



How much has the name change cost?

Over the two year process, the re-brand has cost the charity less than £25,000 to achieve. This includes the replacement of charity shop fascias, the production of new literature where required and on-site signage.

To keep costs to a minimum, we have carried out all the design work in-house and we've been running down stocks over the past few months to limit wastage.

We expect to recover the £25,000 over the following 12-18 months through the savings we'll make from having one identity.

Downloads

-  [Background information](#)
-  [Name Q&As](#)

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