

MontroseAccess

Bright and cheerful describes MontroseAccess and their brand refreshment.



MontroseAccess is a non-profit organisation founded in 1933. “We provide therapy, recreational and respite services for kids and young adults with physical disabilities throughout Queensland,” says PR Coordinator, Rachel Morgenbesser. “By increasing awareness and donations for MontroseAccess, I feel I am helping young people with disabilities lead more fulfilling and independent lives.”

In early 2008, the year of the organisation’s 75th anniversary, MontroseAccess embarked on a brand refreshment project. “We were looking at targeting a more youthful demographic because having been around for 75 years a lot of older members of the community know of our work, but we needed more of a presence in a younger market. The potential supporters of the future, I guess.”

Rachel continues, “We wanted to revitalise the look of all our collateral. It was looking a little bit dated and unappealing and it did not accurately reflect our work with young people. We wanted to brighten and liven it up a bit, and make it more reflective of what we actually do through a focus on people, rather than on the organisation itself.”



“There was a lot of disparity between our publications before. So the brand refreshment has really given us a strong basis for all the publications so that people can start to recognise the MontroseAccess look.”

Rachel Morgenbesser,
PR Coordinator, MontroseAccess.



“One of the other objectives of our refreshment was to be a bit more competitive in our marketplace,” says Rachel. “There are so many not-for-profit organisations out there and a lot of them deal with children, so if your collateral looks outdated and old fashioned then you are not going to reach the people who you are trying to reach.”

MontroseAccess approached several design studios to present concepts for the brand refreshment. “I thought that Tell provided the most consistent suite of documents and that was impressive,” says Rachel. “The solution presented looked professional, and having worked with Tell previously, I knew that it would be a simple process.”

“Our recommendations were mainly about consistency,” says Tell Graphic Designer, Damian Gibson. “The consistent use of a curve in the design layout softens the composition and reflects the MontroseAccess logo’s curves lines. Prominently featuring the MontroseAccess website promotes it as an information destination and greater use of the organisation’s corporate colours creates vibrancy across marketing collateral.”

“The use of our corporate colours and our design elements was something that we had to keep in mind, because we had some

recognition already, so we did not want to completely throw it out the window,” says Rachel. “Tell got this balance right through a professional and vibrant solution that was still recognisable as a part of the MontroseAccess brand.”

The new MontroseAccess look has been applied across newsletters, brochures, retractable banners, billboards, certificates and even lapel pins. The latest addition is the MontroseAccess Annual Review that celebrates the organisation’s 75th year. “The response to the brand refreshment has been really good from all of the people we deal with, but particularly from staff,” says Rachel. “They are really impressed and are now much more willing to use our marketing materials than they were previously.”

Rachel continues: “Also the newsletter is now a lot easier to read. The use of images is a lot stronger, and the overall layout is really easy to visually understand at a glance.”

“This encourages people to delve further in and read more. People look at it and it grabs their attention. They want to open it.”

“Across the suite of marketing materials, the use of colour and repeated elements really brings it together as a cohesive package for us,” says Rachel. “I think there was a lot of disparity between our publications before, so the brand refreshment has really given us a strong basis for all the publications that people can start to recognise as the MontroseAccess look.” ☺

To make a donation, contact
MontroseAccess on 07 3379 9200.

“Everyone at Tell knows their stuff, not just in terms of the actual design, but also things like print and budgetary considerations as well. It has been really easy. It has made the process simple and stress-free.”

Rachel Morgenbesser,
PR Coordinator, MontroseAccess.



“I had a desire to do something in the non-profit industry. I wanted to do something worthwhile and experience that flip side. It has been good to experience that other side of the business world. I have learnt heaps. Also I enjoy getting to write most of the time by working on publications.”

Rachel Morgenbesser,
PR Coordinator, MontroseAccess.

TIP
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Brand refreshment

“When undertaking a brand refreshment, think about what you are trying to achieve and also what kind of message you are trying to project about your organisation,” says Rachel.

