

Finding Relevance Through Branding

REBRANDING CRAFT ONTARIO

Emma Quin
Executive Director
Textile Museum of Canada



Textile
Museum of
Canada
2016/2017
textilemuseum.ca





ONTARIO CRAFTS COUNCIL



OUTREACH

- We engaged our stakeholders in a series of Discovery Session
- We engaged our members through surveys
- We engaged the community through consultation sessions.

REFLECTION

- We looked at our achievements and accomplishments to date
- We listened to what our members were telling us through survey results
- We looked at current and past strategies and thought about change.



We envisioned the future and asked many
question about what things might be like in
5 years.



WE FORUMLATED OUR FUTURE STRATEGIC THEMES

MANDATE: we would clarify our mandate; prioritize our audiences and align our efforts to them.

BRAND: we would evaluate our brand (and-brands) ensuring they were relevant to our target markets/audiences.

ENGAGEMENT: we would determine priority programs and look at the metrics that correlate programming spend to member satisfaction and audience engagement.



OUR PLAN EMERGED

For our members, we would:

- **connect** them to audiences, new markets, opportunities, and diverse networks thereby providing them with the ability to attain higher potential and have richer careers;
- **enable** them to become business owners and entrepreneurs by connecting and/or providing skills development training; and
- **champion** their stories, celebrate their successes, and profile their work.

As an advocate, we would:

- **connect** audiences to makers ensuring that the public have knowledge and opportunity to experience, buy, collect, see, and explore craft;
- **enable** audiences to understand craft in all its diversity, and to see it within the larger art and design community; and
- **champion** the cultural and economic value of craft; its validity as a career, its professionalism, and its artistic and aesthetic expression.



FOUR PILLAR OF BUSINESS FOCUS = four sub-brand to market



MEMBERSHIP & PROGRAMS



SHOP



EXHIBITIONS



STUDIO MAGAZINE

We contemplated what VALUE meant in regards to program development and implementation.

- What VALUE would it bring to the organization?
- What VALUE would it provide to members?
- What VALUE would it provide to the public?

We contemplated what our audiences wanted in program development

- What do members want to get from program development VS what members want us to provide as part of program development.
- What does the public want to get from program development VS what they want us to provide them with.



WE EXPLORED WORD THAT WE FELT TALKED TO CRAFT AND TALKED TO THE ORGANIZATION

living
adapting
making
organic
digital
reaching
cultural
artistic
valuable
evolving
economic
connected
reacting
open
suggestive
diverse
collaborative
stimulating
variable
creative
modern
interpretive
traditional



ULTIMATELY THIS PROCESS CONFIRMED THAT OUR BRAND NEEDED TO CHANGE

We engaged the help of an Ad/Branding Agency

- We briefed their team about the sector
- We briefed their team about our needs
- We briefed their team about our new direction

- We reviewed our old collateral – website, print pieces, logo
- We talked about new language that spoke to both audiences
- We talked about integration across our technologies
- We talked about our sub-brands – The Guild Shop, OCC Gallery, Studio magazine



THE CREATIVE BRIEF – that came back from the design agency

The objective is to develop an identity and visual brand that positions the Ontario Crafts Council as the visible leader and champion for Craft and Craft Makers in Ontario. The new identity must signal the organization's renewed vision for future sustainability and growth, and a commitment to engaging multiple audiences (members, public, hobbyists, professionals, local, international) across multiple channels (print, online, gallery, store).

Additionally, the new visual identity and supporting brand elements must express the breadth and diversity of Craft itself – its artistic and cultural expression, its decorative forms, its economic and functional purposes taking shape from both natural and man-made materials. It must be open and unconstrained, interpretative and suggestive.

Once produced, Craft speaks for itself, in multiple voices and communicates meaning in a variety of ways. It speaks to both the act of creation and the finished piece, opening up dialogues on art, function, creativity, spirituality, nature, philosophy and ways of life.

Therefore, an identity encapsulating this kind of artistic expression, must be open, fluid and organic.



THE SOLUTION

The agency described the Ontario Craft Council as an organic, evolving organization adapting, reacting and responding to the needs of its members and its audiences. They believed that a standard, typical, fixed logo construction would not adequately serve the open, fluid, organic nature of our organization.

Their solution, a dynamic identity – an identity that uses variable elements to signal to its audiences its diversity of offerings and evolving nature.

WE NOW UNDERSTAND THAT A BRAND IS NOT A LOGO, NO MORE THAN WE ARE OUR SIGNATURES. A BRAND IS A COLLECTION OF RELATIONSHIPS THAT STIMULATE US TO LIVE THE BRAND, AND STIMULATES A LIVING BRAND, NOT STATIC OR FROZEN IN TIME, ALWAYS EVOLVING, GROWING, ADAPTING TO NEW CIRCUMSTANCES.

Dynamic Identities, Irene van Nes



THE PROCESS: STEP ONE – THE NAME

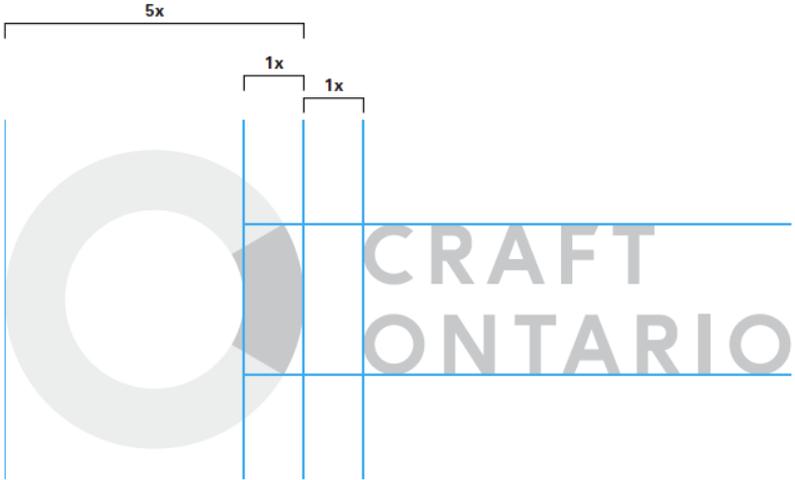
The Process

This step in the development of the identity explores the nuances of proportion, shape, type and space.

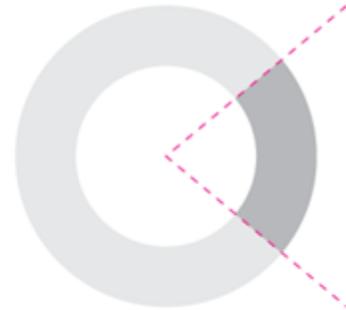
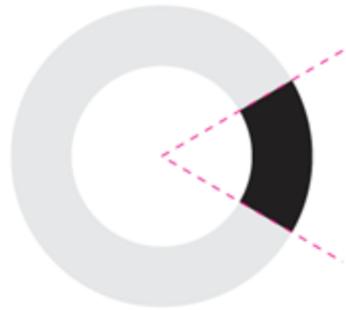
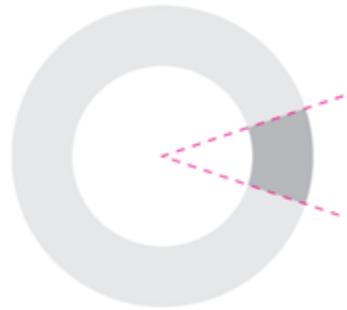
It is through this process that we create a mark that is both functional and everlasting.



The Math



Notch



The Typeface

Baufra

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

1234567890

!@#\$%^&*()_+<>

? \ | } [] ; ' ~ .

Image Set A



Ceramic

**CRAFT
ONTARIO**



Glass

**CRAFT
ONTARIO**



Metal

**CRAFT
ONTARIO**



Mixed Media

**CRAFT
ONTARIO**



Stone

**CRAFT
ONTARIO**



Textile

**CRAFT
ONTARIO**



Wood

**CRAFT
ONTARIO**





CRAFT ONTARIO

SHOP + GALLERY

ESTABLISHED 1931

CERAMICS
GLASS
ABORIGINAL ARTS
JEWELLERY
METAL
MIXED MEDIA
STONE
TEXTILES
WOOD

THANKS TO THE NETWORK
IN YOUR HOME
THAT YOU DO NOT
KNOW TO BE
USEFUL OR BELIEVE
TO BE BEAUTIFUL

CITIZENS
of **CRAFT.**

#CITIZENSOFCRAFT

Invite others to stand up for craft.

DECLARE YOURSELF

Free Wallpapers and Badges.



IF YOU RESPECT THE ORIGINAL, THE PERSONAL, THE AUTHENTIC – YOU ARE A *CITIZEN*

Welcome to your space. A place to declare yourself, to share and grow the movement and, coming soon, a place to find other citizens: appreciators, makers, curators and all those who stand up for *Craft*.

BELOW IS OUR *MANIFESTO*.

If you share our values, help us spread the word.

