

Airedale Solutions Guide Sheet 2

NADFAS to 'The Arts Society' Rebranding



If you haven't already please read my Guide Sheet 1 before you dip into this document.

This second sheet describes the actions you should take with regard to rebranding of your NADFAS web site. The choices are:

1. Do nothing
2. Retain your domain name but update our present web site to incorporate the new brand
3. Migrate your web site to the new brand including a new domain name
4. Shut down your site and use The Arts Society web site

This document endeavours to not try to influence in you in what you wish to do, the advantages and disadvantages have been aired elsewhere.

1. Do nothing.

For many of you there is no particular rush to rebrand. So you can retain your present web site to include NADFAS logos and the current title of your society. You may wish to update the content of the web site within the administration section to describe any changes to the society and you could place the AS logo on your home page. You will require no support from me. Please refer to point 8 of the FAQs where you will need to instruct NADFAS of details they need to place on the web site page assigned to your society.

No Charge

2. Retain your domain name but update your present web site to incorporate the new brand

You may wish to change all or some of the following:

1. Your society name, e.g. from Leatherhead DFAS to 'The Arts Society Leatherhead'
2. NADFAS logos to The Arts Society logos
3. Request a change to your existing colour scheme to the new colour scheme (although there is no reason why you should not retain your existing scheme).
4. Provide a date for the above to happen

You will need to send me the above information including the new web logos. And give me the date for the makeover. It's a straightforward change for you but can take several hours for me. Also refer to point 8 of the FAQs

This is free. But I would ask that societies remain with Airedale Solutions for 12 months.

Migrate your web site to the new brand including a new domain name

This appears to be the strong favourite so I'll give it a bit more of an explanation. It includes all of the above four points plus a new domain name. The following needs to be done:

You choose an appropriate domain name based on your existing or new society name

I can register the domain in your name or you can register it yourself and we can arrange a transfer of the IPSTag. (If you do want to register the domain yourself and you don't know how to do it then please contact me and I can explain.)

Give me a date for the migration.

I change or update the following:

- Google Analytics so you receive information on the number of visitors to the site
- Email forwarding so messages, for example, go to info@theartsocietyleatherhead.org.uk in future
- Web site optimisation so that any browser searches send your society as high up the results as possible.

Transition Arrangements

Rather than simply change the domain name you really want a set up where users entering your old domain name will be redirected automatically to the new site. This arrangement can end once all of your existing documentation such as your programme card displays the new domain and your users get used to the new site.

I pay the domain hosting company every year to register your domain name. In some cases the registration may be due to end very shortly and I may need to extend the registration. In other cases it may have 6 to 12 months to run in which case there is no problem.

There will be an additional charge for societies selecting .org as a domain name due to higher charges from the domain hosts

Also refer to point 8 of the FAQs.

One-off charge of £30 including payment of £20 for two years domain name registration and additional server hosting charges . I would ask that societies remain with Airedale Solutions for 12 months.

3. Shut down your site and use The Arts Society web site

Can you please give me at least 30 days notice of cancellation of your present site as I have to give this period of time to the server and domain hosting company.

You may want your existing domain name to be accessed for a certain period of time. For example any user typing your old domain name should be automatically pointed to your page on The Arts Society web site. If so please contact NADFAS who will explain how to transfer the domain to another provider and then point your domain to a subfolder of their site.

Don't forget to take as much information including images as you can from your present site – once it's gone it's gone!

Frequently Asked Questions

1. Can my domain name include upper case characters, e.g. <http://TheArtsSocietyEpsom.org.uk>

Domain names are case insensitive so you can use upper and lower case. It can make the name easier to read but your users may waste time in entering uppercase characters. The URL box on your browser converts all characters to lower case. Your users can get confused by this difference so it is considered best practice to register and display the domain name as lower case.

This is not the case with sub folders which are case sensitive and which NADFAS are promoting for each society. You will need to contact them and they can explain.

2. What branding information do you require from us?

I only need the stylised AS logo with the name of your society underneath. I'm expecting NADFAS to provide different colours such as white and purple and will need one of each. Don't worry if you haven't got the logo, I can use a logo without your name for the time being.

3. Why do we have to pay for two years registration of the domain name?

That is the minimum period set by the hosting company.

4. I'm concerned that I'll request a new domain name but that NADFAS may change their recommendations

I'm intentionally not registering any domain names until late April. NADFAS may change their minds about the domain format which gives all of us the opportunity to rethink the name.

5. Who will be the registrant of the domain name?

I will enter the registrant as the chairman of your society and the email contact as info@yoursociety.org.uk It will not be a person's name but their title. You can then provide an address, alternatively I can enter the address of The Arts Society in London.

6. How can I found out the status of a domain?

If you are searching for a U.K. domain name such as ones that end with .org.uk go to the Nominet web site, <https://www.nominet.uk/whois>

Enter the domain name you are searching for. It may be your present name or one which you would like to register. You can then find the registrant and all sorts of other information.

This facility is not available for domain names ending with .org

7. You mentioned providing a standard template?

Purple, pink, blue and grey are the brand colours. For those societies wanting a standard template I'll use combinations of these colours and white to create a variety of schemes as I think it's a bit

boring when all sites look the same. Otherwise you can remain with your existing colour scheme. NADFAS recommend Verdana type font for headings and Times New Roman for body text.

No problem if you don't like the colour scheme, I can always change it.

8. I want to remain with Airedale Solutions so what information should I put on the Arts Society site?

This is very much up to you so I suggest the minimum amount possible but enough for potential new members to be keen to contact you or get more information from your web site. So that might include:

1. A single page to include all of your information.
2. Your location and when you meet.
3. A contact name, email address (e.g. info@theartsocietyepsom.org.uk) and maybe a telephone number
4. A bit of 'sales puff' for example a short description of what you do and the satisfaction of joining your society
5. A link to your web site

I trust that it all makes sense for the time being and look forward to working with you in the future.

Kevin McCarthy

Airedale Solutions

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