

Looking good: the new logo and rebranding

Changing our name from the Association of Chartered Physiotherapists in Women's Health (ACPWH) to Pelvic, Obstetric and Gynaecological Physiotherapy (POGP), and deciding to add the "excellence matters" strapline to it (see pp. 37–38) gave us an opportunity to create a new visual image to help signify the broadening scope of the areas in which our professional network (PN) of the Chartered Society of Physiotherapy (CSP) is becoming involved.

It is unusual for the process of name change to occur ahead of, and in isolation from, the creation of a visual brand, and this presented the Executive Committee with some challenges. We were not a business that could change direction by shedding an old look, but rather, a successful brand. We needed to highlight our professional status with a logo that would make us more prominent among our peers and for our client groups.

There was much debate about how to identify a new image and "corporate look", and what help we might need in order to maximize our redevelopment. Several companies pitched to become responsible for the project, which helped us to refine our aims within the process. Ultimately, the Executive Committee felt that we needed to be cautious about spending a significant amount of money on a process involving targets that were hard to define, and we decided that we should drive the rebrand ourselves.

However, we still required some help with further clarifying our vision and the practicalities involved. We have been very fortunate to have been assisted by a number of people with brand expertise and design awareness from both outside the profession and at the CSP.

Initially, we needed to decide what the aim of the rebranding was, what was wrong with the current image and logo, and what we wanted to achieve with a new look. During that process, we also had to determine whether heritage mattered. The ACPWH logo (Fig. 1) had originally arisen to commemorate the life of Minnie Randall, a founding member of the Association of Chartered Physiotherapists in Obstetrics and Gynaecology (ACPOG). It featured the lotus, the Egyptian symbol for childbirth, and the CSP "helping hands". The change from ACPOG to



Figure 1. The logo of the Association of Chartered Physiotherapists in Women's Health.

ACPWH led to the addition of the primrose, the Chinese symbol for women's health.

Brand discussions enabled us to explore who we were, what we wanted to be, what others thought of us and what we represented for our members. In our situation, the aim of brand identity is to bring its foundations (i.e. vision, mission and values) to life. We knew our target audience and where we wanted our new profile to sit. We wanted our new logo and corporate voice to align with the strategic plan for our PN, and therefore, rebranding needed to reflect the process of shifting perceptions from where they were to where we wanted them to be (Fig. 2).

We asked the CSP to design a logo for us. The brief was that it should be fresh and up to date,

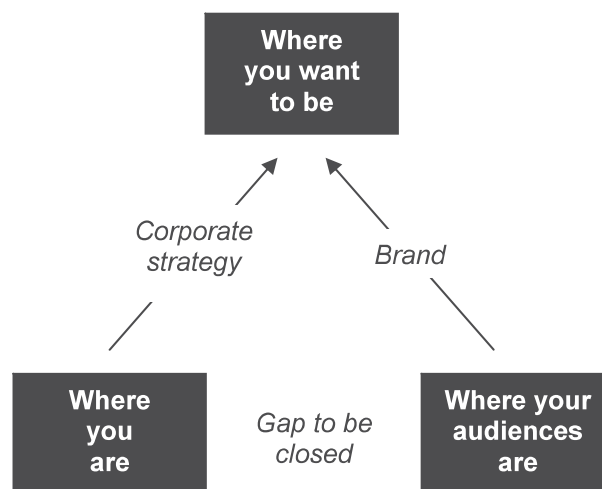


Figure 2. Closing the gap between corporate strategy and branding.



Figure 3. The logo of Pelvic, Obstetric and Gynaecological Physiotherapy.

and while hinting at our heritage, it should clearly reflect a new position and approach. We wanted this to be an emblem that all our members could use, whatever specialist strand they worked in. It needed to be flexible for a number of media applications, and have the ability to stand alone as a visual symbol or be used with the new strapline, “excellence matters”.

The new image (Fig. 3) retains the flower motif, acknowledges the “held” nature of our specialty, has gender balance in its colour scheme, and feels fresh and appropriate. The POGP badge clearly stands out when compared with other logos, such as those of the Royal College of Midwives, the Royal College of Nursing, and the Royal College of Obstetricians and Gynaecologists.

The new name and logo needed a launch platform. The choices for any rebranding are either to go for a high-impact moment – a big reveal – and hope that the new image is well received, or to drip-feed the new look and name into several areas of the public sphere. We chose to broaden the exposure of POGP at a variety of public events throughout the rebranding process.

In the course of discussing our image, purpose and aim, the Executive Committee identified a number of areas in which we excelled. We wanted to highlight the extensive resource of specialist knowledge that we could offer to managers, other physiotherapists and patients.

There followed a wide-ranging gathering of evidence to demonstrate POGP’s reach across the public, national and international spheres of this specialist area of physiotherapy. Posters were developed to make a clear visual impact statement (Fig. 4). This was the platform from which POGP – the name, the logo, the image – has been launched. All three posters can be viewed on the website (<http://pogp.csp.org.uk>).

This organization is for its members. We hope that this new chapter in the story of our ever-progressing and developing speciality will be one in which everyone can play a part. To quote Benjamin Franklin: “Tell me and I forget. Teach me and I may remember. Involve me and I learn.” Come and join us in this next step.

Kate Lough

Executive Committee Member

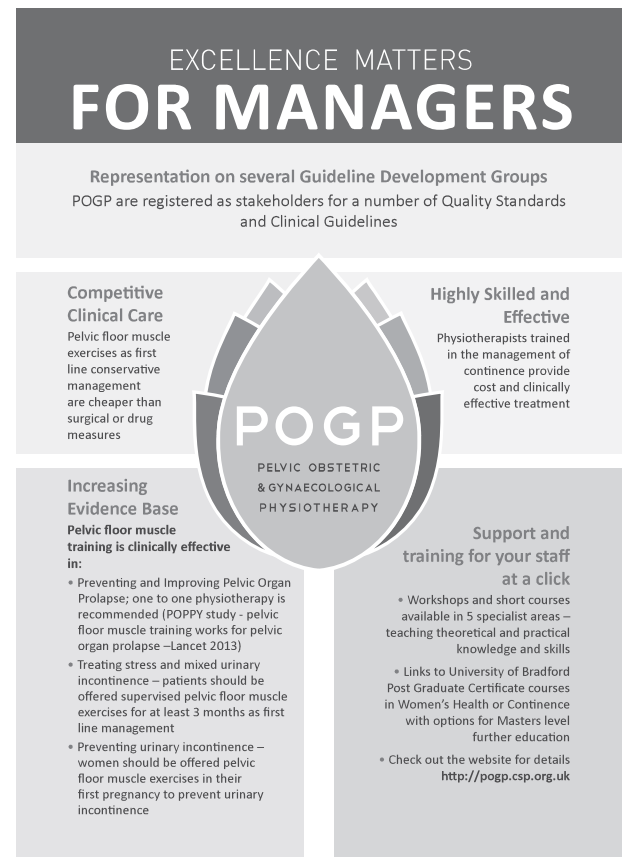


Figure 4. One of the posters designed to create a clear visual impact statement.