

28 February 2017

## THE ARTS SOCIETY REBRAND: GUIDANCE FOR SOCIETIES

### WEBSITES

**Which website URL will The Arts Society use?** The new website URL will be [www.TheArtsSociety.org](http://www.TheArtsSociety.org) which will launch at the same time as the new brand, at the AGM on 17 May 2017.

**How will Societies be represented within the new website?** As part of the new website, Societies will have web space to feature information about their lecture programme, events and news, committee details and relevant contact information. Society pages will be branded with your Society's logo and imagery. The URL for each Society will follow the structure [www.TheArtsSociety.org/Epsom](http://www.TheArtsSociety.org/Epsom). Societies may use this as their website if they wish.

**Will we be required to upload information to the new website?** Some information, such as committee names and meeting venues, will automatically come from the database. For 2017 we will upload the information centrally (we will be in touch with committees to source the information where necessary). From 2018 onwards Societies will be able to update their own information. Societies can opt out if they do not want their events programme published on the new website. In this instance we can limit your Society page to feature basic information only. To opt out please contact Rik Gadsby on: [rgadsby@nadfasc.org.uk](mailto:rgadsby@nadfasc.org.uk)

**Are you expecting us to give up our existing websites?** No, our advice is continue with your current websites as long as you feel comfortable with your local arrangements. Once our web services are fully up and running and Societies are able to update and edit their own content, committees may assess if our platform is suitable for them.

**How do we go about securing new domain names for our existing websites?** We will be providing a free domain name in the format of [www.Epsom.TheArtsSociety.org](http://www.Epsom.TheArtsSociety.org) to each Society, meaning that you will not have to purchase a new domain name. These URLs can be directed to your current website so that you can use your current provider and designs, but move to a new name. The URL format will be consistent for any Society websites hosted by another provider, allowing Societies the flexibility to choose where they want to host their website whilst being on brand.

**Can we purchase our own domain names? What would you recommend?** This will depend on availability of the domains and the preference of your committee. By offering two free options for your domain name we hope that Societies will adopt our model, but if you wish to purchase your own domain you may wish to use the format [www.TheArtsSocietyEpsom.org](http://www.TheArtsSocietyEpsom.org) (subject to availability). We strongly recommend that

Societies purchase these domains themselves, rather than through an agent/provider, as this gives you more control.

**What is the benefit of using The Arts Society URLs?** There are a number of benefits. By using either of The Arts Society URL options you will be on brand. If you use our website platform you will share the same design and technical assets we use, but modified to your local identity. There will be cost savings on using our free URLs (although you will still have to pay hosting costs if your site is hosted by a different provider). Security and ownership arrangements are beneficial for each Society if you use The Arts Society URL, reducing key risks to your web presence. Finally, if you do use our hosting space your events, news, and other contributions will feed into a national database which will help people find you more easily and learn more about the work of our Societies: this will give you an international marketing platform that anyone interested in our work can search.

**Will NADFAS be issuing style guides re the new logo and change of font so that Societies can rebrand their own websites?** Yes, we will provide full brand guidelines and suitable logos to use on your website. The guidelines provide detailed information about fonts and how to apply the branding at local level.

**Which website pages need to be rewritten? How do we explain the change of brand/name?** We will provide copy over the coming months and will share this with you. We will also have a page on our website dedicated to the rebrand to explain the changes: we suggest that you link to this page or use the copy on your own pages.

**What about email addresses?** We will provide each Society with one free email address in the format Epsom@TheArtsSociety.org. You will be able to use this in any way you like, and several users will be able to access this email, using a single account login from any computer or mobile device connected to the internet, so it can be used by a committee or individual. The email address will come with significant storage space and may also be useful for MailChimp activities. You will be given the email address and a random password (which you can change) in April. We can only provide one account per Society at this stage.

**How will affect Google ranking for Society pages/ websites?** Because you will be starting your Google listing with a fresh name, it will take a little while to climb back up the rankings, but this will not take long to get back to your original position. You will also benefit from the Google rankings on the main site.

**How should we go about sourcing imagery for the new website and other materials?** The new brand guidelines reference using images that are inspirational and aspirational, engaging and exciting. Some ideas for imagery that could be used are:

- Images from Young Arts projects
- Images from local artists
- Photographs or artworks of local artistic or heritage landmarks

Further details about sourcing images and copyright issues can be found in the members' area of the website, here: [www.nadfas.org.uk/members/copyright-guidance-use-images](http://www.nadfas.org.uk/members/copyright-guidance-use-images)

## CONTACT

For further details please visit: [www.nadfas.org.uk/branding](http://www.nadfas.org.uk/branding)

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