

PNI-UK is an up and coming charity dedicated to support women and their families suffering from peri-natal illness and birth trauma. Driven by the dedication of women who have suffered from this illness to help others and inform the general public and influential medical practitioners/care workers, the cause though in its early stages is making great grounds and filling a much desired gap in the health care of women.

Strategy and Definition

As a new charity (2 years+) PNI-UK was presented to Allde in its raw state with two clear goals - to help women suffering from peri-natal illness and to engage the medical community in to taking the illness seriously. PNI-UK's brand identity was undefined and their business strategy required focus.

Thus Allde's experience of creating a brand for a charity was fully utilised to not only create a new brand identity but also establish a clear strategy for achieving PNI-UK's goals. This required establishing:

- The segmentation of the PNI-UK target audience
- The categorisation of PNI-UK aims into coherent and accessible headlines; which could be easily identified by PNI-UK's target audience
- The business objectives and values of PNI-UK
- The brand definition incorporating the studied motives, objectives and sentiment of the organisation

The wide scope of the project was perfectly suited to Allde's passion for a holistic approach to brand creation and allowed Allde to provide a full suite of products that would coherently express the PNI-UK cause.

From the ground up

What is in a name?

PNI-UK was pondering on a name change - this would be feasible given that the charity was still in its early stages and hadn't invested in company branded materials as yet. PNI-UK has already changed its name from Pnisha, as it was overly complex and difficult to communicate in the different medias.



The main rationale for considering a name change from PNI-UK was to differentiate itself from the use of the acronym "PNI" which is recognised by some as "post-natal depression".

After researching the usage of the acronym "PNI" and as a result of the overall strategy, Allde recommended keeping the current name. Instead of a name change Allde suggested the importance of creating a strong association with the illness and giving a name to the illness for the benefit of its sufferers. Thus, with a focussed strategy that propagates the usage of the name and a clear visual identity, PNI-UK would be established as the charity for peri-natal illness.

Leading with purpose

PNI-UK had a clear idea of the areas in which they wanted to affect change and had a recognisable approach to their work. Allde took this basis and formulated accessible headlines that captured their goals and would reinforce the message of their work - the acronym "SIR!" highlights the attention they are seeking for their cause

- support
- information
- research

These 3 words would be the trademarks for the areas that PNI-UK would infiltrate and affect change. They would be incorporated in the branding and used to segment the pages on the website for easy navigation.

Open for business

To ensure that the PNI-UK cause is fully understood both internally and externally Allde defined its approach with 4 values. The values represent not only what PNI-UK does but how it does it. Their unique approach to help women and their support system (family, friends etc) but without putting any undue pressure on them (by not asking them to support other PNI suffering women, for example) and putting the emphasis on recovery was the key to their approachability.

don't suffer in silence

PNI-UK came from an idea of another member in response to: 1) the work we do and 2) another organisation copying the work we're doing. Perinatal illness - pregnancy, birth and postnatal period, UK to show the area we cover. I am sure all of us would consider a name change if it was for the charities benefit.

PNI-UK started up in March 2003 and we grew over that last three years in terms of the workload. As we have a unique approach to how this condition is perceived, treated and how empowered mothers need to be etc our approach is a one off and totally developed from my experiences with hearing from many mothers and fathers /family, research medical and otherwise, nursing sciences, my experiences in Nursing and from running support groups and being involved with Marce Society etc.

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PNI
www.pni-uk.com

AlIde wanted to emphasize these values to help PNI-UK engage all parties involved with the organisation: sufferers of PNI, their family, the medics/ care workers, researchers / experts in PNI, volunteers / staff at PNI-UK, the leaders / strategy makers / patrons of PNI-UK, the press / general public, for example.

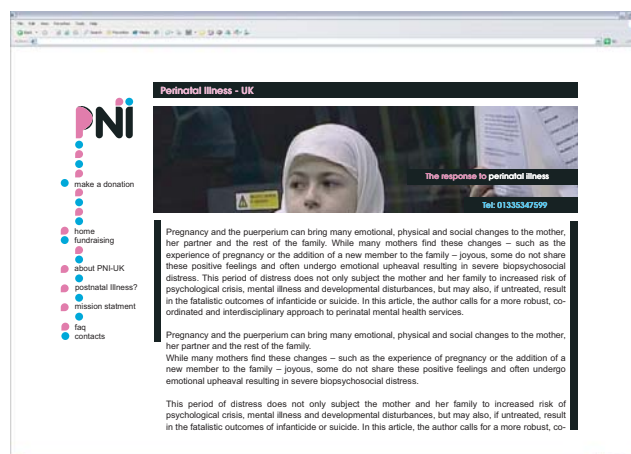
The key role of the values is to inform all parties that PNI-UK is ready for business and open to receive help from others whilst also giving help.

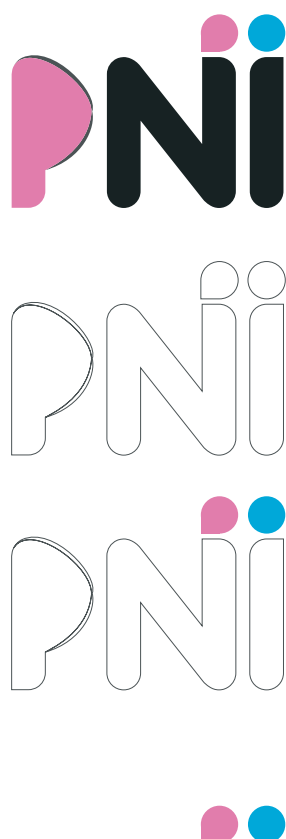
Slogan

Having established the business goals and values of PNI-UK this was captured in a carefully composed slogan:

PNI-UK - the response to perinatal illness

The slogan captures the urgency of the cause and urges action. The incorporation of the words "perinatal illness" is crucial in introducing the term to sufferers, experts and the general public - in doing so the intention is to circulate the term in to general usage. Thus, also solving the current association of "PNI" with "postnatal depression" only.





Visualising the brand

The visuals for the brand came from the important work carried out early on the strategy of the charity and definition of the approach.

The key aspects to highlight were: womanhood, family (support person, e.g. husband / partner), the illness and very importantly the aim of the organisation which is "recovery".

The logo internalises all these aspects and communicates these back to its audience both directly and subliminally. The colours pink, blue and grey represent woman, man and illness, respectively. The deliberate use of bright pink and blue aims to create a positive mood and lift the spirit of those involved with PNI-UK and those using PNI-UK towards "recovery".

The curved lines of the personalised font communicates the approachability of the organisation. It was important to make the logo friendly without losing the serious aims of the charity, hence the bold font to assure trustworthiness with a feminine shape.

The pink and blue dots above the "N" and "I" create two figures, woman and man. These figures are facing each other in dialogue, and also represent the importance of communication between all parties in order to help sufferers of perinatal illness.

The dots are also a strategic introduction to be incorporated as part of the PNI-UK brand in future campaigns, much the same as the Nike tick is used in its merchandising. As a result PNI-UK has the flexibility to create merchandising in an interesting and fun way to fund its cause.

Just the beginning ...

Allde has created the foundations for PNI-UK's communication, and given them the flexibility to build on this foundation in an innovative and creative way, allowing them to stand out from its peers. Allde has incorporated the brand elements for all PNI-UK's business stationary and crucially its new website - demonstrating a coherent and accessible brand identity that works on many levels and all medias.

Allde approached the PNI-UK brand identity as the beginning of a beneficial relationship that will help woman in need and suffering in silence - the future is positive with the effort of all parties involved.

