

Our journey to becoming Viapath

Brand Update issue 1

As you can imagine we've lots to do before we switchover to being Viapath. These weekly updates are designed to bring information about how we will change. We'll also answer the most frequently asked questions here too.

Updating Documents:

We've been really clear that we **must not** start using the new Viapath brand, logo and imagery **externally** until the 1st May 2014.

The task of changing all our external documentation will be dealt with centrally. However we know that people will need to begin the task of updating their internal documents between now and 1 May, or you might even be preparing for a post 1st May conference.

There is detailed guidance available on how to apply our new Brand. If you need this please speak to your site Brand representative in the first instance.

Bedford	-	Annie Strong
GSTT	-	Analie Booth
King's	-	Chris Lambert
Francis House	-	Jeremy Skinner

Email addresses:

Some early warning that our new Brand will have an impact on email addresses:

- If you currently have an @gsts.com address it will change to @viapath.co.uk. You will be advised when this will happen and don't worry you will still get any emails addressed to you @gsts.com.
- Please note @NHS.net and @bedfordhospital.nhs.uk addresses **will not** be changing in line with our Brand launch, we're still looking into how we might do this.
- Everyone who works for our organisation and uses email, regardless of their email address, **will be required to add a standard email signature.**

There are a number of reasons why:

- Looks more professional
- Presents a united face to customers
- Promotes our new Brand
- Helps your colleagues to find you

We'll be in touch soon with further information.



**Switchover
date confirmed!
1 May 2014**

Q. How should we pronounce Viapath?

'Via' rhymes with 'tyre' and 'path' as in 'Pathology'

Q. Why does our logo have a lower case 'v'?

This is purely stylistic, it gives a more modern, forward looking feel to the logo which works well alongside our Brand messaging. But the logo is the only place we will use the lower case 'v'. It will be Viapath with a capital 'V' in all other instances.

Q. What will we do with our old GSTS and Kingspath branded goods?

We're keen to find our old branded goods, such as lanyards, mouse mats and mugs a new home and have identified an organisation who will collect our goods and forward them onto charities. We'll be sharing collection arrangements in due course. You can find out more here about who this works here:

<http://www.givingworldonline.com/>

Contact us

**Got a question
or query?**

askus@gsts.com