

Brand FAQs

SIGNIFICANCE

Q. Why are we changing our brand? Why is it necessary?

We needed to rethink the Arthritis Foundation brand because no two people answered alike when asked: What is the Arthritis Foundation all about? We were not speaking with one voice about the core identity of our organization. Everyone should know that WE are the arthritis experts. We have a rich history, a strong reputation – and we need to show that we’re just as relevant and vital today. Our refreshed brand reflects a renewed focus on the Arthritis Foundation's new strategic direction. We’re building a new digital enterprise to help people get the information they need, when they need it. Our new scientific strategy is cutting-edge. We’re helping change laws and policies to make health care more accessible and affordable. We’re working harder than ever to make life better for the 300,000 families who face juvenile arthritis and other childhood rheumatic conditions. Ultimately, our goal to conquer this disease is directly impacted by how others view and understand our organization and what we aim to accomplish on their behalf.

Q. How did the Arthritis Foundation’s new brand take shape? What kind of input did you get?

Over the span of several months, we worked with a variety of people and our close-knit community. Input spanned a gamut of contributors – board members, leadership team, staff, volunteers, regional CEOs and people living with and affected by arthritis. We listened to these voices, then compiled market research, conducted interviews and engaged a leading branding firm, Matchstic, to help us develop a strategy for strengthening our brand. All this data and information helped us make a thoughtful, informed decision about where we will take the Foundation's brand. Our new look and feel didn't happen on a whim or by accident – the new brand is an exciting endeavor that has been enthusiastically embraced by stakeholders.

Q. What do all these changes mean for me, personally?

These changes mean you are an official “brand ambassador” of the Arthritis Foundation, a true Champion of Yes – armed with new ways to talk about the Arthritis Foundation’s breakthrough work and our innovative plans to make a greater difference today and in the future. We’re depending on you – staff and volunteers – to instill the new brand, messaging, core values and four pillars into everything you do for the organization. The responsibility of communicating with this new voice – with constituents, donors, caregivers, board members, media, etc. – falls on all of us. We have to make sure everything we do is an outward extension of our brand. Look at every activity, every piece of collateral, through the brand microscope – and ask: “Does this advance us as the Champion of Yes?”

When the new brand rollout launches externally on April 29, 2015, you will need to use our new voice and look. This includes messaging, our new logo and changes to our color palette – everything we use to promote, and communicate about, the Arthritis Foundation.

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Q. Does Champion of Yes mean that people will just naturally turn the things they have to say No to into a Yes?

Being a Champion of Yes means that we will partner with people to help them find their Yes – not that we are automatically turning No into Yes. It's important to understand that victories, both big and small, are defined by the individual person with arthritis. People overcome challenges every day that are victories – and this positioning makes it personal to everyone who can find their own Yes.

TIMING

Q. When can I start using the new brand?

You can start using ALL the new branding externally after our official launch date on April 29. In the meantime, we have started weaving in messaging from the new direction we're going within internal presentations and materials, as well as specified external communications depending on the situations and where it makes sense to do so. [For a good example of how to sprinkle in new brand messaging without going too far during this interim stage, CLICK HERE.](#)

Q. What happens to my materials that feature previous branding? Which look do I use?

Think of 2015 as a hybrid year – we will have materials with co-existing logos and looks. For example, some events might occur after the rebranding but their corresponding collateral are used months earlier. This is a transitional period with some growing pains along the way. However, once the new logo, color palette and corresponding art are officially launched, you should use those tools. [Any new materials that are launched must be used.](#) Complete implementation will take place about 12-18 months after our external launch on April 29, meaning that everything the Arthritis Foundation does should fully reflect our new brand by around mid-2016.

Q. I need new materials. How much should I order before the new branding goes into effect?

For physical materials, like letterhead, business cards, event templates, etc., consult your supervisor. We will electronically release our launch toolkit at the of April, which will include templates and other newly-branded items. If you are in need of materials, please work with the National Marketing & Communications team, including Creative Services, to create those pieces.

We will publicly unveil the Arthritis Foundation's new brand on April 29, 2015. Our public debut will be largely reflected in changes – in messaging and design – on our website: arthritis.org. We're already underway on this makeover. The Arthritis Foundation's online presence, including social media channels, defines how all our segmented audiences perceive us.

Q. How should we plan and schedule for all the design and messaging changes that are coming?

Through Brand Central and other communications, we will help guide you through the process. Staff and volunteers will receive access to our launch toolkit via email and/or our intranet. We will keep

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Arthritis Foundation Brand Central



everyone informed of any brand updates through the internal newsletter and Brand Central; some notifications may be sent via email if necessary. However, continue to visit Brand Central to become familiar with the new brand and available resources.

Q. What happens to my Walk to Cure Arthritis event in May? How will this affect the look, feel and messaging of next season's Jingle Bell Run/Walk?

Walk to Cure Arthritis and Jingle Bell Run/Walk events will feature existing Arthritis Foundation branding. Future events will feature revised branding over time. Much of the material, like donation websites, was submitted well before the external launch, which is why the event will feature current messaging and branding. As time goes by and we publicly launch the changes, we will modify certain features of the Jingle Bell Run/Walk. You will be notified of any changes/updates necessary for your JBR/W branding.

You will only see moderate enhancements in 2015 to our events because the strategy, planning and implementation of these events take place so far in advance. In 2016, you can expect both events to fully reflect the new brand strategy, look and feel.

Q. Will this July's 2015 Juvenile Arthritis Conference be impacted?

This year's JA Conference will spotlight as much of our new brand as possible. Anything before the launch will follow a more generic version of the new brand, until we go live and can light up the event with key messaging and rebranding details.

COMPLIANCE

Q. How can I be sure I'm in compliance with new brand parameters?

Use every aspect of the brand launch toolkit on Brand Central to follow guidelines. If you are not sure or have additional questions, contact the National Marketing & Communications department for more information and guidance.

Q. Will we have brand standards to guide/govern the new branding?

We will have brand standards and a style guide to steer users in the right direction and follow best practices. These items will be added to the toolkit as a helpful, definitive way to manage materials. Please help strengthen our new brand by complying with standards and procedures.

Q. Do I need approval before using the new messaging and/or design?

You may NOT use our new visual branding externally until April 29. However, you may begin to introduce new messaging internally and externally. You may also start introducing our new "Arthritis Foundation Green" and prescribed font; use of our new logo and tagline is embargoed until April 29. For messaging guidance/reviews, please reach out to Tony Williams

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Arthritis Foundation Brand Central



(awilliams@arthritis.org) or Jennifer Cuthbertson (jcuthbertson@arthritis.org); for design reviews/input, contact the Creative Services team (graphics@arthritis.org).

Q. I'm a volunteer. May I access the new material?

Yes, volunteers will have access to new material, located on Brand Central. You are a valuable part of our team, therefore you need to keep yourself informed of all the new branding.

HOUSEKEEPING

Q. What can we expect on the website after the launch?

This project is large in scope, and changes will continue to be published on arthritis.org after the initial launch. Every element of our online presence will be wrapped around our new look, color and brand. As time goes by, additional sections of our website will be re-evaluated and changed as the project evolves.

Q. Why doesn't the Arthritis Foundation website reflect the new story?

Our website will reflect our new voice, tone and visuals after our new brand launches externally on April 29. New messaging will appear on very top-tier pages, and over time deeper content will be modified to encompass new brand language. We will continue to inform and update our staff, volunteers, board members and other Foundation constituents through our internal newsletter and emails about ongoing plans.

Q. What will happen to our other websites, like KidsGetArthritisToo.org and the Arthritis Foundation's Spanish-language site?

These websites will receive the new branding wrapper, including the new logo, color scheme and messaging for the April launch. After the initial launch, we will delve deeper into these sites and assess content, navigation, layout, etc., to mimic the changes that are being made on arthritis.org.

Q. Where do I find the new logo, graphics, colors and taglines?

Information and materials will constantly be added to Brand Central and AF Connect, including new artwork, standards and guidelines. Additionally, we will send brand-related emails with important updates as necessary.

Q. Is it OK to refer to the Arthritis Foundation as "The AF"?

We live in a world of acronyms, and in our everyday "internal speak" about the Arthritis Foundation, we often shorten it to "The AF." As our new brand comes to life, try to get out of that habit – both internally and especially externally. The Arthritis Foundation's full name

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Arthritis Foundation Brand Central



needs to be repeated over and over. We are not yet "The Y" (as the YMCA/YWCA are well known as). Help strengthen our messaging and awareness-building efforts by using our full name: The Arthritis Foundation. It is acceptable to say just "the Foundation" (capitalized) in subsequent references, to make copy less monotonous, as long as "the Arthritis Foundation" appears in preceding text and elsewhere. But avoid abbreviating to "the AF" or "AF."

Q. If I have a question about branding, who can I speak with directly?

Any additional questions about branding may be sent by either email or phone to Jennifer Cuthbertson, at jcuthbertson@arthritis.org or 404-965-7612, or Tony Williams, at awilliams@arthritis.org or 404-965-7753.

Remember, we each must live the brand. We must be bold and brave – and show that we are all-in to conquer arthritis!

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