

PROFILE

STTARS: REBRAND FOR NOT-FOR-PROFIT SERVICE PROVIDER ELEVATED TO A NATIONAL PLATFORM

The rebrand represents a smart evolution of an earlier visual identity undertaken 6 years prior by Working Images when the organisation was a niche provider with a few staff providing limited, though essential, services to a small range of clients.

The decision to rebrand was made swiftly in response to external market factors both unforeseen and unexpected by the organisation. With the full support of the board and directors Working Images mobilised to undertake an collaborative working session with the board and an intensive research process leading to definition for the brand requirements. The clear mandate, and also the core challenge, was to reflect the greater industry role for the organisation – allowing it to be seen to step up – whilst retaining the goodwill of its existing client base. A challenge experienced by many organisations with established brands facing compelling reasons for change.

Due to significant external influences (political and regulatory changes) the organisation was forced to move quickly through an evolutionary growth period seeing its range of services expand and securing a much greater role in the human services industry and moving to operations on a national platform.

The growth of the organisation meant that its visual identity no longer reflected its positioning and aspirations within the industry. The rebrand was recognised as an important part of acknowledging the maturation of the organisation and taking its place amongst the larger more established institutions both locally and nationally. The new visual identity aims to reflect this through a more robust form and typographic approach that adds greater weight and presence to the brand.

The conceptual approach to the new identity sought to retain the narrative of the original mark which embodied the theme of Persistence of Spirit. This described the ability of the individual's spirit to remain in tact in spite of the often tragic and unimaginable circumstances experienced by the clients of STTARS. The new mark has visually absorbed the old form of the identity with its ad hoc line work now being traced onto the form of the circle.

The circular form simply describes the notion of community and wholeness. The lines of the old identity are transformed into breaks in the circle which, despite its form being interrupted, retains a sense of the whole.

The new visual identity for STTARS is instrumental in reflecting a more mature organisation with a more significant role in the delivery of human services and has been received universally well by client work groups, staff and management. It was seen clearly as an evolution and successfully demonstrates the ability to win new markets and retain the support of a loyal market.

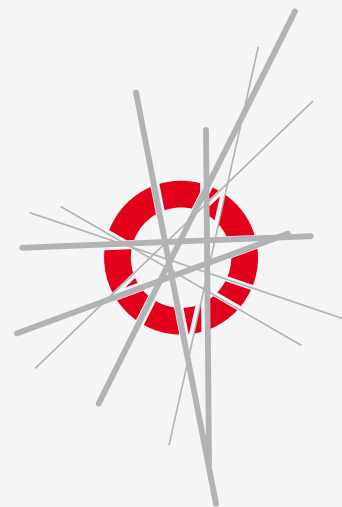
“We have particularly appreciated Working Images ability to grasp the complexities of our particular organisational circumstances, as well as the need to communicate our message across different cultures and language barriers.”



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