

## Branding Questionnaire

It is important that as we move forward we have an identity that will have meaning to our patients and supporters for the next 30 years.

Should the results of the questionnaire suggest a rebranding of St. Margaret's is needed it will be a simple affair as most of our material is produced in-house, as and when we need it. Please be honest in your opinions and be assured that we will not be spending money on this at the expense of patient care but rather as a way of generating a greater affinity to the charity and to broaden our reach (if that need is indicated) to assure that support is maintained.

When referring to this organisation in conversation, what do you normally say? (please tick as many as apply).

- St. Margaret's Somerset Hospice
- St. Margaret's Hospice
- The Hospice
- St.Margaret's
- Other

What does the word hospice mean to you? Please tick as many as apply

- A place where people come to die
- A place for people to get help
- A place for weary travellers
- A place which treats symptoms
- A place that gives quality of life back
- A place which helps families to live with a life-limiting illness

What does St. Margaret's mean to you? Please tick as many as apply

- Don't know
- It is a charity
- It is just a name
- It is linked with a saint
- It is derived from the old Taunton Leper lodge
- Haven't really thought about it
- It is just The Hospice
- Other

When was the last time you saw the logo (other than on this website)

- Today
- In the last week
- In the last month
- In the last 6 months
- Never

If you have seen the logo before please tell us where that was?

- At the hospice
- At a fundraising event
- One of the shops
- On the shop's delivery van
- On an appeal letter
- On St. Margaret's literature
- On the website
- At my GP's surgery
- On a collection box
- Other

When you look at the logo, what does it say to you about the organisation (please tick all that apply)?

- Hospice
- Hospital
- Religious
- Secular
- Reliable
- Unreliable
- Old fashioned
- Modern
- Easy to read
- Hard to read
- Friendly
- Off putting
- Understandable
- Puzzling
- Clean
- Fussy
- I like it
- I dislike it
- I don't feel anything about it
- Colours are good
- Colours are bad
- Never see it in colour
- It is attractive to an older audience

Our mission statement and aspiration is: To provide high quality specialist palliative care for whoever needs it, whenever and wherever it is needed in Somerset. Our logo needs to reflect this mission. Please tick whichever (as many as you wish) of the following statements where you believe the logo conveys this.

- It attractive to a younger audience
- It is attractive to all
- Other
- Conveys all this well
- Demonstrates quality
- Relates to palliative care
- Relates to breadth of service
- Relates to Somerset
- Small charity
- Medium sized charity
- Large charity

If you had to guess the size of St. Margaret's would you say it was a:

If St. Margaret's was a picture what would it be?

If St. Margaret's was an object what would it be?

Comments

?Name \*

?E-mail address \*

Submit