

# How to talk to lots of different people, all at the same time.

Rebranding and repositioning the CIEH

Where are we? 5 Wootton Street  
London SE1 8TG

What would you  
like to know? T +44 (0)20 7902 7600  
F +44 (0)20 7902 7601  
[www.smallbackroom.com](http://www.smallbackroom.com)

by **small back room**

The CIEH (Chartered Institute of Environmental Health) is a charity, an awarding body and a commercial provider of training, events and publications. The leadership of the organisation implemented a substantial programme of change. Our aim was to rebrand and help reposition the CIEH to represent the organisational vision for the future.



## Situation

A key challenge was resolving how the CIEH presented its charitable and commercial activities. Research showed some confusion amongst staff and external audiences from its 'two brand' approach, but that the two parts of the organisation were reliant on each other. Following consultation it was agreed that all activities would be presented under the CIEH brand, paving the way for the development of a new brand architecture and identity.

## Solution

Following workshops with staff and external audiences a new visual identity was developed. Testing of the proposed visual identity demonstrated a positive response that supported the aims of the repositioning of the CIEH.

As a part of the verbal identity we created communications guidelines and stories of staff activities that demonstrated and celebrated the new values. These stories were part of an internal communications launch campaign for the new identity that included ambient media, briefings and workshops. We also created a completely new CIEH website to support the new identity and positioning.

## Outcome

The identity and website provided a more energetic and integrated impression – whilst retaining critical aspects of the CIEH's heritage. The CIEH was able to present itself as a united organisation that could credibly communicate and engage simultaneously with all audiences.