RICHSS becomes Neighbour Connections

Principals launches new name and brand identity for local neighbourhood group

Principals branding agency has launched a new name and brand identity for RICHSS (Redfern and Inner City Home Support Services).RICHSS is an important local neighbourhood service. They fulfill a vital social need. They enlist and manage the support of volunteers to make visits to people who are house bound and ensure that people who are vulnerable are not isolated and out of touch.Their name no longer reflected who they were nor what they did (they now provide services across the City of Sydney LGA) and their brand identity didn’t make them stand out. It said nothing about what they did well.Principals undertook this project on a pro bono basis. They engaged stakeholders, inside and outside RICHSS to understand what drives the organisation. They created the new name – Neighbour Connections – which says exactly what they do and what they offer to their clients and volunteers. They then created a new brand identity and look and feel which has now been implemented on their website and marketing collateralThe new brand identity is based around a hand (an obvious symbol of cooperation) and the fingers of the hand reflect the appearance of inner city buildings. It uses bold colours and simple imagery. It’s bright and bold and engaging – just like Neighbour Connections.Sandy Belford, strategy director of Principals, said “Neighbour Connections has such a big story to tell and what they do is so important. We think carefully about how we give of our time and do great work - and this seemed an obvious way to help out”.Therese Poulton, Manager of Neighbour Connections, said: “As an organisation, we are totally dependent on volunteers and people who give their support willingly. Principals has given us a name that says what we do and they have given us an identity that is charming and engaging. This should make it so much easier for us to get our message across”.The new brand identity was announced at Neighbour Connections’ Christmas lunch in December and was formally launched with their new website www.neighbourconnections.org.au on 15th April, 2012.

Contacts

Tom Brigstocke - Principals
+61 418 447 094
mailto: tom@principals.com.au
Therese Poulton - Neighbour Connections
+62 9319 3587
mailto: manager@neighbourconnections.org.au