



Re-branding Overview

An Overview of Why Our
Charity Is Re-Branding
From DrugFAM To
Addiction Family Support

Message From Our Founder



“After nearly two decades of dedicated service as DrugFAM, we’re thrilled to unveil our new identity as Addiction Family Support. Our journey began 18 years ago with a mission to support people affected or bereaved by a loved one’s addiction. This rebrand represents an exciting chapter, providing a clearer representation of our services. While our name may have changed, our commitment to delivering the same high-quality support remains resolute. Clients can expect nothing less than the exceptional support they’ve always received from us.”

**Elizabeth Burton-Phillips MBE
Founder & Honorary President
Addiction Family Support**

Introduction

We are excited to introduce our charity's new brand, Addiction Family Support, formerly known as DrugFAM. After extensive research and careful consideration, this re-brand better reflects our mission and values. Our founder, board of trustees, volunteers and dedicated team are excited to embark on this new chapter in the history of the charity.

Questions and Answers

Why is the charity re-branding?

The decision to rebrand stems from recognising that after 18 years DrugFAM's name, logo and colours, had become dated. Additionally, having 'Drug' in the name not only limited our ability to address other addictions, such as alcohol and gambling but also restricted our capacity to partner with and secure funding from various organisations. We also received feedback that the term 'FAM' had misleading connotations, which further necessitated a change. A new name and brand were essential to represent our comprehensive services accurately and inclusively.

Are the services changing?

No, our services remain unchanged. It's crucial to emphasise that despite the re-brand, our commitment to providing quality support remains steadfast.

What was the decision-making process?

The re-branding initiative began with the board of trustees, who approved research into the perception of the old brand. Subsequently, research results were presented and analysed, leading to the approval of a re-brand. Various stakeholders contributed to this decision-making process, including staff, volunteers, clients, donors, and external audiences. Our marketing and communications manager conducted the research in-house.

How much did it cost?

The re-branding process incurred minimal costs, primarily consisting of internal resources, which was funded by the National Lottery. External design work amounted to approximately £250.



Research Summary

Research Stage 1: DrugFAM Brand Research

- Internal Stakeholders: Average score of 6.3 out of 10, with concerns about the brand's clarity.
- Clients: Average score of 6.9 out of 10, with a significant portion indicating the need for change.
- Donors: Average score of 8 out of 10, with minimal suggestion for re-branding.
- External Audience: Average score of 5.4 out of 10, with widespread misunderstanding of the charity's purpose.

Research Stage 2: New Brand Name

- Addiction Family Support emerged as the most preferred name across all stakeholder groups.

Research Stage 3: Addiction Family Support Design

- Colour Palette: Consistent preference for green and blue, noted for a balance of warmth and professionalism.
- Font: A more readable font was selected over the handwritten style to ensure clarity, particularly on mobile devices where legibility is crucial.
- Logo: The option with a simple hand-drawn logo representing support was the most popular.

We are confident that the re-brand to Addiction Family Support captures the essence of our charity and better resonates with our stakeholders. Thank you for your continued support as we embark on this exciting journey together.