

**ARRE Technical Meeting “Corporate Identity”  
Het Loo Paleis, the Netherlands  
16-17 February 2017**

**Attendees:**

- Catherine PEGARD, President of the Association of European Royal Residences and of *Palaces of Versailles and Trianon, France*
- Axel HARMS, Vice-President of the Association of European Royal Residences and Head of communication of *The Royal Danish Collection, Denmark*
- Ariane DE LESTRANGE, Head of communication and information, *Palaces of Versailles and Trianon, France*
- Nicolas GUYOMARCH, Deputy Secretary-general, *Palace of Compiègne, France*
- Cécilie DE SAINT VENANT, Head of Communication, *National Estate of Chambord, France*
- Pauline SAVOYINI, Communication department, *National Estate of Chambord, France*
- Julius BURCHARD, Graphic Designer, *Prussian Palaces and Gardens Foundation Berlin-Brandenburg, Germany*
- Domenico DEGAETANO, Image and Graphics Department, *La Venaria Reale, Italy*
- Elżbieta GRYGIEL, Head of the department of Social Communication, *Museum of King Jan III's Palace at Wilanów, Poland*
- Paulina SZULIST, Deputy manager of the Sales and Historical Re-enactment Department, *Museum of King Jan III's Palace at Wilanów, Poland*
- Yulia BUTOVCHENKO, Marketing department Chief, *Moscow Kremlin Museums, Russia*
- Michel VAN MAARSEVEEN, Director, *Het Loo Paleis, the Netherlands*
- Laura MEERVELD, Marketing and communication, *Het Loo Paleis, The Netherlands*
- Susan TE RIET, Manager of Marketing and Communication, *Het Loo Paleis, the Netherlands*
- Elena ALLIAUDI, *Secretariat*

The aim of this meeting was twofold:

- To work on our corporate identity and brand image through the case histories of our members.
- To analyse ARRE's current image and build a new strategy that will lead to improved brand positioning and a new visual identity, especially in anticipation of the European Year of Cultural Heritage 2018 (ECHY).

Catherine Pégard, President of Versailles and of the network of European Royal Residences underlined the communication weaknesses of the association, both within and outside the network. It is important to define what image the association wishes to convey and how. One of the next steps for the association is to "meet the world" and "find donors".

## I. Corporate identity: Presentations by the members

Five members attending the meeting presented their case studies on the "construction" and "creation" of their corporate identity.

Presentations in chronological order: Het Loo Paleis, Palaces of Versailles and Trianon, Moscow Kremlin Museums, The Royal Danish Collection, The National Estate of Chambord (*available on Basecamp*).

These presentations highlighted several important elements:

- Work on the institutions' identity is an ongoing process. The corporate identity of an institution has to adapt constantly to its visitors, to the times, to the changing context, etc.
  - Having a strong identity contributes to "creating a brand"
  - Need for a precise manual containing all the information the institution wants to broadcast: its values, image, personality, target audience, goals, etc. and all the necessary practical information: media, colours, practical use, etc.
  - Importance of a feedback in order to progress, improve.
- ⇒ The institutions have to create a specific identity, easily recognizable by the general public and the other institutions, defining clearly their wishes and their expectations.

## II. The ARRE brand and visual identity

In order to have a strong corporate identity for ARRE, we need to know exactly who we are targeting and what values we want to convey.

### a) What target? What is ARRE's "raison d'être"?

ARRE is an association for professionals. However, even if it is a professional network, the cooperation between the residences has to be highlighted and shown, especially to potential stakeholders.

- ⇒ We need to increase communication between members. Each of us must be aware of the events and activities taking place in the different residences. This is the condition to bring the network alive.
- Each member has to get into the habit of sending information to the Secretariat, to be more involved in the sharing of information.
- We need a new website; a simple and easy platform with links to the websites of each institution. We should consider having a common platform, such as “Dropbox”.
- ⇒ We inform the audience but we do not carry out promotion to the general public.

## **b) The logo**

### Assessment of the current situation:

- The old logo created for the project “Discovering European Heritage in Royal Residences” is still used (on the brochure) whereas this project is over. Consequently, there is confusion between the two logos. The network’s logo is an old logo, which is passé.
  - The logo is not the same in English and in French. The place of the big “R” and the crown are not the same: **R**ésidences royales européennes // European **R**oyal Residences
- ⇒ We need to create a new logo with a powerful symbol.

Each participant has made proposals and several subjects have been discussed: languages, colours, symbols, etc.

### Conclusion:

- Keep using the image of the crown, which is a major common symbol between the members.
- Work on the idea of “Europe”, (maps, stars, etc.)
- Work on the English name of the association. Add the word “network”. Not use the acronym of the association. The logo has to be in English only

## **III. ECHY: what communication strategy?**

On 15<sup>th</sup> February 2017, some ARRE members participated in a workshop on European Cultural Heritage Year 2018. After the presentation of the agenda, the attendees of the technical meeting had a discussion about the best communication strategy to adopt, with the right tools. It was decided that:

- ECHY logo

ARRE will not create a specific logo for ECHY. Each institution will use its own logo and the ARRE logo. The aim is to avoid having too many logos and weakening the message we want to convey. Nevertheless, members must always use the title of our project “A Place at the Royal Table” and give explanations to the public about it and about ECHY.

- Platform

ARRE will use the existing platform.

- ARRE’s new website: via links to member-institutions’ websites

- The ECHY national platform: like the platform “Sharing Heritage” in Germany.
- The members’ websites: thanks to dedicated spaces on these websites for the others members to share their activities.
- Press release  
Communication with the press will be at a local level. Nevertheless, the European added value has always to be underlined through a common method of communicating.
- Communication with our audience
  - For the general public, the use of social Media is enough: Facebook, Twitter, etc. Each member already has its own communication means.
  - Each member is free to have its own communication campaign. The only obligation is to keep the same message.
  - The network website has to be a showcase, encouraging people to visit member websites.
  - For Twitter, we have to use two hashtags together: [#RoyalTable](#) [#SharingHeritage](#). [#PalaceDay](#) has to be kept for the project Palace Day itself.

#### IV. Raising awareness of ARRE

Raising awareness of ARRE has always been an issue for the association. Some suggestions were made during this meeting:

##### a) Raising awareness within the member institutions

- Increase the number of contact points in each institution. This will ensure better dissemination of information and enable us to reach more people.
- Write a document for each institution explaining who we are.
- Distribute the latest copies of the brochure to each member.
- Communicate the minutes of technical meetings to everyone who might be interested. (People on the contact list will be divided according to the three categories of technical meeting: scientific/technical/promotion-marketing. The minutes of a technical meeting will be sent to the people concerned.)

##### b) Raising awareness outside the association among culture professionals

- The right to invite one external institution per member to technical meetings. This will be a means to open the network to other professionals and become known. Each external participant should pay for participating. This idea has already been tried out (in 2016). 2018 could be a “test year”.
- Breathe new life into our LinkedIn profile

##### c) Raising awareness among the general public

This is not really the aim of the association, as ARRE is a professional network. The ECHY project will be an indirect means to communicate with the general public.

The #PalaceDay project is renewed for 2017.

## V. Conclusion and next steps

- The association will have a new logo and a new website.
- We need to improve communication between ourselves.
- We need to communicate a very clear message to other members, especially for those that are not participating in the ECHY project.

<b>Steps</b>	<b>Who</b>	<b>When</b>
Prepare the brief for the logo	Secretariat (Elena Alliaudi)	Mid-March
Prepare the “network guidelines”	Secretariat (Elena Alliaudi)	Mid-April, before the Board meeting
Proposals for a new logo	Julius Burchard, Prussian Palaces and Gardens Foundation Berlin-Brandenburg, Germany  All the graphic designers of interested member institutions	Mid-April, before the Board meeting
Work on the new website	Ariane de Lestrang, Palace of Versailles.  Secretariat, Elena Alliaudi	Before the GA meeting
Receive the updated contact list of each member	Secretariat (Elena Alliaudi)	

All these tasks have to be ready before the General Assembly in order to be voted.

All these tasks are complementary to the tasks decided on during the ECHY workshop of 15<sup>th</sup> February 2017.