



Frequently asked questions

I liked your previous logo – why change it?

We liked it too. We're proud of how our identity has helped us achieve so much. Changing it was not a decision we took lightly, but the world has changed, and the way people want us to communicate with them has too, so we need to evolve.

Our new logo looks like a target which brings to life our name, our purpose and our determination to **target what's important to stop ovarian cancer devastating lives.**

The work we do at Target Ovarian Cancer is bold and purposeful. We stand for change. We bring together communities and help amplify your voices. We accelerate progress and we're impatient for change. We need a logo and visuals that shows this more clearly.

There were practical reasons too. The previous logo was difficult to use on digital channels (eg social media) and it doesn't stand out, nor does it include the colour teal which has become the colour associated with ovarian cancer. These were not questions we needed to solve when our previous logo was designed, 14 years ago.

We asked over a hundred of our closest supporters what they thought of our 'old' logo and visuals, and although many people spoke about it fondly, the general response was that it was unclear, and didn't say or match the strength of what we do.

We have ambitious goals for the future, and we need an ambitious identity to help us reach them.

How will people recognise you now?

We have warm and deep relationships with incredible supporters and partners who have helped the charity get to where it is today. That's why we involved hundreds of people in this project along the way. But sadly, there are 44,000 people across the UK with a diagnosis of ovarian cancer, and all their family and friends too. We need to reach **everyone affected by ovarian cancer.** We have huge ambitions to put ovarian cancer in the spotlight and show we're here to support everyone. Our new identity will be the springboard for bigger

communications campaigns that reach more people so that we never have to hear “I wish I’d known about your support earlier” again.

Have you taken money from frontline services to pay for this project?

No. Target Ovarian Cancer has an annual communications budget which we use to promote the support we offer and to encourage people to support our charity. This is separate from our service delivery budget. No money has been diverted from front line support for this project.

We need to reach more people to tell them what we do, so that we can support and connect them.

We also need to reach more potential supporters – because without financial support, we can’t keep doing what we do. Only strong charity brands that stand out with clarity and purpose can survive in such challenging financial times.

Ovarian cancer deserves to be put in the spotlight. People affected by ovarian cancer deserve a charity that fights their corner and demands change. Our bold new identity backs up our bold commitment – we’re putting ovarian cancer centre stage so that it can’t be ignored.

How much wastage of printed materials and merchandise will there be?

We hate waste as much as you do which is why we have been running down our stocks of old materials in preparation for the change, and also why you may see our old logo and identity around on some materials for a while longer.

We’ve carefully planned this change and as most of our designed and printed items need an update every few years anyway, we’ve made sure that we’ve timed these to coincide.

Our larger information guides will take longer to update with our new identity. That’s fine – the information in them is accurate and we will continue to use them until the information is next reviewed, then we will also update their design.

I’ve got lots of your materials. What should I do with them?

We’re keen for our supporters to start using awareness and fundraising materials displaying our new identity because it will help people recognise and find us. However, lots of our ‘old’ materials can still be used like our symptoms leaflets, t-shirts and collection boxes. We’re updating our awareness-raising and fundraising materials for when you’re ready for new ones including symptoms leaflets, posters and social media graphics, pin badges, t-shirts and collection boxes.

If you're using our logo on your fundraising promotions please get in touch with fundraising@targetovariancancer.org.uk. Our team will be happy to discuss what new materials we have. If you are one of our fabulous awareness-raising champions, please head to <https://targetovariancancer.org.uk/get-involved/raise-awareness> to take a look at what new materials are available.

How will we know if this project has been a success?

Hundreds of our community who have a connection to ovarian cancer gave input into our identity development. They answered our surveys, did focus groups and chatted to our team. Their support on this project has been invaluable and having their voices and views heard means that we have developed an identity that will resonate with others like them.

We'll know this work has been successful when our evaluations show that we are reaching more people affected by ovarian cancer, earlier, and more people are able to use our services to get the support they need, or to support us.

How can I give you feedback on your new identity?

We've love to hear what you think. We will be continuing to develop our identity over the next year, so please drop us an email and let us know what you think on comms@targetovariancancer.org.uk