What’s Your Brand?

Ohio Case Study
Prerequisites

When is it time to rebrand?
How do I make the case?
Prerequisites

Conditions Conducive to Rebranding

➤ Aging Assets
  ❑ Advanced age of old logo
  ❑ Outdated website
  ❑ Loss of uniqueness
  ❑ Timing of 50th anniversary
Welcome to the Ohio Arts Council

News Article 1:
Ohio Arts Council's Fifth Gallery Presents the Inaugural Art Exhibition
The Ohio Arts Council's Fifth Gallery will feature 50 Ohio artists in the Inaugural Art Exhibition from November 3, 2015, through January 9, 2016.
More on the Inaugural Art Exhibition...

News Article 2:
Governor Kasich Names Amir Majmudar Ohio's First Poet Laureate
Gov. John R. Kasich has named Dr. Amir Majmudar of Dublin, Ohio as Ohio's first poet laureate. As a poet, Majmudar has taken a non-traditional path. He is a medical doctor and serves as a diagnostic and molecular radiologist in Columbus.
More on Ohio's First Poet Laureate...

ART WORKS.
50th Anniversary Logo
2015
Prerequisites (cont’d)

Conditions Conducive to Rebranding

- Internal Readiness
  - Change in staff leadership
  - Board support and buy-in
- External Readiness
  - Constituent feedback
Development

What was the process like?
What do we need to consider to go down this path?
Development

Elements of a Rebranding

• Who do we work with?
• How do we design a logo?
• What challenges will we face?
• How long does it take?
Launch

How do you execute a rebranding campaign?
Launch

Tactics for a Successful Rebranding

• Prime the pump
• Create brand guidelines—and share them publicly
• Use traditional channels—and try something new
Video: “It’s Time for a New Identity” 2016
Current Logo
2016-present
Identities that will be paired with the full Ohio Arts Council identity, like “ARTIE” do not need the “OHIO ARTS COUNCIL” tag.

Brand Guidelines
subbrands
**Brand Guidelines**

**typefaces**

**Print**
- **Futura PT Heavy**
  Headlines and important words
- **Futura PT Book + Futura TT Medium**
  Subheads and smaller important words

**Web**
- **Source Sans Pro Regular**
  Body copy, sentence case
- **Source Sans Pro Semibold**
  Links and callouts in body copy
  - **Merriweather Italic**
    Descriptive copy callouts for further explanation
- **Merriweather Regular**
  Headlines for web use
Brand Guidelines palettes
Brand Guidelines
the “do not’s”
Thank you!