CASE STUDY



ASTUTE × Midlands Air Ambulance Charity®

CASE STUDY

Bringing dynamism to a much loved charity

ASTUT=

Setting the Scene

As part of a brand review, it was decided that a new approach was needed to bring the existing Midlands Air Ambulance Charity's (MAAC) visual identity more in line with the modern, dynamic charity it is.

Following a thorough consultation process where feedback was provided by current supporters, amongst others, the following feedback helped us to shape the brand image going forwards ...

79% of survey respondents had a favourable view of MAAC

99% of charity donors (nationally) stated they would remember MAAC's logo

2nd In comparison to other AA logos, MAAC logo was second in popularity

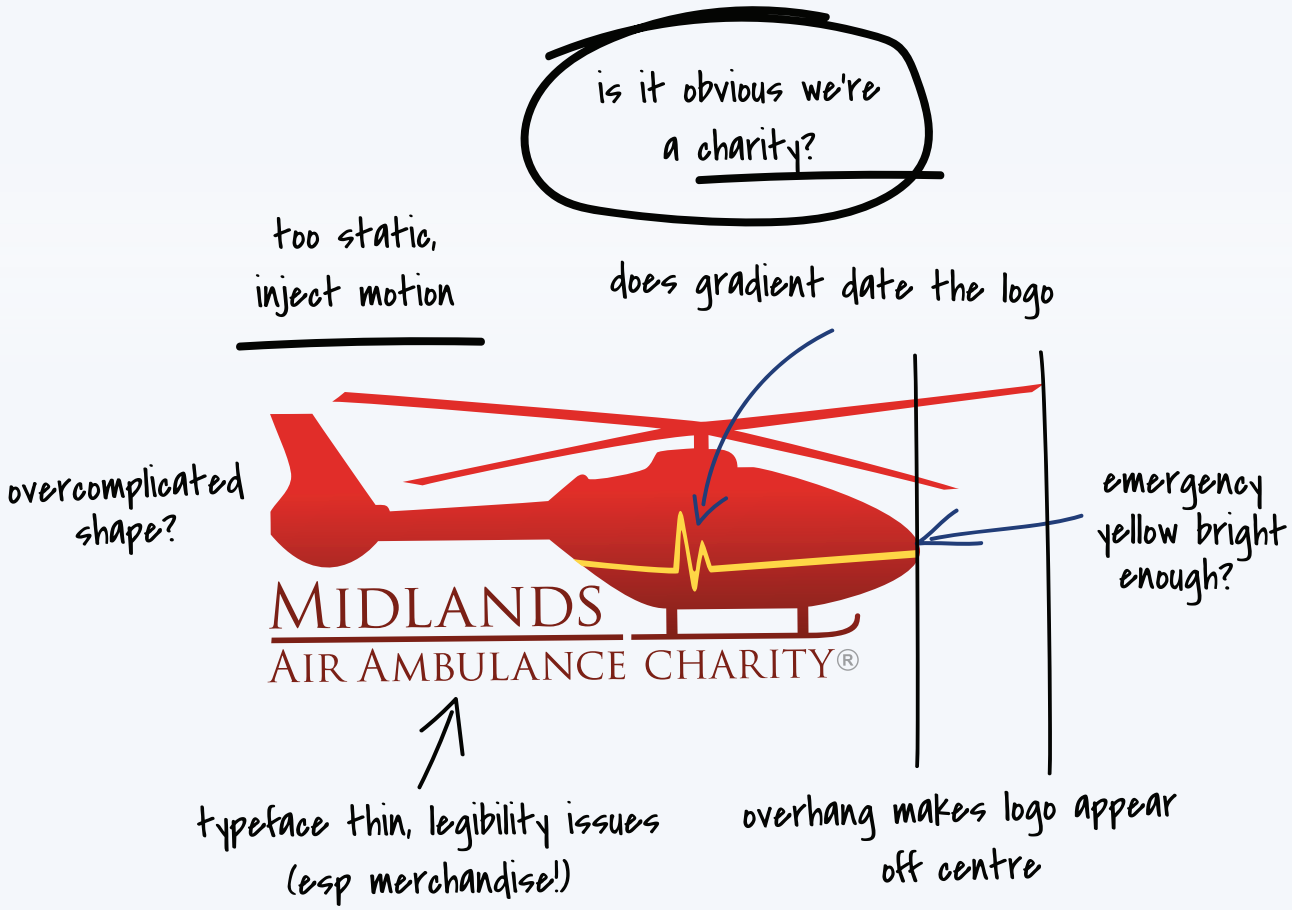




The Approach

Areas of logo improvement were noted as:

- Font is too traditional
- Font weight is too light – it is not legible when small
- The logo is static – no sense of dynamic movement



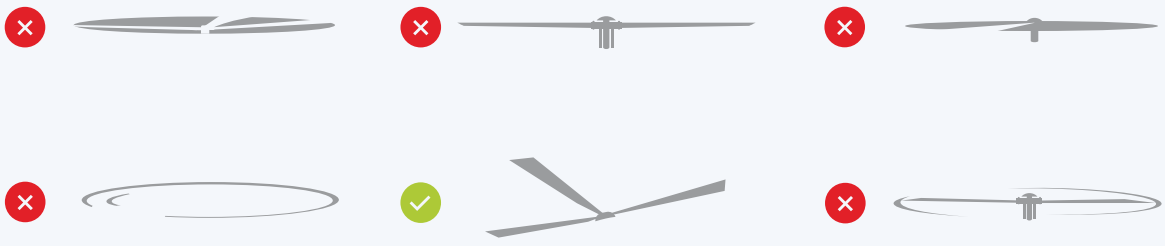


A new identity

Through this process, a new, evolutionary identity was shaped to represent who MAAC truly are...

Addressing the logo

too static, no sense of dynamic movement - adding movement to the blades





a dynamic angle moving towards and over the right shoulder, as though responding to an emergency



final shape designed with the input of the crew who fly the H145 helicopter

our new look

Midlands Air Ambulance Charity®

Midlands Air Ambulance Charity®

Logo variations

Midlands
Air Ambulance
Charity®

Midlands Air
Ambulance Charity®

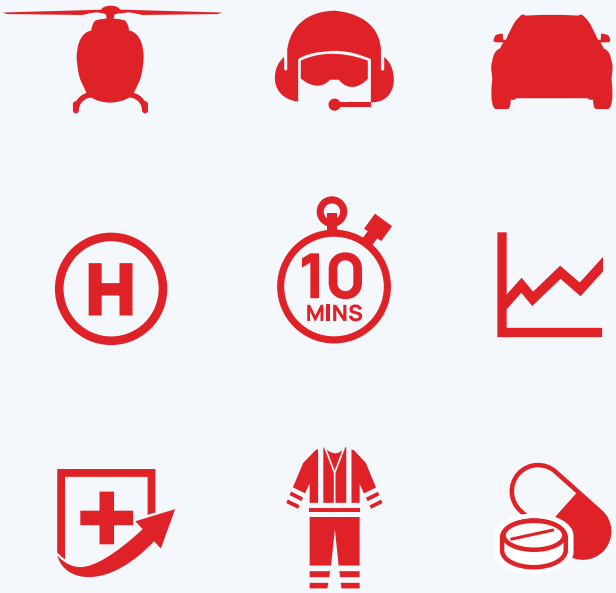
Midlands
Air Ambulance
Charity®
Registered Charity Number 1143118

Midlands Air
Ambulance Charity®
Serving Worcestershire

Midlands
Air Ambulance
Charity®

Midlands
Air Ambulance
Charity®

Brand idents (clinical)



Brand idents (Non-clinical)



Addressing the font:

too traditional, too light, legibility an issue

To complement our branding, a new typeface was adopted with legibility paramount, also to help position MAAC as modern and decisive.

old

MIDLANDS
AIR AMBULANCE CHARITY®

MIDLANDS
AIR AMBULANCE CHARITY®

MIDLANDS
AIR AMBULANCE CHARITY®

MIDLANDS
AIR AMBULANCE CHARITY®

new

Midlands
Air Ambulance
Charity®

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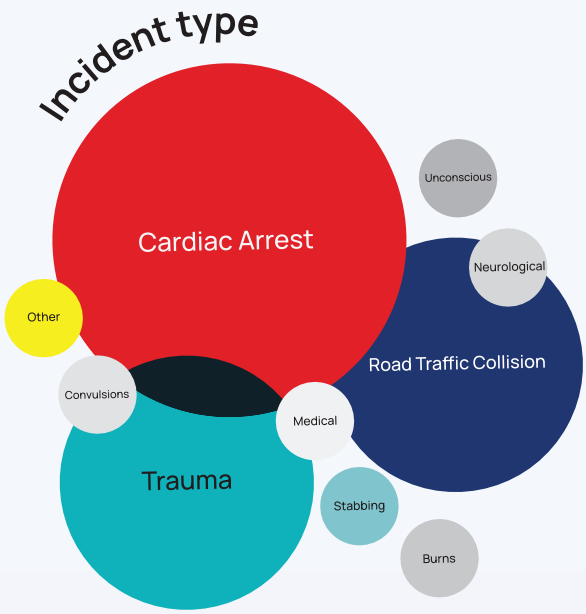
The wider brand:

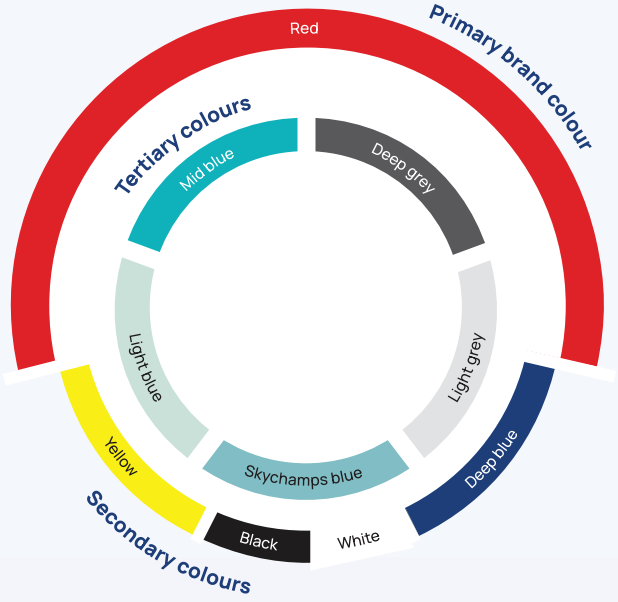
colours, communication and beyond



A broad application:

A Midlands Air Ambulance Charity feel, across the board



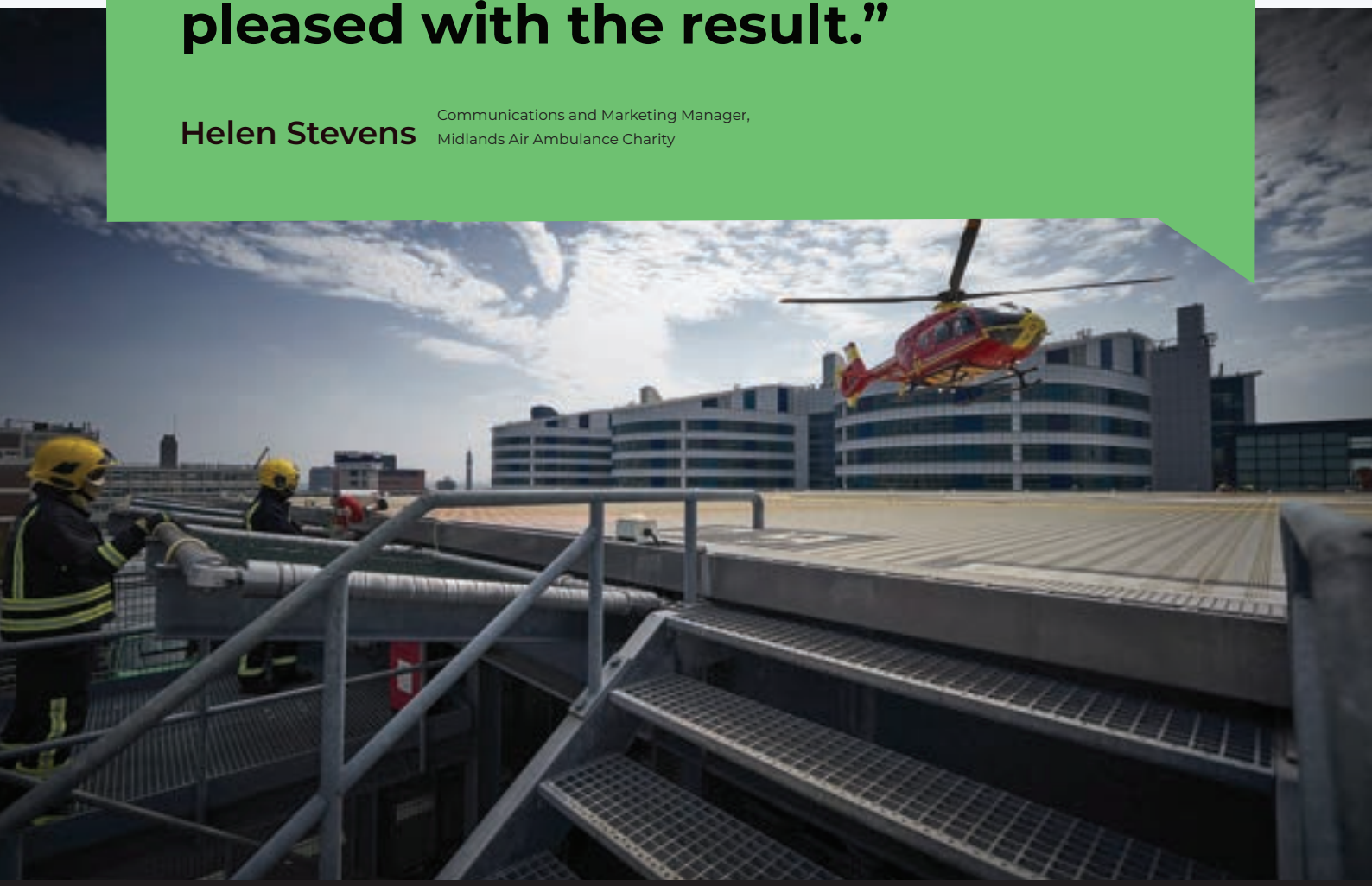




The Outcome

"astute not only took the brief, but interrogated it to ensure our new brand style would connect with our current supporters and new audiences. **The process was thorough and we are extremely pleased with the result."**

Helen Stevens Communications and Marketing Manager, Midlands Air Ambulance Charity



Tell us about your goals and let’s plot a course together



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let’s make something incredible. let’s make something incredible. let’s make some-