

# Our Rebrand Story

The story of our visual identity refresh started with the name change. Member demand and public perception called for an update to the name with something less limiting than “administrative assistants”. The *Qualified Administrative Assistant* certificate and designation needed a revitalized name as well. It was hindering our ability to reach potential new enrollees, and the use of the word “qualified” was fairly subjective. So, in 2016, the name of our organization was changed to the *Association of Administrative Professionals*, and the designation evolved to become the *Canadian Certified Administrative Professional*. These new names reflect our desire to welcome members from all levels of the administration profession, from student up to skilled professional, and it reflects our purpose to assist members in expanding their education by providing growth opportunities.

With the guidance of Creative Solutions (Newmarket, Ontario firm who specializes in creative business strategies and marketing solutions) and a marketing committee comprised of volunteers from across our branches, we began the process of designing new brandmarks for the AAP and CCAP and refreshing our visual identity.

It all began with a moodboard, a collection of logos that caught our eye, and a conversation about what it was that we liked about the logos we each chose and what it was we wanted the AAP to represent. *Themes such as education, growth, support, knowledge sharing and collaboration arose.* A colour palette also began to emerge. *Bright, fresh colours that conveyed vitality, freshness, excitement and fun* caught the eye of most committee members.

We also looked at our competitors. What was it about their brands that attracted us or what was it that turned us off? Through that discussion, directions such as *relevant, modern, bold and inclusive* emerged. We wanted something that would be recognizable and inviting to all.

That’s when the design brainstorming and refinement processes took over! Creative Solutions took elements from the logos we preferred and applied our name and acronym to them. They presented us with a large sampling of options to evaluate and discuss, which we narrowed down to a handful. Then stage by stage over time... layout, icon, font, colour... we designed our new identity.

When we had the AAP design nearly set, Creative Solutions launched the CCAP brandmark design process. They took elements of the AAP logo and from other ideas to provide us again with a menu of options. Again, over time, we reduced and enhanced the options down until one stood out from the crowd.

The new AAP and CCAP brandmarks are vibrant, modern and inclusive. Using colours such as soft plum, soft blue, soft lime green and soft cherry, they attract attention and invite administrative professionals of all ages and skill levels to check out the association and our certificate program.

