



The brand and digital agency
for Charity, Health & Education.

ACO Annual Conference 2025

Staying Visible: Adapting your brand to the new charity landscape



Dave Crichton, Creative Director and Brand Strategist

transform



A brief introduction





David Crichton

Creative Director & Brand Strategist

- 23+ years' experience as a designer, writer and brand consultant / strategist
- Worked with global clients from all sectors
- Digital background too, including websites, film and social
- Charity, health and education focussed for the past decade

IE is a leading Brand & Digital agency for charity, health and education clients based in the heart of Birmingham. We've been making a difference for over 30 years.





Some of our values-driven clients...



Including ACO members...

Clergy
Support⁺
Trust

THE
INSURANCE
CHARITY



Including ACO members...

Clergy
Support⁺
Trust

THE
INSURANCE
CHARITY



Brand



Brand Research



Internal Engagement



Brand Messaging



Visual Identity



Behaviour Change

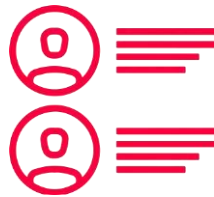


Campaign Design

Digital



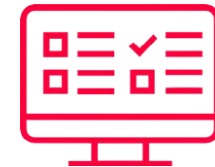
User Research & Discovery



UX Design



CMS Websites



CRM Integration



Inbound Marketing



Custom Builds



Mobile Apps

AHCM Communicating Healthcare Awards

CSH Surrey | Shortlisted for Best Visual Brand
CSH Surrey | Shortlisted for Best Website

Association Awards UK

ABDO | Finalist for Best Digital Transformation

The British Council's Youth on Board Awards

pfeg | Winner of the Inspiring Project Award for "Our Money, Our Future"

Charity Times Awards

Career Ready | Shortlisted for Best use of the web
pfeg | Shortlisted for Best use of the Web

CIWM Sustainability and Resource Awards

WRAP Love Your Clothes | Shortlisted for Most Effective Comms Campaign

Cream Awards

pfeg | Shortlisted for Best Use of Illustration
Lifewords | Shortlisted for Best Use of Photography

CV Magazine

IE Brand & Digital | Winner Leading Brand Agency for Charity & Education

Education Resources Awards

pfeg | Best Secondary Resource for (pfeg now part of Young Enterprise)
pfeg | Winner of the Innovation Award for "Get Money Smart" Campaign

Heist

TEDI-London | Shortlisted for Best use of Content

Public Sector Transformation (IESE)

Talk Community programme (Herefordshire Council) | Certificate of Excellence

Third Sector Excellence Awards

Sexwise | Shortlisted for Best Brand Development

Transform Awards Europe

Josie Evans, Senior Designer | Creative Young Contender of 2021
Sexwise | Gold for Best Visual Identity from the Healthcare sector
Cranfield University | Gold for Best Brand Architecture Solution
University of Warwick careers | Gold for Best Visual Identity for Education
University of Reading Careers | Gold for Best Visual Identity for Education
University of Reading Careers | Highly Commended Best Use of a Visual Property
Clergy Support Trust | Silver for Best Visual Identity for Charity, NGO, Non-profit
Clergy Support Trust | Bronze for Best Naming Strategy
UoB Careers Network | Silver for Best Visual Identity for the Education sector
UoB Careers Network | Bronze for Best Use of a Visual Property
AFTP | Silver for Best Visual Identity from the Farming and Agriculture sector
Resuscitation Council UK | Bronze for Best Visual Identity for Healthcare
Aston Uni Careers+Placements | Highly Commended, Best Use of a Visual Property
Aston Uni Careers+Placements | Highly Commended for Best Use of Copy Style

W3 Awards

Farming and Countryside Education | Silver for Outstanding User Experience
Farming and Countryside Education | Silver for Outstanding Website
AFTP | Silver for Outstanding Website
Solihull NHS Care Trust | Silver for Outstanding Website for Health
West Midlands Quality Review Service (NHS) | Silver for Outstanding Website
Digital Birmingham | Silver for Outstanding Website for a Not-for-profit
University of the First Age | Silver for Outstanding Website Charity
IE Digital | Silver for Outstanding Mobile App/Site Self Promotion
IE Digital | Silver for Outstanding Website Self Promotion



**Winner Best Agency Culture
IE Brand & Digital**

The logo for the ThirdSector Awards, featuring the text "ThirdSector" in a bold, black, sans-serif font above the word "Awards" in a larger, bold, black, sans-serif font, all contained within a white rectangular box.

**ThirdSector
Awards**

**2025 Finalist for Brand Development
& Digital Innovation**





What do we mean
by brand?



marketing sentiment
framework messaging promise
masterbrand immersion story competitor-analysis
logo typography recall templates advocacy
metrics system activation canva affinity elevator-pitch
awareness tone-of-voice equity adobe visual-identity
evp architecture experience pillars
campaigns journey boilerplate strapline
icons guidelines values mission dna testing research
proposition identity optimisation
loyalty narrative positioning essence behaviours awareness
beliefs tracking engagement
palette

**“The sum total of all the meanings
that all your possible audiences
carry around about you in their
heads and in their hearts.”**

Simon Middleton, Self-appointed Brand Guru

“A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

Michael Eisner, Former Chief Executive of Disney.

“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos, Amazon Founder.

Brand

~~Brand~~ Reputation









Coca-Cola

TRADE MARK
REGISTERED

IS DELICIOUS



HOOVER

the cleaner with the
double s-t-r-e-t-c-h hose

reaches twice as far as ordinary cleaners

the latest Hoover Cleaners have
amazing new double s-t-r-e-t-c-h
which *reaches twice as far as*
ordinary cleaners! From ceiling to
! From wall to wall! Into the
room! Even right upstairs!
There's also a marvellous range of

cleaning tools for fabrics, furnish-
ings, and all 'above-floor' cleaning.
So get your Hoover Cleaner *now* —
in time for Spring Cleaning.

The Hoover gets up trodden-in grit

Remember the Hoover is quite
different from ordinary cleaners.

Ordinary
cleaners
reach only
to here



Your brand is all of these:

1. A stamp of ownership
2. A mark of quality
3. A signifier of a product/organisation/service
4. A symbol of status that maybe reflects well upon me
5. A community where I can belong

Brand as a person...



Dave Crichton











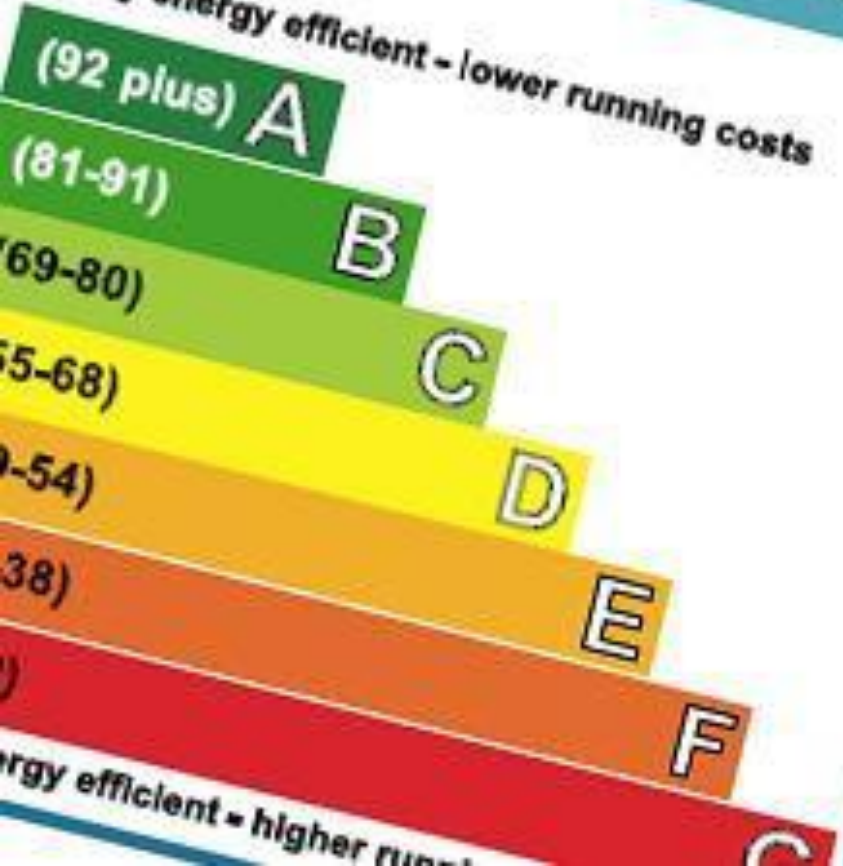


Best brands:

1. Integrity
2. Visibility
3. Credibility
4. Emotional Appeal

Energy Efficiency Rating

Very energy efficient - lower running costs



Current

Potential

72

85

The graph shows the current rating of the home.

The higher the rating the more energy efficient the home is to be.

The potential rating is the rating the home could achieve if all recommended measures were implemented.

£ 1,731

over 3 years



iebrand.co.uk

iedigital.co.uk



@iedesign

4 bedroom detached house for sale

Henley (Plot 47) at Knightlow Park, Harborne, Birmingham, B17

From
£769,995

<< Back to property listings

NEW HOME



Start slideshow

1 of 13

Enlarge Picture 1



Call: 0121 396 0008

Request Details

This property is marketed by:



Redrow Homes

Knightlow Park, Harborne, Birmingham, B17

Find out more about Redrow Homes

Request Details

or call: 0121 396 0008

Save property

Add notes

Print

Send to Friend

Images may contain optional upgrades at additional cost

Share this property



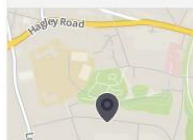
Description Floorplan Map & Street View School Checker Market Info

Key features

- Perfect for family living
- Captivate your friends & family in the open plan Kitchen/Diner
- Customise your home using My Redrow
- Modern living to create the ideal home for growing families
- Idyllic location in the heart of
- Energy efficient home -

Listing History

Added on Rightmove:
07 August 2017



TESCO



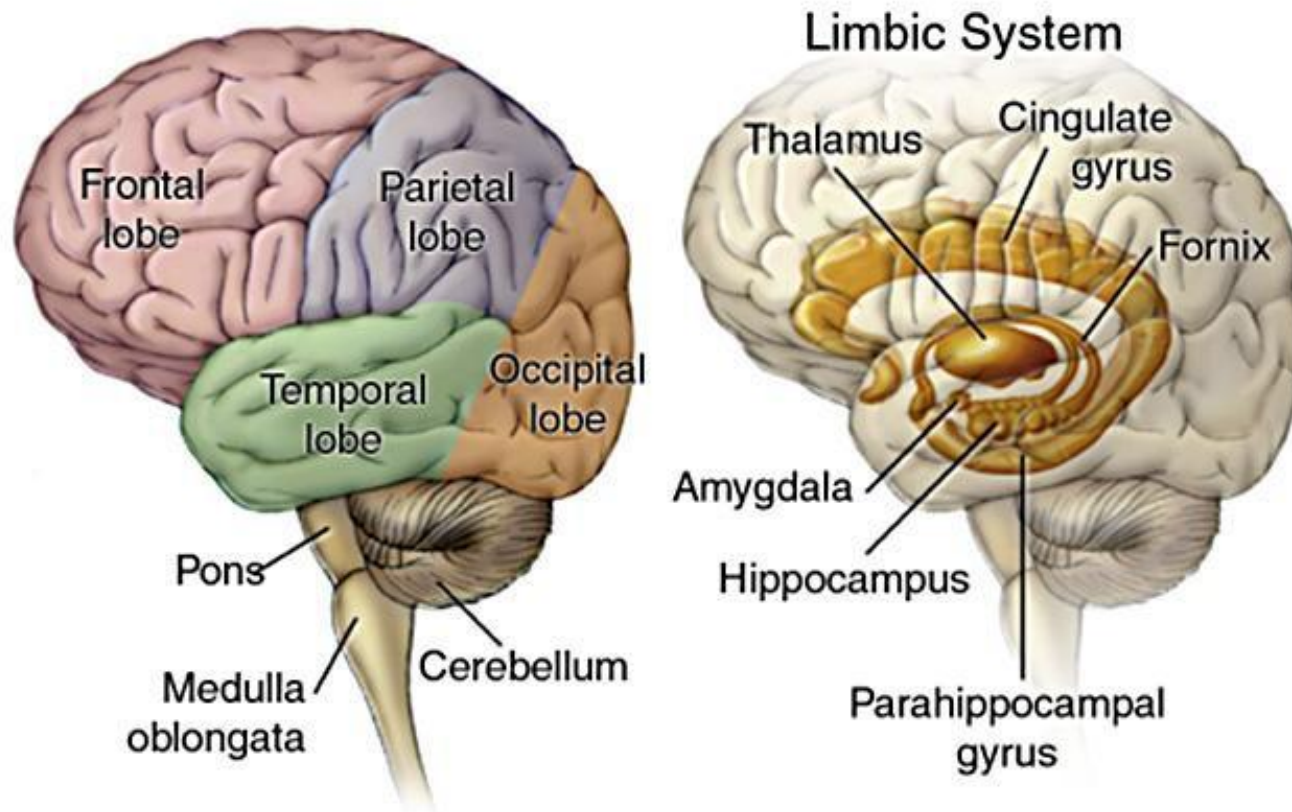
Free next-day Click+Collect

How convenient is that?

Excludes bank holidays. T&Cs apply.



Anatomy of the Brain



© 2000 by BrightFocus Foundation



Five ways you may need to
adapt your brand?



1. Evolve to survive





Est. 1902



Est. 1883



Est. 1655



**Clergy
Support+
Trust**



1975



2025



2075

THE
INSURANCE
CHARITY



2. Let beneficiaries know you can help them





THE
INSURANCE
CHARITY

We're helping
underwriters
like Aisha with
housing advice

Supporting insurance people when they need us most
theinsurancecharity.org.uk



**THE
INSURANCE
CHARITY**

We signposted
Ishram
to a housing advice charity

Find out more about The Insurance
Charity and what we do
theinsurancecharity.org.uk



**We helped
Julie when she
was made
redundant.**

**THE
INSURANCE
CHARITY**

Find out more
theinsurancecharity.org.uk

**We're still
supporting
John, 30 years
after he left
his job in
insurance.**

We're still here to support you
even after you've retired or
left the profession.

**THE
INSURANCE
CHARITY**

Find out more.
theinsurancecharity.org.uk

THE
INSURANCE
CHARITY

We're still supporting John, 30 years after he left his job in insurance

We offer financial support and practical guidance to current and former insurance professionals in the UK and Ireland.

Find out more about The Insurance Charity and what we do.
theinsurancecharity.org.uk

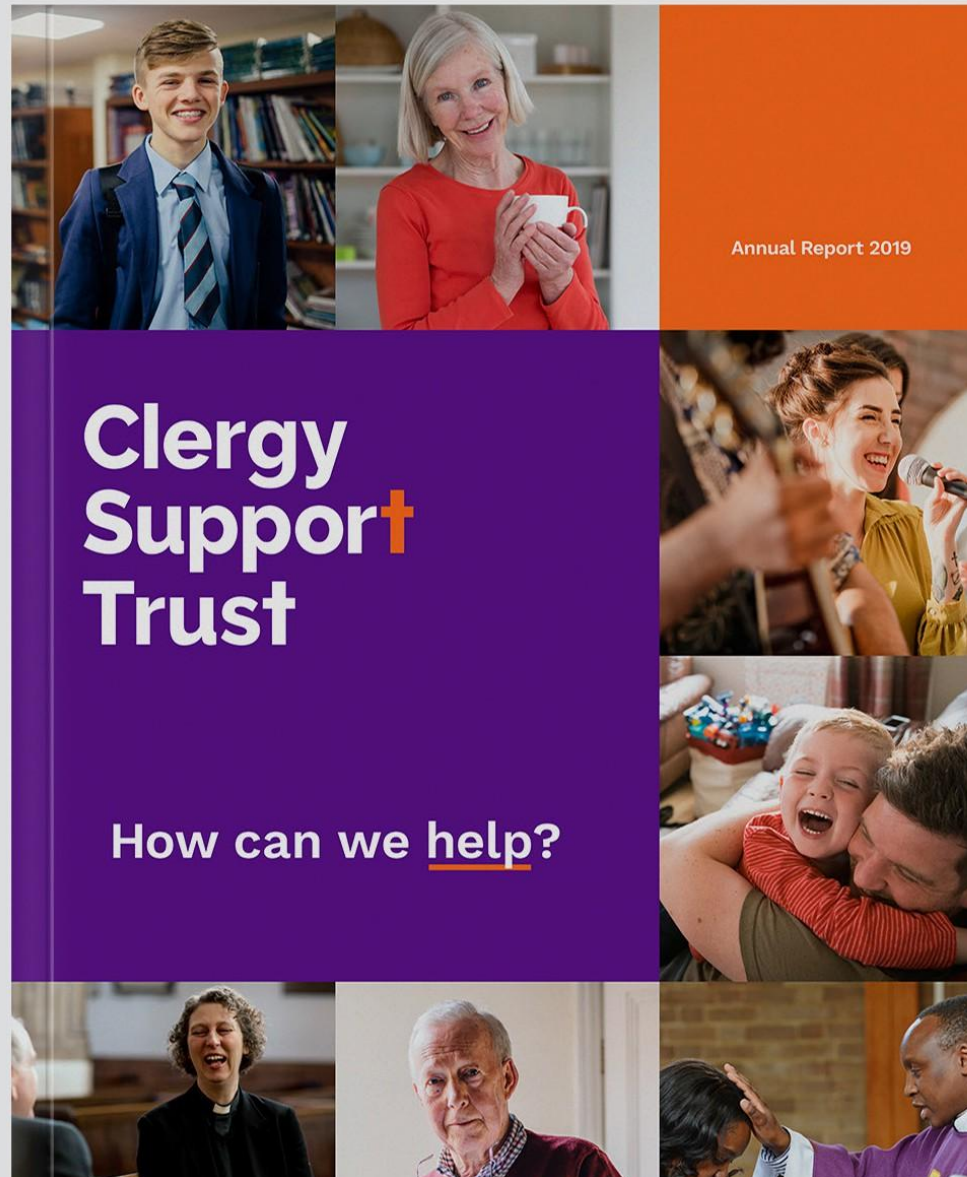
THE
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CHARITY

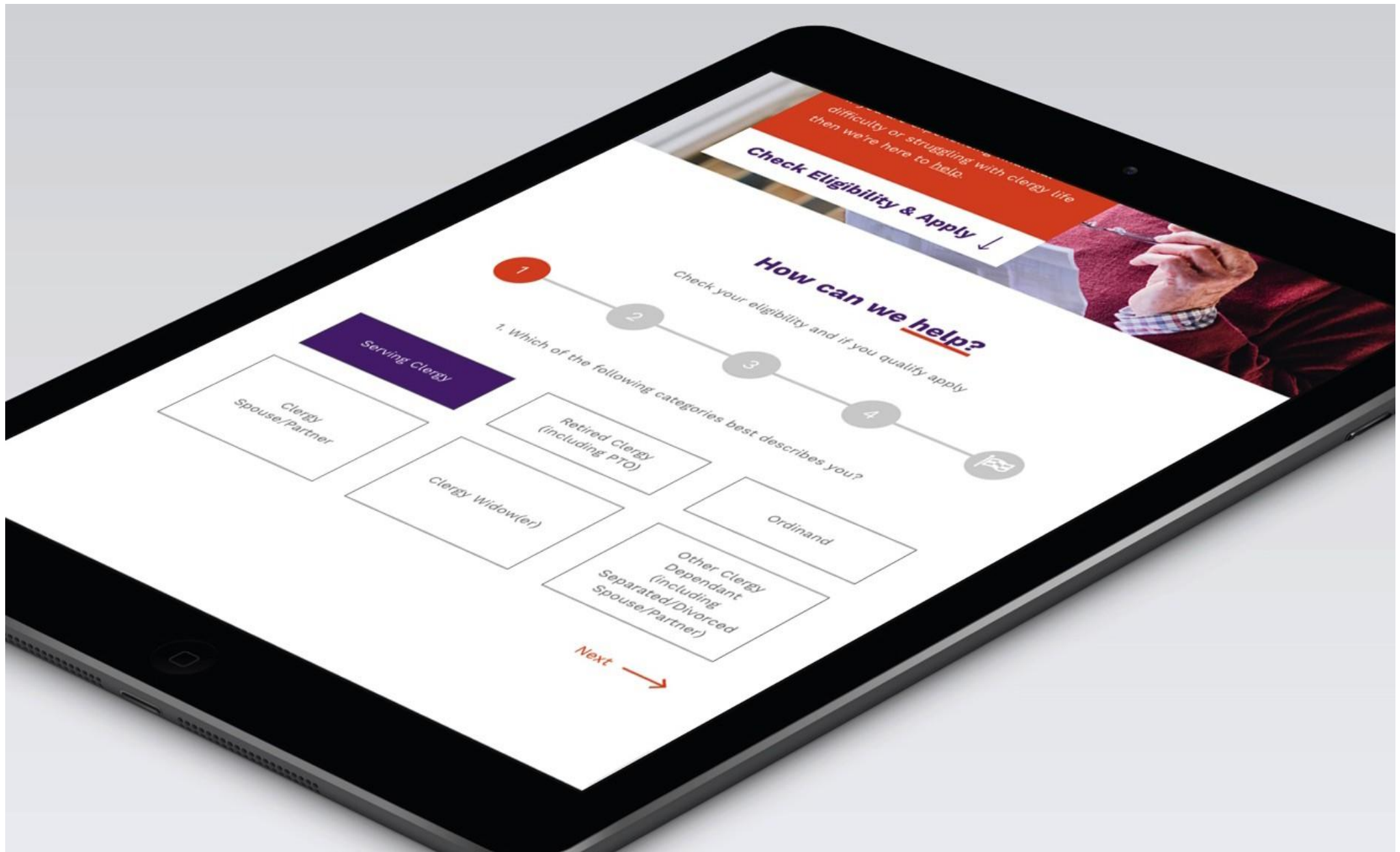
We're helping Sandra get her retirement back on track

We offer financial support and practical guidance to current and former insurance professionals in the UK and Ireland.

Find out more
theinsurancecharity.org.uk









Bank Workers Charity

I've been retired from banking for five years



WE'RE HERE TO HELP

+ I've never felt so lonely

Bank Workers Charity

I'm a Customer Services Advisor



WE'RE HERE TO HELP

+ my debt is piling up

Bank Workers Charity

By day I work at the bank



WE'RE HERE TO HELP

+ by night I'm a full time carer



Supporting the banking community past and present

We're here to support your and your family's wellbeing by providing you with information, guidance, and financial assistance

Tell me more

HOW CAN WE SUPPORT YOU?

I'm a current bank worker and I need support with mental health



Supporting the banking community past and present

Helen Gillespie
Key Account Manager

Bank
Workers
Charity



3. Offer beneficiaries more than money





- Mental Health & Wellbeing Support
- Occupational Health
- Physical Health
- Signposting
- 24/7 Support
- Emotional Support
- Helplines
- Legal Support
- Housing Advice
- Financial Advice
- Holistic Support
- Relationships

4. Help beneficiaries to overcome barriers









How can we help?



Clergy Support⁺ Trust





*finding
it tough?*

~~MENTAL HEALTH~~
COURSES 2020

finding
it tough?
**MENTAL HEALTH
COURSES 2020**

**"No
really,
it's
all
good"**



Patron: Her Majesty The Queen
Registered Charity 226686 (England & Wales).
SC037673 (Scotland).

**RAF
Association**
The charity that supports the RAF family

Okay.
So if you really want to know - yeah -
things are a bit tough at the moment.
I'm a 37 year old mum, and it feels like
I'm pretty much bringing up the kids single
handed. Even when Simon's on leave, he's
too knackered to help out with bed time
and bath time. And I get that.
He needs a break too.

It's hard around Christmas. The kids don't
want an Xbox One. They want their dad.
To be fair, they want both, but what you
gonna do? And people say you know what
you're getting into. And I did... I think. The
kids don't know anything different. Except
for at school, when they see all the
dads at parents evening. And nativity.
But I'm not going to moan. There's plenty
worse off than me. As long as Si always
comes home safe. I just need to catch up.
Get on top of things. Then I'll be fine.

Promise
X

**too
much!**

Throughout 2020, we're running wellbeing courses for
non-serving members of the RAF family. Sign up today at
rafa.org.uk/findingittough

Finding it tough?
MENTAL HEALTH
COURSES 2020

ROYAL
AIR FORCES
Association
The charity that supports the RAF family

**"Don't
worry
I'm ~~fine~~"**
not sleeping.

Okay.

So if you really want to know – yeah – things are a bit tough at the moment. I'm a 37 year old mum, and it feels like I'm pretty much bringing up the kids single handed. Even when Simon's on leave, he's too knackered to help out with bed time and bath time. And I get that. He needs a break too. But it's hard, around Christmas – you know. The kids don't want an Xbox One. They want their dad. To be fair, they want both, but what you gonna do? And people say you know what you're getting into. And I did... I think. The kids don't know anything different. Except for at school, when they see all the dads at parents evening. And nativity. But I'm not going to moan. There's plenty worse off than me. As long as Si always comes home safe, I'm happy. I just need to catch up. Get on top of things. Then I'll be fine.

Promise X



Patron: Her Majesty The Queen
Registered Charity 226686 (England & Wales)
SC037673 (Scotland)

Throughout 2020, we're running wellbeing courses for non-serving members of the RAF family. Sign up today at rafa.org.uk/findingittough

Finding it tough?
~~MENTAL HEALTH~~
COURSES 2020

ROYAL
AIR FORCES
Association
The charity that supports the RAF family

**"I ~~don't~~
want
to talk
about it"**
really

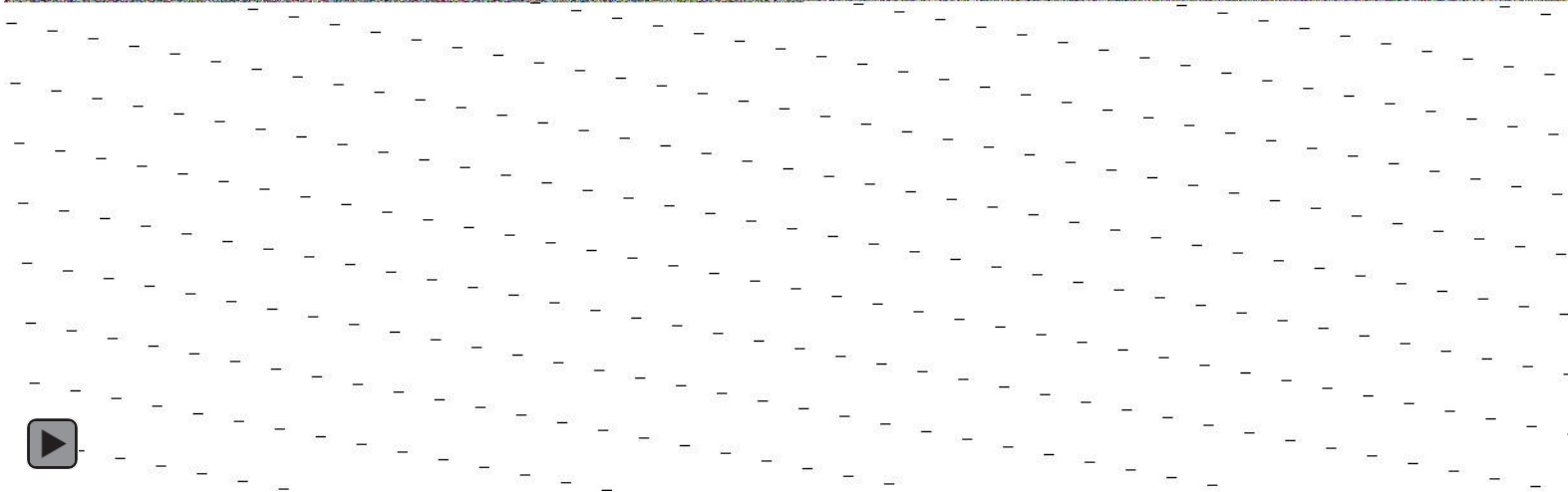
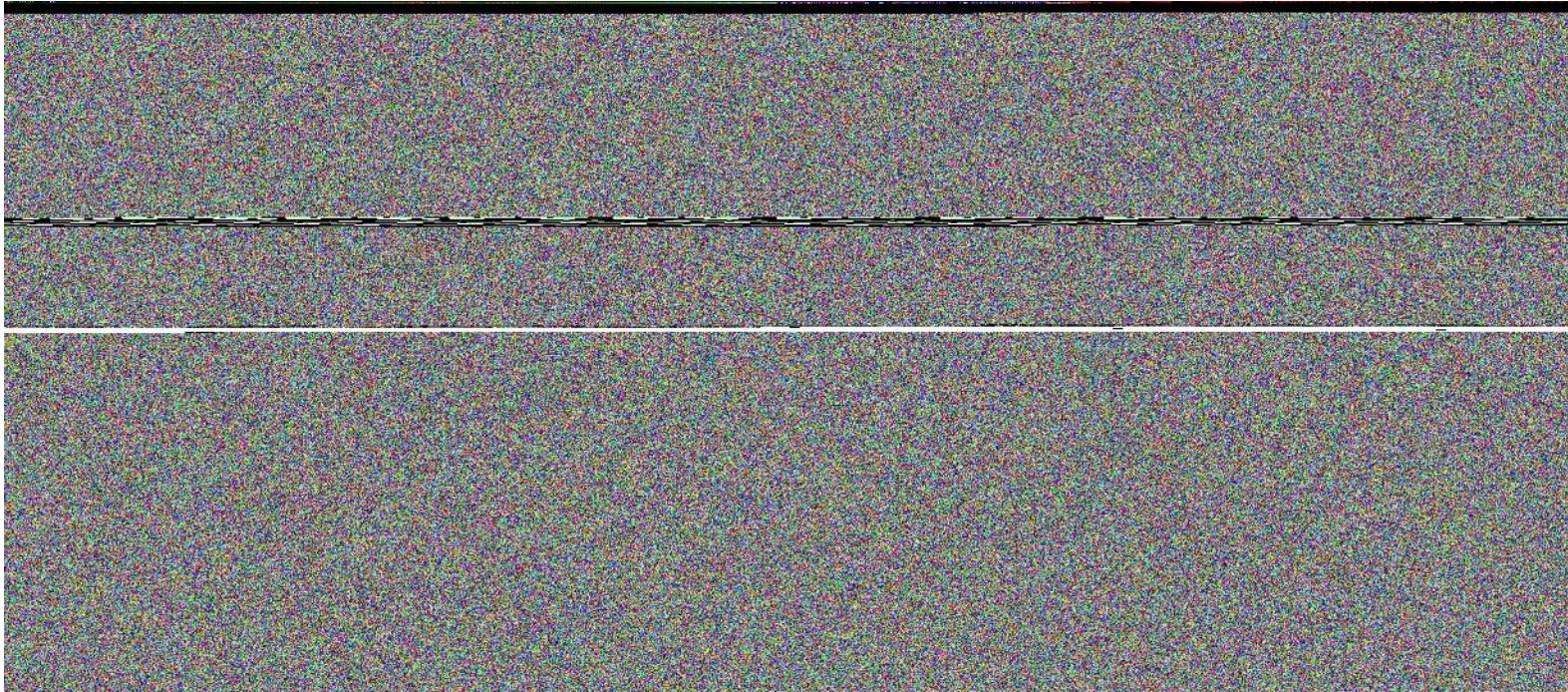
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Find your nearest event

Your experiences...

Lorem ipsum dolor sit amet,





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5. Demonstrate impact





Our impact 2024/2025

£1.3m

awarded in one-off or regular help

196

individuals or family units received financial support

£81k

awarded to those in domestic abuse situations

Your stories



Kayleigh

Kayleigh's youngest son was diagnosed with autism spectrum disorder. Having to move to part time working to care for her son and funding weekly therapy sessions put a strain on the family's finances. She contacted us to see if we could help get them get back on track.

[Read more →](#)



Lorraine

Single-mum Lorraine was diagnosed with fibromyalgia and struggled to work. We funded a programme to help manage the pain and psychological effects of her condition.

[Read more →](#)

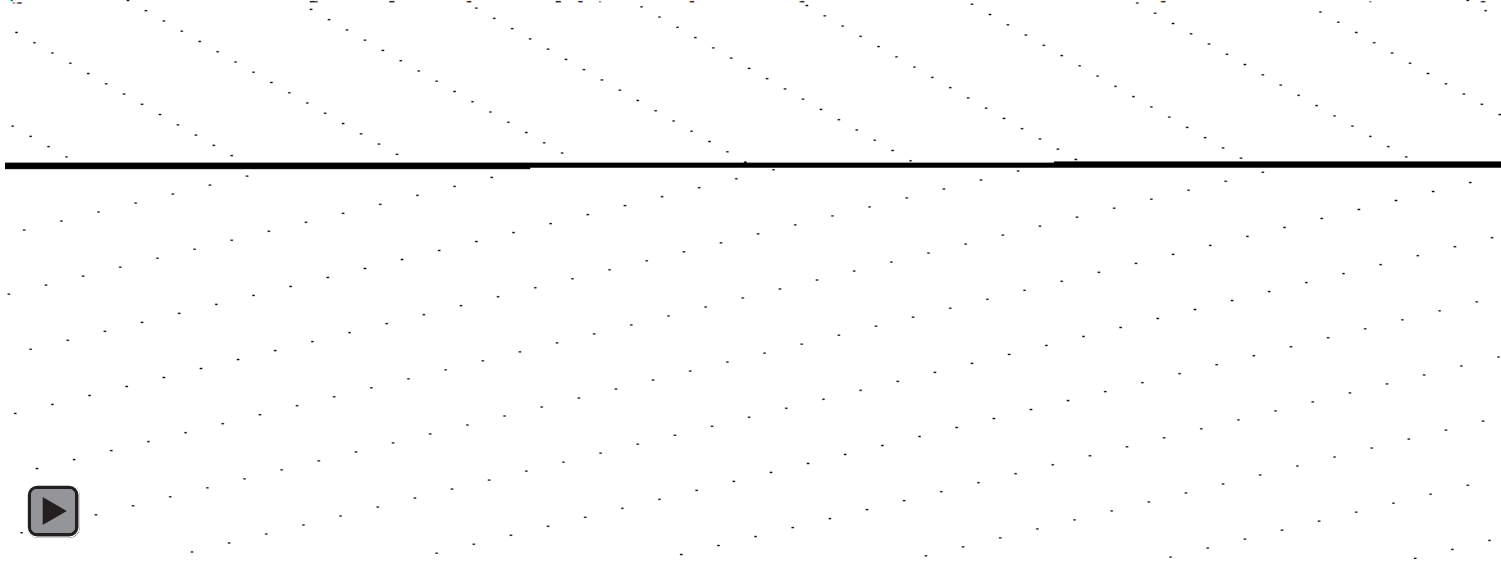
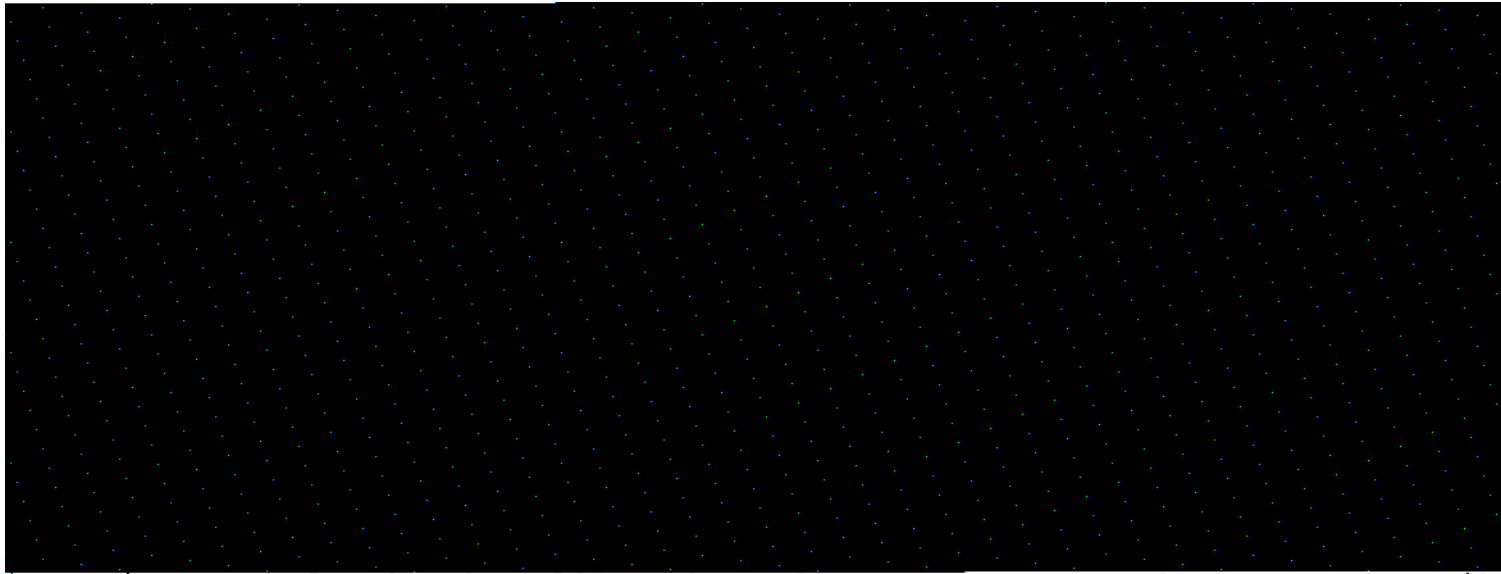


Linda

Linda was the main earner in her family and in 2023 suffered a grand-mal seizure. She was then made redundant and with a daughter at university the family's financial situation became difficult.

[Read more →](#)





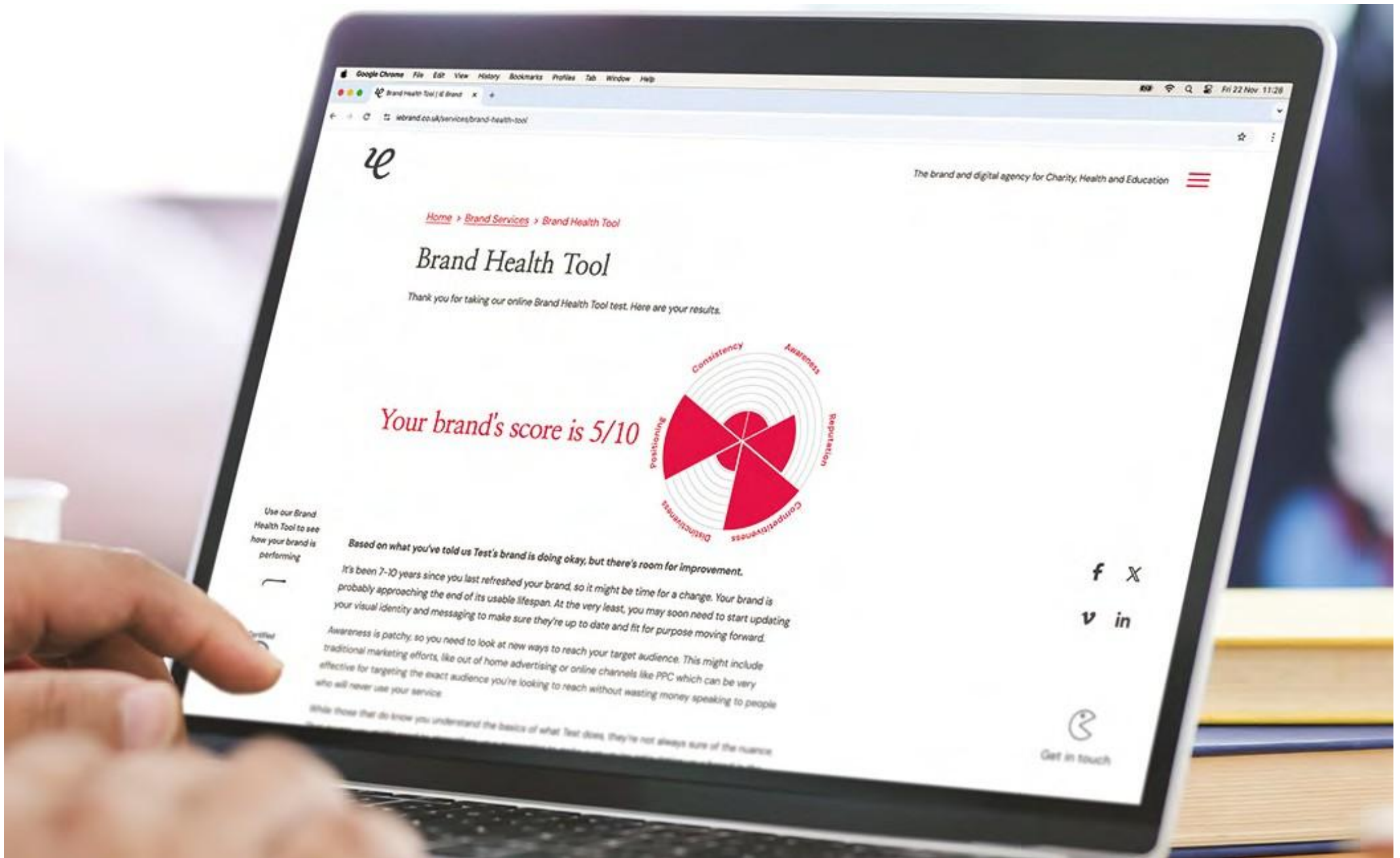
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 The brand agency for
Charity, Health and Education

Not-for-profits: why, when, and how to rebrand

A BRAND WHITE PAPER BY OLLIE LEGGETT AND DAVID CRICHTON

IEBRAND.CO.UK |  @IEDESIGN



Any Questions?



Thank You

