

Airedale Solutions Guide Sheet 3

NADFAS to 'The Arts Society' Rebranding



If you haven't already please read my Guide Sheets 1 and 2 before you dip into this document.

The rebranding process is going along very nicely and I don't see any problems. I'm trying to make things as easy as possible with the minimum amount of work on your part. This sheet is primarily for those of you ready to rebrand. Many of you are in no rush, for example many need to wait until their AGMs. So keep this sheet until you are ready.

New Domain names

I've now received lots of requests for new domain names. The favourite is 'theartssocietypurname.org.uk' with 'tasyourname.org.uk' second favourite. Due to the length some societies have chosen to truncate their name to something more appropriate. Unless you have an urgent need I will be registering these requests at the end of April.

At that time anyone clicking on your new domain name will automatically be redirected to your current site. Any email messages sent to info@theartssocietypurname.org.uk will be redirected to your current email address.

Don't worry if you haven't sent me your domain name, you can do this as and when you want to rebrand your site.

Check List

So when you are ready then:

1. Provide a domain name
2. Email me with your new web AS logos from NADFAS. These should include both the white and purple logos. I don't need anything else (e.g. type fonts)
3. Choose a colour scheme such as your present colours, the AS colours of purple, grey and blue or something different
4. Give me a rebranded site date

And that's that!

Then what I will do

Register the domain name on your behalf

Create your new web site at least two weeks before your rebranded date

Your new site will contain all of your content, photos and banners, i.e. an exact replica of your old site apart from the rebranding.

You can then work on the new site to update it with any content. Your existing web site will continue to run

On the rebranded date I will switch the sites so that the rebranded site is your main site. Anyone using your current domain name, e.g. <http://yournamedfas.org.uk> will automatically be directed to your new site

Information to be sent to NADFAS

For those of you who have already provided me with a new domain name you can send this and the email address (e.g. info@theartssocietypurname.org.uk) to NADFAS and ask them to place it on your web page on the AS site. No need to provide them with your existing domain name.

Invoicing

I won't be invoicing you separately for this work but simply add it to your next annual invoice, cuts down the paperwork for all of us. But I would really appreciate it if societies paid on time. Most of you are prompt payers but there are the occasional naughty ones.....

Frequently Asked Questions

I'm not sure if I have all the information from Airedale Solutions

Click here <http://theartssociety.uk>

And click on the Arts Society tab. You can then display the rebranding guide sheets plus the new instructions. You can also view a demonstration site.

NADFAS are suggesting type fonts for web sites. Will you be using them?

A couple of societies have passed on emails sent to their chairman. Not sure if I should be reading them but it does contain information about using fonts on web sites and also includes certain files.

I've downloaded the NewsPlantin font onto this demonstration site:

<http://airedaledemo.org.uk>

This type font looks poor on my computer but good on my smart phone.

I've used Verdana on this demonstration site so that you can compare:

<http://asdemo.org.uk>

What are your views? NADFAS appears to use Times New Roman on their Clapham demonstration web site so I'm confused as to what they actually want societies to use.

We've chosen our colours for the web site but have changed our minds!

No problem, I've designed these rebranded web sites so that I can change colour schemes very easily.

Kevin McCarthy

Airedale Solutions

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