

**Be united.
Be thorough.
Be creative.**

How to transform your charity brand successfully.
PIN Creative



Be united

Bring everyone with you.

Clarity

A single core idea will unite your brand story and develop trust and understanding with internal and external audiences. Having a clear vision and defined brand ensures that all communication and campaign work is kept on track, creating the right impression.



Alignment

Having a team with a common understanding of the vision and aims of the organisation will increase their ability to explain what you do to potential donors and partners. Communication about the brand develops a shared belief for all internal stakeholders.



Awareness

In an increasingly competitive market-place (combined with financial pressure), you need to stand out. A clearly defined brand can create distinction from others, and create impact with your supporters and donors, ensuring you are front of mind.



Cancer Research

Internal communications and brand relaunch material

Core idea

Pioneering our tomorrow's

Cancer Research UK fund over half of the UK's cancer research, including the life-saving work of over 4000 scientists, doctors and nurses fighting cancer on all fronts. They pioneer life-saving research to bring forward the day when all cancers are cured.

We have been working with Cancer Research over the past year in the delivery of their new brand identity, created by Interbrand.



Be thorough

Avoid costly mistakes.

Research

Having the evidence to support any changes to a brand will mean you identify the right areas to change and avoid wasting time, money or loss of income through changing areas that are working well. Speak to both internal teams, external supporters and partners.



Buy-in

It's not just trustees, governors and management teams that need to accept changes to the brand, but also employees, supporters and volunteers can lead significant change. Ensure that everyone is informed along the way of why change is happening and their role.



Testing

With a defined brand in place it is beneficial to go back to stakeholders and validate the results against the research. Workshops with practical work-related examples help to bring the new brand to life in a relevant way, generating even greater buy-in.





ABRSM

Brand definition and brand creation

Core idea

The Power of Music

ABRSM (Associated Board of the Royal Schools of Music) is the world's leading examination body for musical education; actively supporting and encouraging musical learning for all.

We carried out a brand review that enabled the business to 'embrace the power of music' into their vision and to help them summarise what they wanted to be and how they wished to be perceived by the outside world. We helped them to re-engage a diverse audience of stakeholders from music teachers, examiners, professionals, representatives and internal staff on a worldwide scale.

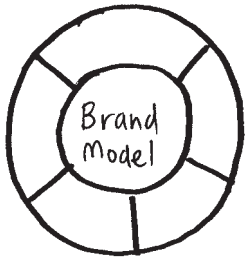
Beyond the creation of the new brand identity, the restatement of their charitable status and remit to support music education was key to changing and modernising the impression of the organisation.

Be creative

Turn strategy into inspiration.

Define

The starting point is the brand model; a framework that provides both structure and inspiration to strategic decision making (e.g. products and services, environments, staff motivation, customer experience, promotion and communications).



Design

With a brand model agreed you can create the brand platform; the design of the visual identity elements (logo, colours, typefaces, imagery, tone of voice) along with the tools, processes, systems and guidelines to create engaging and coherent brand communications.



Deliver

Ensure that, either internally or with an external agency, the brand is managed in a consistent way. The implementation of a wide range of communications each with it's own audience and purpose will contribute to a cohesive overall brand experience.





Crisis

Crisis

Brand definition and brand creation

Core idea

Homelessness ends here

Best known for its annual Christmas Appeal, Crisis is a high-profile UK national charity that fights homelessness and empowers homeless people to transform their lives.

Like other leading charities, Crisis has in recent years adopted a far more professional approach to fund-raising and lobbying – which inevitably has meant behaving and communicating in a rather more “corporate” style.

Our first job was to help Crisis refine a single core belief: a commitment to focusing on the individual, and to a radical and disruptive approach to achieving their objectives.

Following a review of existing communications, we developed an improved visual identity and guidelines, specifically designed to reflect and reinforce that core belief. Most notably, the charity’s attention-demanding name became a distinctive new logo.



" PIN Creative have played a key role in helping us bring our new brand to life both internally and externally. They're smart, passionate and understand how to translate brands effectively into strong ideas and creative that engages people.

They're also strong brand guardians – helping us build and protect our brand as well as positively challenging our decisions to make sure we do things in a considered way."

Rhiannon Lowe

Brand Manager, Brand Team
Cancer Research UK

PIN Creative is a London-based brand design agency, with extensive experience of creating and transforming brands.

Knowledge gained developing corporate branding projects has proved invaluable for our work with not-for-profit organisations.

We combine incisive thinking with inspirational creativity and rigorous process. From sharp commercial insights come original ideas, and beautifully executed work focused on delivering concrete results.

To find out more please contact
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