

# The Suzy Lamplugh Trust

The Leading Authority on Personal Safety  
Charity No. 802567

## Press Release

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### **Anniversary Re-branding for Personal Safety Charity**

In this their 20<sup>th</sup> anniversary year, the Suzy Lamplugh Trust has undergone a major re-branding. They have timed the launch of this new image to coincide with their change of address, from East Sheen in Surrey where they have been based for 20 years, to their newly established National Centre for Personal Safety at the Albert Embankment in central London.

Chief Executive, Julie Bentley, says:

“We wanted to change our image to better suit what the Trust is now. The old look, logo etc. was right for us when we started out and for our formative years but over the last few years we have gone through a great many changes and are now entering a new era for the Trust and we needed to reflect that.

“The need for the change was particularly highlighted when research, carried out by the Leith advertising agency on our behalf, showed a huge disparity between the public’s awareness of us and their understanding of us. We needed a new image to clearly represent, not only who we are in 2006, but also what we do. We believe the new branding image does exactly that”.

Re-branding the image of an organization can be prohibitively expensive, especially for a charity, and the Trust admits it would have been unable to justify the expense if they had had to pay for it. However, they were incredibly fortunate in being offered the free services of both a leading advertising agency, Leith, and a top designer, ??.,

??? said “*why he gave his services free.....*”

When Leith and ?? offered their help nobody realised just how involved they would become and how much work they would carry out for the charity. The final cost of the work – had they had to pay for it – would total tens of thousand of pounds.

Asked to describe the new look in 3 words (or one sentence?) Julie Bentley says “?????”  
Ends

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Notes to Editors:

Images of new brand look???????