@nadfasc.org.uk) or call 020 7430 0730.