

The Power of a Rebrand

A year ago not very many people had heard about Kingston Churches Action on Homelessness (KCAH). Their black and white logo simply featured 'KCAH' and an illustration of a roof with three fishes underneath (synonymous with Kingston's crest) - but it did not communicate clearly what they were about and it did not work on social media.



Matt Hatton with old KCAH banner.

So when the opportunity came along to rebrand their charity to celebrate 25 years of tackling homelessness in Kingston, I was excited to be invited to meet with Matt Hatton, KCAH Operational Director, and Camilla Wheal, KCAH Communications Officer, to find out more about their work and plans for the future.

A new logo and strong brand was needed to help to raise their profile within the community and encourage more fundraising and support from local organisations and businesses.

I did some research into homeless charities and based on

this I presented a choice of designs for a new logo - all of which reflected the Church's involvement and the fact that KCAH bring hope and support to homeless people of Kingston.

As KCAH already had 'Action' in their name, I suggested that we should highlight this. The dictionary definition of **action** is: *'the process of doing something, especially when dealing with a problem or difficulty'* so I felt that this summed up KCAH perfectly. I also suggested using

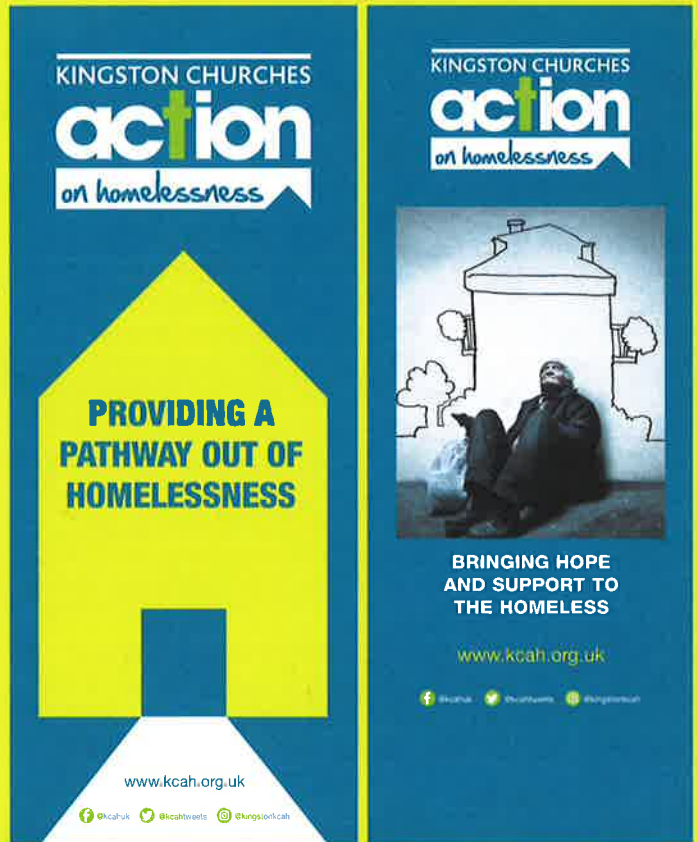
blue and green in the logo: blue is associated with trust, confidence and peace, and green with safety and the environment.

After a rigorous process of market research amongst their clients, staff, trustees and partner agencies, the chosen logo was launched in April and has been used on everything from banners to social media.

Camilla Wheal said:

"The winning logo encapsulates exactly what we want to convey and we love it!"

The rebrand has certainly been worthwhile and has helped to raise their profile and encourage more businesses to support them,



including, Winkworth Estate Agents, Fusion Arts, The Big Yellow Storage Company and Corinthian-Casuals FC.

Raising their profile has also encouraged more people to volunteer at their night shelters which run until March, so if you can volunteer or would like to donate please go to their website: kcah.org.uk

If you would like some help or advice on rebranding your charity or business, please don't hesitate to get in touch with Karen. Email creativepeople@btconnect.com or creativepeople.co.uk

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