

Jane Wentworth Associates and Studio Sutherland reposition NADFAS with a new name, brand strategy and identity

The Arts Society – enriching lives through the arts
May 2017

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NADFAS – the largest arts education charity in the UK – has been renamed, rebranded and repositioned as **The Arts Society**.

By 2016, NADFAS had acknowledged its need to communicate more effectively with audiences and be acknowledged as *the* major player in its sector. Jane Wentworth Associates (JWA) was tasked with delivering a new brand strategy to help the organisation raise their profile and engage new members and audiences.

WHO - The Arts Society is a global network of local membership societies that connects people to the arts and each other. They are vital to the arts ecosystem and enrich lives by offering enjoyable and expert ways to explore the arts - through affordable and accessible lectures delivered by world-class lecturers, and their volunteering programmes.

THE ISSUE - nearly 50 years old, and with 90,000 members and 385 societies, the organisation began as a dynamic and influential body – but over the years lost profile and connections. The impact and benefits were not being communicated effectively and the name was less recognised outside of the individual societies. When they *were* perceived, they were seen as elitist, inward looking and out of touch – with a name and look that was no longer fit for purpose. Despite being hugely successful with individual communities being strong, happy and loyal, there was no unifying factor and brand with which to communicate the organisation and build visibility.

THE ANALYSIS - Following a six-way competitive pitch, JWA were tasked with undertaking an in-depth review of the brand and developing a brand strategy – the first since their launch in 1968. The brand review began with thorough research – interviews with internal and external stakeholders, a confidential survey with all 385 committee chairpersons, conducting staff surveys and member focus groups, and a thorough communications audit. The research clearly identified the strengths to build on and the challenges that the future development of the brand had to overcome. When defining the strategy, JWA focused on the organisation’s offer, values, impact and vision. This research was instrumental in crafting the visual and verbal identity.

THE BIG IDEA & NAME - The concept of connecting people and communities to the arts – and offering an experience that is enriching, inclusive and influential – lies at the heart of the brand positioning. The name change makes clear the organisation’s purpose: ‘society’ is key here. It is meaningful, recognisable and engaging – with a strong emotional drive of reaching more people in more places.

THE IDENTITY - Studio Sutherland crafted the visual identity system. The new monogram communicates the idea at the heart of the brand – connecting people and societies to the arts. This is conveyed through an interlocking A and S, drawn to reflect a classic, timeless look. The combination of two typefaces – traditional and modern – reinforces this. The uplifting purple is the core colour – expressing confidence and creativity. Inspirational imagery is a key part of the visual identity – leaving the dusty perceptions of NADFAS far behind.

Jane Wentworth Associates

Florian Schweizer, Chief Executive at The Arts Society says:

“Our strength is our people - joined together by a passion for the arts. We want to be the most inclusive and influential arts society. The brand development work with JWA will help us create a clearer positioning, which will help us enhance our reputation and better promote the arts locally, nationally and globally. This process has given us a sense of pride and will help us regain our seat at the top-table.”

Jo Marsh, Director at Jane Wentworth Associates agrees:

“As one global brand and community The Arts Society can influence the arts by inspiring all generations. The new brand will support their ambition and we’re confident it will increase awareness and ensure they are more influential and more inclusive.”

Jim Sutherland, Founder at Studio Sutherland and Associate of JWA added:

“The monogram is a simple iteration of connecting the arts to society. It’s a traditional crafted mark used in a bold and modern way with stunning visual arts imagery.”

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Notes to Editors

About Jane Wentworth Associates

Jane Wentworth Associates are international leaders in brand for the cultural sector; with proven expertise in brand and communication strategies, visual and verbal identity and internal staff engagement programmes. We provide big-picture thinking combined with practical recommendations. Our work helps cultural organisations develop stronger reputations, be more commercially effective and attract new audiences. Founded in 2003 and based in London’s creative hub in East London, we’re a company of individual experts with a shared ethos and vision. We are courageous, empathetic and original in our approach. Our clients include the V&A, Royal Academy of Arts, Philadelphia Museum of Art, National Galleries of Scotland and Royal Museums Greenwich. janewentworth.com @JWALondon

About Studio Sutherland

Joy is persuasive. Find the joy in each project, work with it, create it in others. People respond by opening up, listening, reconsidering. Studio Sutherland was founded to be agile and personal, building teams from the best artists, architects, writers, strategists, fashion designers and others to suit each project. There is great creative potential in collaboration. And great joy. In 2001 Jim Sutherland co-founded Hat-trick Design, consistently one of the top three most awarded design agencies in the UK (and number one in 2011). He left in 2014 to set up Studio Sutherland. Jim has rebranded the Natural History Museum, Wimbledon Lawn Tennis, Land Securities, Williams F1, Prostate Cancer UK, National Museums Scotland, Welsh National Opera, and University of Westminster. He has designed over 50 stamps to date for Royal Mail. He led the design rosters for Land Securities and British Heart Foundation. He has won over 150 professional awards. He is a visiting Professor in Design at Norwich University of the Arts, and has given lectures at many UK universities. studio-sutherland.co.uk @andSutherland

About The Arts Society

The Arts Society brings 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. We inspire, we do, we give. theartsociety.org

Visual assets and socialisation

Images supplied

https://www.youtube.com/watch?feature=em-upload_owner&v=9egIy2SP_gA&app=desktop

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