

# **Making the fight visible: A bold rebrand for Parkinson's advocacy and support**





# The Organisation



- Founded in 1980, Fight Parkinson's (formerly Parkinson's Victoria) is a not-for-profit organisation improving the quality of life for people living with Parkinson's and Atypical Parkinson's across Victoria.
- The organisation provides evidence-based education, peer support services, and advocacy, underpinned by a multidisciplinary healthcare model recognised as global best practice.
- Based in Victoria with a growing national focus, Fight Parkinson's also funds and partners in research initiatives aimed at improving therapies, treatments and ultimately finding a cure.







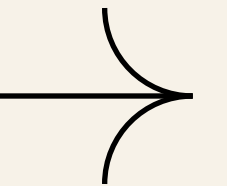
## The Challenge



**Over decades, Fight Parkinson's has built deep trust within the Parkinson's community. However, the brand was no longer fit for purpose.**

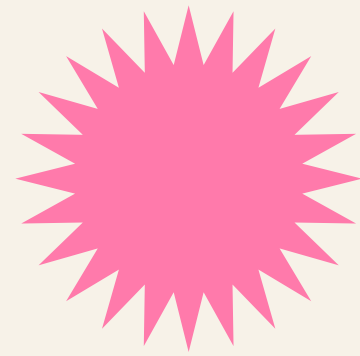
It was actively holding back growth and impact due to:

- Confusion in the marketplace caused by legacy branding shared with other state and national entities
- A fractured brand architecture with inconsistent visual identity and sub-brands
- Loss of profile and funding opportunities due to brand misattribution
- Challenges to scale nationally, despite growing demand for online programs and advocacy
- Missed opportunities for media, subscriber donor and sector influence at the state and federal levels



A new brand was needed—one that could emotionally connect with stakeholders, reflect the organisation's bold vision, and unify its people, programs and platforms.

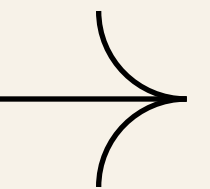
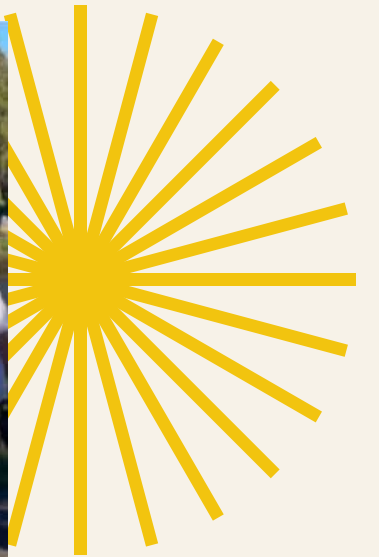




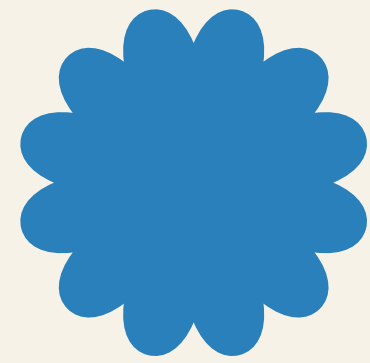
# The Project



- **Brand strategy** development involving team-wide workshops and stakeholder validation
- Defined a **unifying brand proposition** that connected emotional resonance with a strong call to action
- **Created a new name**—Fight Parkinson's—a bold move that sparked curiosity, clarity, and community momentum
- **Crafted a masterbrand and identity system** to unify all services, programs and sub-brands
- **Developed a distinctive visual identity and language system** that signals urgency, hope and credibility
- **Designed an implementation roadmap** including digital transformation and a new website
- **Equipped internal teams with tools**, confidence and clarity to express the brand consistently and with pride







## The Impact (4 Years On)

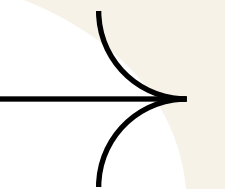


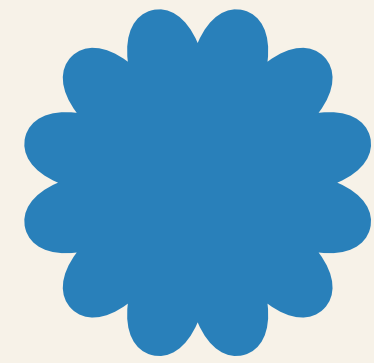
- **A brand that resonates.** Stakeholders now repeat the brand language back to the organisation—it's become a rallying cry, a source of pride, and a call to collective action.
- **15% increase in subscriptions.** Clearer messaging, visual coherence and renewed brand energy drove stronger community engagement.
- **Internal clarity and cohesion.** The brand has united the team behind a shared purpose—“it's penetrated who we are, what we do and how we do it.”



*“The wonderful, very talented and dedicated team at Taylor & Grace have gone above and beyond to deliver such fine work. A pleasure and a privilege to work with, we look forward to continuing this brand journey with them. From strategy to development and implementation, Taylor & Grace is the complete package.”*

—Emma Collin,  
Chief Executive Officer

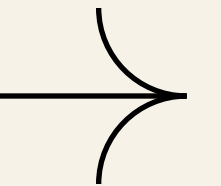




## The Impact (4 Years On)



- **Sector recognition and collaboration.**  
The organisation has reignited partnerships with peer organisations, submitted joint grant applications, and advanced shared national advocacy efforts.
- **Global strategic relevance.**  
Fight Parkinson's has earned a seat at international tables, joining cross-sector collaborations and raising its influence beyond Australia.
- **A strong foundation for future growth.**  
With a more distinct, future-facing brand, Fight Parkinson's is better positioned to lead national conversations, grow its impact, and realise its vision of a better life—and a cure—for everyone living with Parkinson's.







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