

“This is not just about a logo or marketing, but about how we would like people to see the Ramblers. There is a public perception that the Ramblers is only for the walking elite. But we want to be about walking for everyone, whatever their ability. We’re changing the way we work to become more relevant to today’s society, with new campaigns and new services for all people interested in walking. The rebrand will help us to communicate that message to more people.”

Tom Franklin, CEO, the Ramblers

Rebrand Q & A

General

Q. Why do we need a new brand?

A. As the 21st Century begins, there are so many people who would enjoy walking but who don’t see the Ramblers as for them. Apart from the sheer joy of it, protecting and promoting walking has never been more relevant or needed for the wellbeing of individuals and society as a whole with obesity and car use on the rise.

The Ramblers must make the shift from being seen as just for elite walkers to THE organisation at the heart of walking – for everyone. We must not only attract new members from amongst existing walkers, but also make sure that we reach people who don’t walk at all and would benefit from doing so.

However, extensive research reveals that the public lack awareness of the Ramblers’ work, and overwhelmingly think the organisation old fashioned, and often, unappealing. This is significantly an image problem.

The brand is the key tool through which we’ll communicate our work, so we need a brand which is as flexible and diverse as the new - and existing - audiences we are trying to reach. We believe that the new brand will encourage people to look twice at the Ramblers and reflect our commitment to making walking accessible to all.

Q. Why do we need a new logo?

A. The logo is incredibly important. Research reveals that most people – members and non members - think the current logo old-fashioned, meaningless and even ‘cheap’ looking. It is also presents an exclusively rural feel.

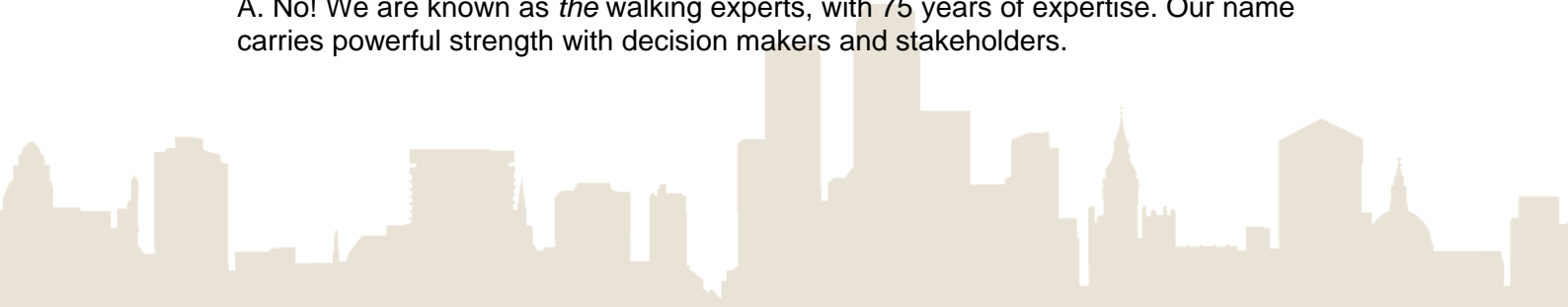
Q. What is the new logo supposed to be?

A. The new logo is a flexible, organic ‘R’ shape based around an upright tree-like structure and a smooth stone – things you might find on a walk. It is rural, urban, and modern. It can be tailored, preserving the shape but using different photos, to meet the needs of the varied groups and work that we do.

See www.ramblers.org.uk/volunteer/brand

Q. Are we changing the name?

A. No! We are known as *the* walking experts, with 75 years of expertise. Our name carries powerful strength with decision makers and stakeholders.



However, we will now call ourselves 'the Ramblers'. We will no longer use RA, RACO, The Ramblers' or The Ramblers' Association. The name, the Ramblers Association, remains our registered title with Companies House and the Charity Commission. So it is important you include the following line at the bottom of all publications and publicity materials, particularly those which invite people to join.

The Ramblers' Association is a registered charity (England & Wales no 1093577, Scotland no SC039799) and a company limited by guarantee, registered in England & Wales (no 4458492). Registered office: 2nd floor, Camelford House, 87-90 Albert Embankment, London SE1 7TW

For full guidelines on name, case and use of apostrophe visit www.ramblers.org.uk/volunteer/brand

Q. Who did you consult?

A. We consulted extensively with members and the public. The process included:

- seminars organised at the Ramblers' key annual general meetings in England, Scotland and Wales;
- focus groups held with members and non-members;
- online survey open to all members through the Ramblers' website;
- a printed survey sent to all members in the Summer 08 edition of walk magazine
- breakfast conferences with key stakeholders and political decision-makers.

The response to proposed changes was overwhelmingly positive. The final decision was taken by the Board of Trustees.

Groups and Areas

Q. How will the rebrand affect me / the Ramblers?

A. Visually. A new logo, horizons and other visual themes will appear across all Ramblers stationery, publications, stands, banners, promotional materials (tshirts etc) and websites. This will start at central office and spread throughout the Areas and Groups from the 2 March onwards.

In the long term, we will make the tone of our messages and 'language' welcoming, inclusive, and positive. Visit www.ramblers.org.uk/volunteer/brand for more details.

Q. How can I find and use the new material?

A. Logos and templates for publications, stationery, and compliments slips will be available to order or download from the website at www.ramblers.org.uk/volunteer/brand

Instructions on how to use the new brand can be found in detailed guidelines at www.ramblers.org.uk/volunteer/brand. We are also holding branding workshops for volunteers around the country. A circular has been sent out and details can be found at www.ramblers.org.uk/volunteer/brand. Central office will give full support for any queries.

Q. What is the timeline?

A. The launch date for the new brand is 2nd of March 2009 and new materials will be available from this date onwards. More will be made available in the next few months but please use up old stocks of leaflets and posters for the time being.

We are asking Areas and Groups to phase out ALL their old-branded materials by 31st March 2010. It is important that the Ramblers displays the new brand prominently across all materials in 2010 as this is our 75th Anniversary.

The new brand must NOT be published before the 2 of March 2009.

Q. Will we get additional funds for producing new materials? I am worried it will be beyond our budget.

A. As 2009 budgets have been allocated, Groups are invited to submit budgets for additional rebranding activities to Area Treasurers in Autumn 2009 (deadline late October). Autumn is the key time for Groups to assess 2010 budgetary requirements.

For more details of how to manage your budget input, please see the Treasurer's Handbook –www.ramblers.org.uk/volunteer/running/resources/treasurer – or contact Kevin Edwards in the Finance Team, kevin.edwards@ramblers.org.uk / 020 7339 8587.

Q. Our Group has just recently produced stationary/ pull-up stands/banners using the old logo. What do we do with these?

A. Please keep using them for the time being but we ask that all Groups get all their materials rebranded by 31 March 2010, our 75th anniversary. For details for on submitting budgets see above.

It is very important that the organisation 'speaks with one voice'.

Q. Won't this whole rebrand cost the Ramblers a lot of money?

A. Research shows that people are put off joining the organisation because of its image. Rebranding is a costly exercise (although compared to the sums spent by larger organisations, ours is very cheap!), but the bottom line is that if we didn't rebrand, it would cost the organisation a lot more!

Q: We've got our own Group logo. Are we expected to ditch that?

A: No, but we want you to use the new Ramblers' logo, prominently placed, alongside your own. It is vital that the Ramblers speaks as one organisation.

You can also fit your logo into the new templates. For more information on how to use your logo alongside the new Ramblers brand on materials, please refer to the templates at www.ramblers.org.uk/volunteer/brand

Q: How are members being informed about the changes to the brand?

A: There will be articles in the spring editions of Walk and Hike magazines, and in the Walking Forwards e-newsletter. Circulars will also be going out to volunteers. We hope that you will also share this information with your local committee.