



Rebrand - Frequently asked questions

Why has the charity rebranded?

Our RP Fighting Blindness name and brand has served us well for a number of years, but we were concerned it was rapidly losing its relevance.

We are immensely proud of our 42-year history and our heritage, but we know our charity must evolve if we are to continue to provide support to even more people with inherited sight loss conditions and to fund the highest quality research. And that includes our name and brand.

We need a name that is immediately relevant and inclusive to all those in the inherited sight loss community. We realise that RP is no longer relevant as an umbrella term and that many people with other sight loss conditions do not realise that we are working for them.

Our new name will raise our profile and help us to make a bigger difference for more people who need our support. It will also enable us to raise more funds and increase our investment in medical research, so that we can continue to search for treatments and make them accessible to patients as quickly as possible.

We are confident our new name and brand is relevant for today and futureproof for tomorrow.

Are you going to be changing what you do?

No. Our aims, vision and mission remain unchanged: we are your charity, working to support those affected by inherited sight loss conditions and funding pioneering medical research into the conditions that affect our community.

We simply want to do more of what we do best.

How did you come up with the new name and brand?

Our new name and brand was developed through an inclusive process involving design and sector experts, focus groups and our community to ensure relevance, longevity and impact.

Why did you choose this name and logo?

- The Retina UK name is inclusive, easy to spell and remember
- The darker blue colour is accessible to those with visual impairment.
- The block font is bold and accessible
- The branding is clear and simple
- The strapline clearly explains what we do.

Did you ask members for their views?

Yes, members and wider supporters have had the opportunity to be involved in the rebrand process in a number of ways. We were delighted that many members took the opportunity to call or email us with their ideas and views over recent months.

Members were also given the opportunity to formally vote on the adoption of Retina UK and our new logo earlier this year. Feedback was overwhelmingly positive and 86 % of those who chose to respond voted in favour of our new name and logo. We were delighted with this endorsement.

How much did this rebrand process cost?

Our Trustees agreed we could spend £20,000 on the rebrand, to include our much-needed new website, and this planned spend was included in our 2018 budget. We always ensure we spend our limited resources wisely and we are confident this investment in our brand represents excellent value for money.

Can I still wear my RP Fighting Blindness T-shirt?

We would request that you recycle your old T-shirt. We would be happy to provide you with a new one for your next fundraising/awareness raising event.

We need the support of our whole community to ensure people get to know us by our new name Retina UK as quickly as possible. The best way to do this is to all fully adopt the Retina UK name and logo from today.

Can I use RP Fighting Blindness flyers, balloons etc?

No, please recycle these materials. Our fundraising team will be happy to provide you with new ones for your events.

What is happening to the old materials?

We have very little stock of RP Fighting Blindness materials as we had allowed these to be run down in anticipation of the rebrand, which we have been planning for a number of months. Any remaining T-shirts will be disposed of ethically. .

Will the old freepost address still work?

The freepost address we use for appeals and member mailings will also change to Freepost Retina UK. But rest assured that any items sent to our RPFb freepost address in error will continue to reach us.

What about cheques, direct debits and standing orders?

Please write cheques out to Retina UK. But don't worry, we will be able to process any cheques written out to RP Fighting Blindness or RPFb in error for some time.

You don't need to change direct debit or standing order payments.

What about email addresses?

We have new email addresses in the following format:

firstname.surname@RetinaUK.org.uk

Our RP Fighting Blindness email addresses will be redirected to our new email accounts.

Has your registered charity number changed?

No this is unchanged.

What about your website and social media channels?

We have a fantastic new website at www.RetinaUK.org.uk . Anyone who visits our previous website will be redirected.

Our new social media pages will be:

Twitter: @RetinaUK

Facebook: RetinaUK

LinkedIn: Retina UK

If you already follow us on social media you won't need to do anything.

How are you letting everyone know?

Our rebrand and change of name has been planned for some time and will not come as a surprise to our community and partners, many of whom have been involved in the process. However, we will be contacting them all to let them know we are now formally Retina UK.

I've got some questions about the rebrand process, who can I speak to?

Any member of staff will be happy to chat with you. Alternatively, call us on 01280 821334 and ask to speak with Communications and PR Manager, Thomas O'Neill or Head of Development, Paula McGrath.