



November 3, 2018

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- Outdated website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



Primary Logo
1980s-2015




Ohio Arts Council



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Welcome to the Ohio Arts Council



News Article 1:
Ohio Arts Council's Riffe Gallery Presents *The Inaugural Juried Exhibition*

The Ohio Arts Council's Riffe Gallery will feature 59 Ohio artists in *The Inaugural Juried Exhibition* from November 5, 2015, through January 9, 2016.

[more on *The Inaugural Juried Exhibition*...](#)

News Article 2:
Ohio Arts Council Launches New Online Grants System (ARTIE) and Guidelines


The Ohio Arts Council has upgraded to a new online grants system, ARTIE (Arts Resource Through Innovation and Engagement), and retired the previous system (OnLine Grant Application, or OLGA). Coinciding with the launch of this upgraded grants system, the OAC is releasing revised Guidelines 2017.

[more on ARTIE Announcement and 2017 Guidelines...](#)

News Article 3:
Governor Kasich Names Amit Majmudar Ohio's First Poet Laureate

Gov. John R. Kasich has named Dr. Amit Majmudar of Dublin, Ohio as Ohio's first poet laureate. As a poet, Majmudar has taken a nontraditional path. He is a medical doctor and serves as a diagnostic and nuclear radiologist in Columbus.

[more on Ohio's First Poet Laureate...](#)



Search Site

Quicklinks

Popular site links:

- [Start](#)
- [OAC Calendar](#)
- [Grant Deadlines](#)
- [Funding Guidelines](#)
- [ARTIE](#)
- [OAC Logo](#)
- [Mailing List Sign-up](#)
- [Individual Artist Grants](#)
- [Personel for Art](#)
- [OAC Strategic Plan](#)
- [Making the Case](#)
- [Ohio Traditions](#)
- [Accessibility Options](#)

Current Events

Registration for the 2015-16 Ohio Poetry Out Loud (POL) year is now open until December 1. Beginning this year, Ohio POL will add three regional semifinal contests in addition to regular school contests and the State Finals.

[more on Poetry Out Loud...](#)

Site Text Size Links:

- [Standard Text](#)
- [Larger Text](#)

Arts.Ohio.com

Home Page 2003-2015



Ohio Arts Council

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

An identity that looks at home



in print



around town



and online

Video: "It's Time for a New Identity"
2016

Ohio Arts
COUNCIL



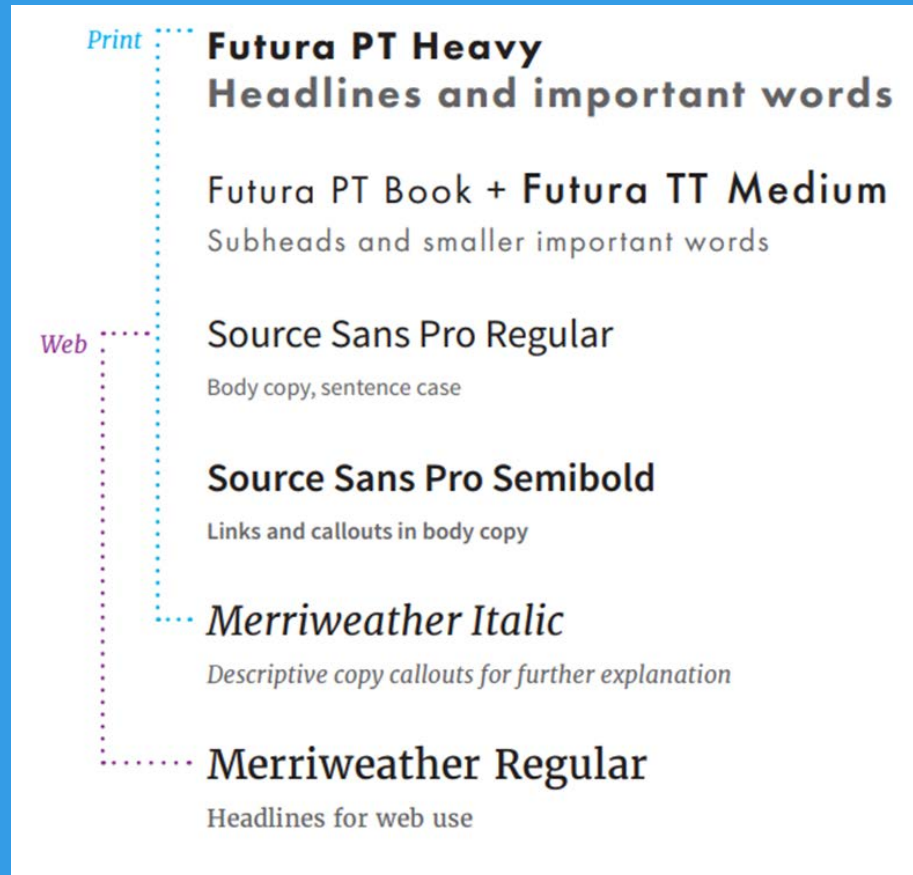
Current Logo
2016-present



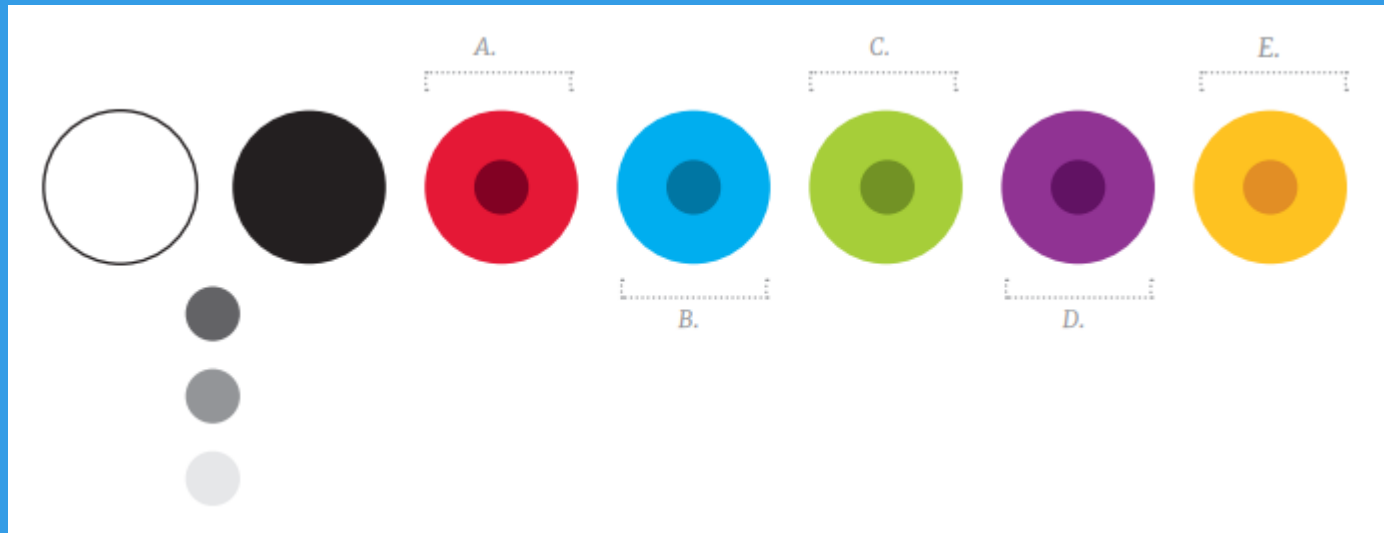
Identity *ARTIE*

Identities that will be paired with the full the Ohio Arts Council identity, like "ARTIE" do not need the "OHIO ARTS COUNCIL" tag.

Brand Guidelines subbrands



Brand Guidelines typefaces



Brand Guidelines palettes

~~Ohio Arts
COUNCIL~~



A.

~~Ohio Arts
COUNCIL~~



B.

~~Ohio Arts
COUNCIL~~



C.

~~Ohio Arts
COUNCIL~~



D.

~~Ohio Arts
COUNCIL~~



E.

~~Ohio Arts
COUNCIL~~



F.

Brand Guidelines the “do not’s”



Thank you!

30 EAST BROAD STREET, 33RD FLOOR, COLUMBUS, OHIO 43215-3414 | 614-466-2613
OAC.OHIO.GOV