

## Brand Rationale

IdA Inc Branding 2011

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## THE LOGO

### Humble Beginnings.

The time frame for any brand has a public lifespan of 5-10 years depending on the niche market in which it exists and/or the product being sold. The existing Integrated disability Action Inc (herein titled IdA) logo was designed nearly 10 years ago (coincidentally by All Over the Place Ink in its maiden year).

The original brand concept, whilst cutting edge at the time, was based around the rationale that many (if not all) new small businesses in the Northern Territory were utilising the Northern Territory Government colour scheme (ochre and black) and theme (state icon) in their brands. IdA followed suit in this design brief.

### Why a Redesign?

A brand reflects your business; each and every document you produce and distribute is a reflection on the how, why and what you do as a business. The previous brand no longer had a purpose and was therefore outdated. The tender for a new brand has enabled IdA to re-establish itself as a ground-breaking force in the disability arena.

All Over the Place Ink commenced the re-design with three contrasting concepts to meet this brief. The final logo selected by the Management Committee portrays a combination of fresh and modern themes with a corporate and stylish look.

Due to the nature of IdA as an organisation, the colour scheme and layout was designed specifically to be functional (clear and concise) for its disabled clientele, whilst having a corporate appeal for the market where it is currently established (within Government and Non-Government Organisation boundaries).

### Colours / Fonts / Theme.

The circles of the IdA logo is a design technique to suggest infinity (in this case a continuation of IdA's service in the community). Circles are protective (think encircling arms). Outside of typographically solved logos, circles are common elements for grabbing attention and providing emphasis.

There was a concern the circles should be avoided as they appear to be more to be of Aboriginal design. That being said All Over the Place Ink was also a long-term Territorian, and has seen a significant evolution in business and design that means this stigma is no longer the case.

To play 'the devils advocate', trials of the circles being squares or triangles were conducted though were found to be far less of an impact (and looked more like pixelation).

IdA has a responsibility in relation to disability access and design. All Over the Place Ink has ensured their business information has been applied correctly. Nine out of ten legally blind people have some remaining residual vision, by way of light perception or peripheral vision. For every legally blind person there are another four people with 'low vision' i.e. less than one third of normal vision.

The blue and green of the IdA logo are suitable and distinguishable for those who may be colour blind. Determining this as a suitable colour scheme included the following factors:

- Hue. The spectral wavelength, represented by the outside edge of a color wheel (red, orange, yellow, green, blue, violet)
- Saturation or chroma. The scale from grey at the center of the color wheel to the pure vivid color at the edge, sometimes called shade
- Value, intensity or luminance. The level of darkness or lightness, sometimes called tint

When considering the logo needed to be suitable across all mediums (ie. the website and all forms of print material), the layout and orientation of the logo was imperative. All Over the Place Ink determined the brand would be best displayed with the logo at the top left and text situated close by, working effectively on both a portrait and landscape orientated page (with no need for two variations).

It was decided the logo and text be displayed together, to avoid any confusion in print of what the brand was, which is why a clean, sans serif font was selected to keep the focal point on the circles. The IdA logo incorporates capitalisation of its words to be recognised as grammatically correct by the demographic in which it will exist.

## THE WEBSITE

### The Basics.

Clean, uncluttered, fresh, modern, stylish, informative.

The existing website was enough for a community based organisation to get by; however like the existing logo it was also outdated. The new website retains the look and feel of the new logo to establish the 'Ida brand'.

### Layout / Access

The IdA website will continue to utilise its existing web domain name and host server for service consistency and to be cost effective. The public web address is: <http://www.idainc.org.au>

Once live, Search Engines will take up to six weeks to recognise the new web page and start 'optimising.' Whilst All Over the Place Ink has embedded specific key words in the web content to make the most of this service, it is strongly advised the IdA website be distributed through Email, newsletter, social networking, etc..., to improve the search engine optimisation.

Once the logo was signed off, the layout of the website took on the 'new look' of the logo – also clean, fresh and uncluttered. The colour scheme followed suit, also ensuring that all other colours used on the website were suitable for those who are colour blind. "Alternate Text" was also implemented in the event blind users will access the site (this "Alt Text" enabled their computer to read out the text, and lets them know where and what an image or link is when they roll over it).

The website was built using Adobe Dreamweaver (from the Adobe Creative Suite Premium 4 collection), a software component also on the market for the public to purchase. Whilst the initial outlay is expensive, the long-term benefits will enable ongoing updates, maintenance and modifications provided by a contractor to be kept in-house, as outsourcing design work is costly and time-poor.

The website was built to a screen size of 1024 x 768 pixels, the international standard for screen sizes based on the majority of computer users world-wide.

## Navigation / Links.

To aid with ease of navigation between pages, the navigation system was implemented at the top right of each page, directly next to the logo (situated on the left). This creates an even flow of information, as the western world reads from left to right. It was also planned to have 'negative space' (white space) around the logo and navigation bar so it will stand out and not be confused with the body text on each page.

The navigation system text is one point smaller than that of the body text. The reason being all the pages listed would be best read on a single line, and as the text does not change from page to page, it is still legible. The navigation system and links throughout the website are distinguishable from the body text by way of colour and functionality. The 'hot links' (those that link to another page within the website, those that link to external websites, and those that link to downloadable documents) are all in blue to match the blue in the IdA logo. This differentiates it from the body text, which is black for legibility on the white background.

Downloadable documents and external links will always open in a new window. This aids in avoiding confusion, and for slow internet connections, wasted time sitting at the monitor waiting for the page you were just on to reload.

Where possible, all downloadable documents have been supplied in both Microsoft Word (.doc not .docx as the latest version is not yet mainstream) and Adobe Acrobat (.pdf). This enabled users to choose which version is better for their intended use (individuals will either preference the .doc for emailing to the office, or the .pdf to hand write and fax/post to the office). The size of the documents to download is also listed next to the hot links. This lets the user know roughly how long it will take to download and how much of their download capacity has been used. All files size have been compressed to or have been created less than 1MB to enable a quick download for minimal usage of a monthly download limit.

There are multiple hot links for contacting the IdA office directly throughout the website – they all link to the 'Contact Us' page (as opposed to an email link each). The instructions also tell users to contact 'the office' as opposed to 'contact Sandie/Mary/Loretta' (the name of an individual who currently works at IdA). This keeps information consistent, current and to the point, and again keeps site maintenance to a minimum whereby staff members could turn over in a matter of weeks or months.

All of IdA's contact information is detailed in the 'Contact Us' page – as opposed to the address, phone and email address being in the footer of each page. The email address has been included as an embedded link for two reasons:

- Spammers and hackers whom utilise 'spyware' (or equivalent) scan millions of online websites everyday. Their databases collect these email addresses (easy to find when it is plain text) hence your email inbox will be filled with spam. When the email address is an embedded link in your website (a direct link to the Outlook / Email you have on your own personal computer), the spyware software cannot be used
- All Over the Place Ink used 'artistic license' when determining the manner in which the email will be delivered. Typing an email from your own personal computer will not 'time out.' All online forms have a time out phase where a user has a matter of seconds to complete their information before the page determines you are taking too long or your intentions are not legitimate. When this occurs it is more than frustrating re-typing the information (even more so if you have a physical disability that prevents you from typing at a reasonable pace), creating the impression IdA is not easy to liaise with.

## Pages / Page Order / Content.

The average user will take no more than 4 seconds to determine whether the site is worth navigating, and, if the navigation system is user friendly, will spend no more than three minutes surfing the website.

With this information, the IdA website needed to break down the 'large chunks' of information it had on the how, why, what of the organisation as a whole, and incorporate more space between paragraphs and bulleted points to break up the content. Regardless of the importance of the information for the end user, there is no point having a website full of information that your audience wont read.

Implementing title images was a way to make each page appear more friendly, create a dynamic space and portray the content of the page by means of pictorial e.g. the home page (index page) has a collage of stock images with the logo as a design element to break up the hard edges. Each image represents a different service that IdA offers, making it a wholesome service to get on board with. The home page also has a 'quick links' reference, so users don't need to flick between pages to find the essential links or download what they need.

The recommended number of pages for a website should typically be an odd number, and no more than five. The IdA website exceeds this by two pages (to total seven) for the benefit of getting the information across without users having to scroll down the page. All Over the Place Ink recommends all future content be distributed amongst the existing pages, or the existing pages be broken down into five distinct pages. Where links have missing information or information that is currently outdated, '>Coming Soon' text has replaced the otherwise hot link. It is always better to implement this for professionalism.

The page order flows in terms of relevance. For example, you don't need the 'Contact' page before the 'About Us' page, as there is no need to contact the office before you know what IdA is. The order has been established as follows:

- Home (index page where all search engines and web hits will land first)
- About IdA (the full name of IdA does not need to be spelt out as it is in the logo)
- Membership
- Publications
- News & Events
- Resources
- Contact Us

All Over the Place Ink used 'artistic license' when determining where the hot links and downloads were to occur. Having too many of these for the same document (e.g. the Membership Form) and then on multiple pages creates confusion and heavy maintenance work in the future.

## Conclusion.

All Over the Place Ink is confident that this new brand will server IdA well into the next decade.