

noda

Be inspired by amateur theatre



#36 Topical Tip

Be inspired by amateur theatre

Over the next month or so members will notice that the NODA logo has a new strapline, as we update our web pages, social media sites and other NODA branded services and products. Our new strapline is **'Be inspired by amateur theatre'**.

We hope that members like this change and understand the need for NODA to be creative through rebranding and continue to keep our brand fresh in order to inspire the next generation of amateur theatre lovers.

Traditionally, NODA has used a corporate brand logo (the stylised 'NODA' in blue with a strapline) and the NODA crest, which is based on the tragedy and comedy masks with the addition of the laurel wreath and crown. Opinion within NODA has often been split between a preference for one or the other, based on an overarching preference for the modern or the traditional.

To try and bridge this gap, in 2015 we are changing the way the corporate NODA logo can be used by members. Societies can continue to use the crest to indicate their affiliation to NODA, but if they prefer, they may use the corporate logo with the new strapline 'Be inspired by amateur theatre' to indicate this affiliation.

This of course affects the annual programme and poster competition, which traditionally has required as a condition of entry the NODA crest with the words 'Affiliated to the National Operatic and Dramatic Association' in full. For the 2015 competition (programmes for productions between 1st January and 31st December 2015) NODA will accept either:

- The crest with the words 'Affiliated to the National Operatic and Dramatic Association'
- The logo with the strapline 'Be inspired by amateur theatre'

If a programme was made for a show early in 2015, we will allow the old strapline 'Professional support for amateur theatre' to be used if it was too late to amend this in the design, editing and printing process for that programme.

You will find both the NODA crest and the NODA logo with the new strapline available to download for use in your programmes at www.noda.org.uk/national_programme_and_poster_competition_details. This is in the members' area and you will need to sign in to access this content.

Please bear with us as we update all of our materials, communications and products to reflect the new strapline, and in the meantime, if you have any questions about the change please call NODA on **01733 374 790** or email info@noda.org.uk

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