



CATENIANS

Briefing the Catenian Association on a new visual identity and tone
of voice designed to appeal to 25-55 year-olds.

July 2022

Bravand.

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- We opened in 2012
- We make things work brilliantly on screen
- We help your users find you - marketing, comms, social, PR
- We've got your back



A few selected clients



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Brand Briefing

Why are we here?

Bravand is working with the Catenians to redesign your member recruitment website - its design, style, colour and the appropriate language - to appeal primarily to 25-55 year-olds as a professional, but not exclusive, membership organisation:

- Visual identity
- Website design
- 12-month marketing campaign to drive new membership enquiries via the new website

We have something to share with you and get you feedback on.



Tone of voice

Tone of voice describes how your brand communicates with people and influences how people perceive your messaging.

It describes how we will communicate to people, rather than what.

Your tone of voice represents your brand personality and values.

Visual identity

Visual identity is all of the imagery and graphical information that expresses who we are and differentiates us from others.

Your visual identity comprises your logo, imagery, typography, colours, and creative design.



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Getting to know you

Plus Four Market Research presented findings from research conducted in August 2021: Understanding the Potential for New Members of The Catenian Association.

We've been briefed, spoke with various stakeholders - MCWG, WCG, PMOs - conducted research interviews with a growing panel of younger Catenians and have a link in to Catholic university students. All of which we'll continue to engage with.

We've performed extensive research into the keywords that people are using when searching for organisations like yours.

All of this has fed into what we have to show you, today.





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Tone of voice development

Who are we?

The Catenian Association is an organisation of Catholic men and their families, who meet to support one another in life.

We offer friendship, socialising, sporting activities, networking, mentoring, family events, local charity campaigns, and other kinds of opportunities to come together and meet with like-minded people.

Support - in its varying forms - runs through this like a stick of seaside rock. People, friendship, connection, community and belonging are all recurring themes.



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What is our message

The name Catenian comes from the Latin, 'catena', meaning 'a connected series or chain'. As members, we are all equal links, connected together to support one another.

Through this 'chain', we gain a sense of belonging, that someone is there to listen to us, that there are people with common goals and interests to us.

We have a ready-made network of friends for ourselves and our families - in times of crisis, transition, uncertainty - there is something familiar. We belong.

The people, the connection, the support that brings - "we've got your back".



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Who is our target audience?

Membership is open to any Catholic man, but this project has a specific focus on appealing to 25-55 year-olds.

As well as age, we also want to improve diversity and get better representation at Circle, Provincial and National levels - more in line with demographics of Parishes - across all bases:

- Ethnicity
- Profession
- Socio-economic
- Strength of faith



Tone of voice style guidelines

We are the Catenian Association or Catenians, not The Catenian Association or The Catenians.

We are not sanctioned by the Catholic Church - avoid any statements that imply this.

We are not a secret society - phrasing should be warm, open, approachable.



Tone of voice style guidelines (Cont'd)

Avoid the word 'brotherhood' and any other phrases that imply something closed off or creating barriers to a wider audience.

Although the name Catenian comes from 'chain', focus on the positive imagery of 'links', 'connections', 'support network', and 'Circles' rather than using the word 'chain'.

Circles (branches/local groups within the organisation) are capitalised, not spelled 'circles'.



Tone of voice style guidelines (Cont'd)

Language is to be:

- Formal and professional without being stuffy, old-fashioned, or overly formal.
- Simple but not conversational or chatty.
- Warm, welcoming, friendly, approachable, informative, trustworthy, caring, conscious, inclusive, engaging.
- Standard English.



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Tone of voice style guidelines (Cont'd)

Understand that the target audience is often very busy with full lives.

Language should be inviting and trying to find solutions to problems in their lives.

Focus on socialising, family events, community and charity campaigns, business opportunities and networking whilst part of the group are ways of fitting in with their lifestyles and priorities without creating too much extra on their plates.



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Current tone of voice

“Catenian membership offers deep and lasting friendship and support to Catholic men at all stages of their lives, whether married or single.

This friendship is based on the firm foundation of a shared faith and is enjoyed by their wives (whether Catholic or not), their children and continues after a member’s death with widows being supported and involved on a continuing basis.

The monthly meeting provides a time for relaxed enjoyment among supporting and faithful friends. The varied local social programme caters for all ages and provides a light-hearted environment in which friendships flourish.”



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New tone of voice

“Looking for lasting friendship? A supportive social circle? Connection? Community? By becoming a member of the Catenians, you’ve got all that and more.

Whatever age you are, whether you’re married or single, if you’re part of the Catholic faith, we welcome you to our men’s group.

But it’s not only men who are connected within our Circles. Wives (whether Catholic or not) and children are not only invited but encouraged to join our community - that’s why we’ve a number of regular family events to promote inclusivity and unity.”



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Examples of tone of voice in practise

Using our new tone of voice, we have re-written:

- Become a member page copy from your website
- "Slide 39" from the Plus Four Market Research

Those of you with a Google account (say, a Gmail.com email address) can access both the current versions and the re-written versions, [here](#) (click “Request access” button).

A .pdf has already been distributed via email.



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Praise for new tone of voice

"I like the change of emphasis in the intro text - I think the best way I can describe it is a "younger voice" and that I think speaks well."

"The tone of the rewritten membership material is also done well. I think it better appeals to the new target of the Catenians. I like the way it invites someone to think about what the Catenians could do for them with the questions, and I imagine that would be more useful in getting an individual to consider Catenian membership than the original document which is a less inviting read."



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Praise for new tone of voice (Cont'd)

"In summary I like it. A lot. Much more modern, accessible and easy to read. The quote from Lindsay from Harrogate is perfect!"

"Pretty good. I think you've covered the right sort of waterfront, it feels crisper and clearer."



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Praise for new tone of voice (Cont'd)

“I think this is well written and this focuses on the different backgrounds of people who either join the Catenians or become linked in with it (wife / partner / family, etc). It helps reaffirm the many different reasons for the importance of our existence. There is a good emphasis on breaking down some of the reasons why a lot of Catholic blokes don't join, particularly under age 30, unmarried and probably lapsed Catholics. We have to try better to canvas the benefits or riches (I don't mean money but the warm happy welcome feeling you get inside yourself by being part of a group) can we offer that the church (on its own) or the business world cannot. Very good work.”

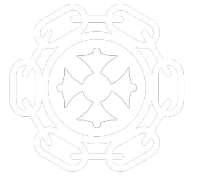


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Logo development



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What have we done?

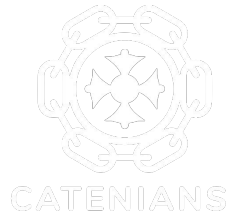
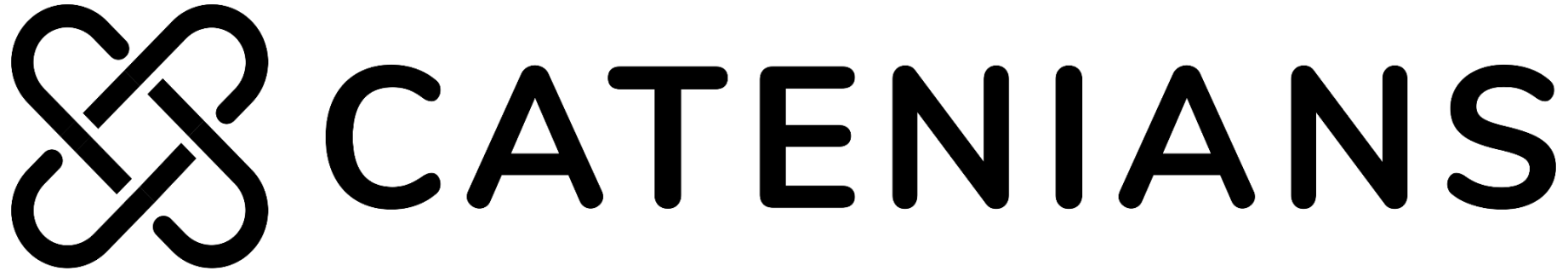
We have taken all that we have learned - particularly the emphasis on ***individual people, connected by faith, creating a support network*** - to create the new tone of voice.

From that, we have deconstructed your existing logo and re-assembled it into something that reflects the same - what members have told us is important to them. What they value most.

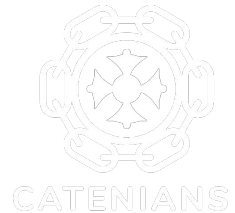
Through conversations, interviews and polls we've whittled the options down to the following.



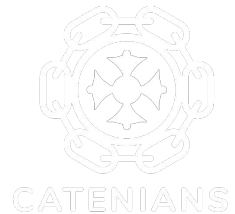
Logo #01 - focus on individual links and intersection



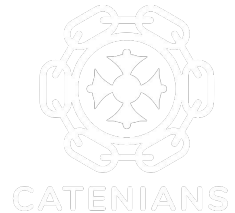
Logo #02a - focus on individual links, connected by faith



Logo #02b - faith is the connection between links



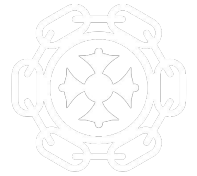
Logo #02c - faith is the connection between links



Logo #03 - individual links supporting each other

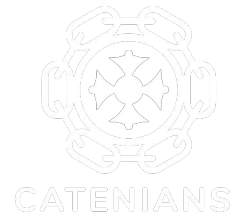


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Logo #04 - modern, refined, professional



Logo #01



Logo #02c

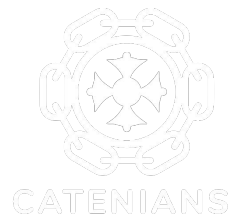


Logo #03

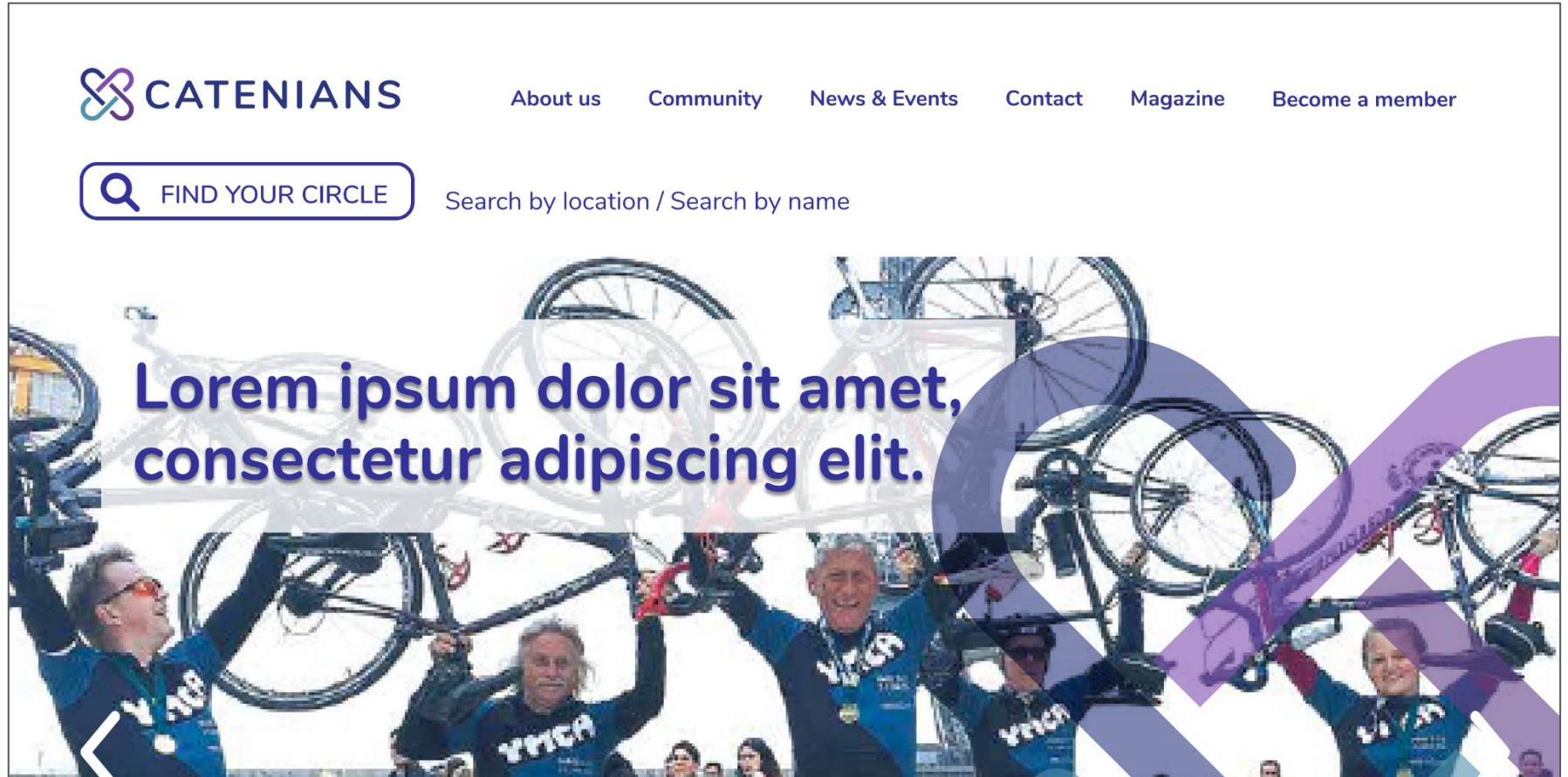


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Logo #04



Logo #01: in situ mock-up



Logo #02c: in situ mock-up



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Logo #03: in situ mock-up



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Logo #04: in situ mock-up



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Next steps

We need an approved brand design to use in our designs for the new website.

So, we need formal approval of one of these four brand designs in order to move forward with the rest of the project and meet our intended deadline.

