



AMS Communications
brand development & communications design

Project / Study Case for Brand Development October – November 2013

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Developing Brand Identity for a New Organisation

Introduction:

A Kensington and Chelsea Social Council has approach AMS Communications in regards to help two similar organisations successfully merge their brands together with as little negative impact as possible and at the same time take the opportunity and develop its new public image. Planned New Organisation was to launch on 31st December 2013

Background:

[Kensington and Chelsea Social Council](#)

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[Volunteer Centre Kensington & Chelsea](#)

Both organisations play an important role in connecting people, organisations and community groups to local life. By merging they hope to maximise their impact to enable greater local participation and action.



Kensington & Chelsea Social Council (KCSC)

The Social Council works to support locally focused voluntary and community organisations serving local residents.

Their aim is to develop a strong local sector voice to influence decision makers and encourage sector campaigning and lobbying to improve the quality of life of residents of Kensington and Chelsea.

Volunteers Centre Kensington & Chelsea (VCKC)

VCKC role is to champion rewarding volunteering opportunities and promote volunteering as a force for change and social good.

Their goal is to promote volunteering opportunities that have a positive impact on volunteers, charities and the community. They understand that getting involved in the community makes people feel better about themselves and others. Also that the local charities and community groups can grow and become stronger through the support that volunteers provide.



Objectives:

Successful branding and marketing will be crucial to the success and sustainability of the new organisation in the short and long-term. Once established, the new brand must appeal and be accessible to the whole community and target audiences but be flexible enough to be used cost-effectively across various mediums as it develops and grows.

- Help to develop and formalise the new organisation 'public facing' name
- Agreement of strap line
- Creation of organisational Logo
- Potential design element/tool - a common brand element that can continue to be used across a variety of marketing materials (e.g. swoosh/curve etc)
- Basic style guidance to support consistent use, including the development of a brand / style guidelines with supply of key brand elements in multiple format types
- Key templates – for future development/adaption
- Stationery (letterhead / compliments slip / business card)



Their objective is to create a brand that will be relevant both during the early establishment but also in years to come as it develops and grows. A broad range of marketing and promotional activity will take place following launch and a range of future media, including:

- On-line platforms – website, social media and e-comms
- Display boards and exhibition materials
- Newsletters/brochures
- Posters and fliers for project specific marketing
- Promotional materials
- Advertising and press releases

It is envisaged that part of the design process will involve a focus group made up of the marketing subgroup and interim board to agree the final branding/logo to be progressed, for which we will do the organising.



Audience Profile:

Audience analyses provide insight into an audience's values, beliefs, aspirations, attitudes, role models, and demographics, as well as possible media channels and vehicles to reach them. Seven groups of audience was identified for the purpose of the merge.

1. Councillors and Statutory Officers
2. Local residents – existing & potential volunteers
3. Local Media
4. Existing and potential Funders
5. Local businesses
6. Local Voluntary and community organisations
 - Hard to reach groups / organisations
 - Those with whom they have existing relationships

Details of the audience profile are available as PDF to upload [here](#)

Timeframe:

The Launch of the New Organisation was set up on 31st December 2013, and ideally would need the above to be completed by **end of October 2013**. The organisations approached AMS Communications in September 2013



Brand Development and Communications Design:

After careful consideration when taking steps for developing new brand and its identity, taking in to account the budget, timeframe, operating sector of both organisations, management boards, their objectives, audience profile and their long history I have suggested to start with brand identity workshops carried out within both organisations. The purpose of the workshops was to identify strategic key point in order to create brand identity. The workshops were carried at two separate locations for both organisations during the month of October.

Please find separate PDF documents for upload:

[Developing NewOrg Brand Identity Workshops](#)

[Developing NewOrg Brand Identity Workshops distribution note](#)



Brand Identity Workshops Findings:

A set of Key characteristics were identified at this stage. This was an important step towards selecting shared and universal characteristics that would identify New Organisation brand in the future taking the best from both organisations.

The purpose of the workshop was also to integrate the teams and make them part of the branding process as they are the people who are carrying communications messages through their work.

At this stage brand development project was ready to take the next step where visual brand identity was supposed to be developed taking in to account all the findings. Unfortunately the project was put on hold. After a full process of due diligence by the trustees of both organisations it was decided that, in the current climate, the considerable financial risk and staffing issues involved were not justified by the potential opportunities.

Link - [Update on proposed merger of KCSC and VCKC](#)