

# The Marine Society & Sea Cadets

## MESSAGE FROM CSC - RE-BRANDING

I wrote to you on March 9 informing you of the MSSC Re-Branding with a target date for roll out from 26 April 10. I thought it would be timely to provide you with a very brief SITREP.

The new website development is progressing well and should now go live on 10 May 10.

The introductory packs of branded material should be with Units a few days before that.

You will appreciate that such a complex and important project for the Corps must be done properly and with great care. I am keen to ensure this is rolled out to you well and that is why the dates remain slightly fluid.

I understand and am pleased that the Re-Branding has generated a lot of discussion, some pro, some con and some completely ill informed. I am aware for example, that some of you are concerned about the impact of the Re-Branding on Uniform. I said in my original note and I reiterate now that **uniform will not be subject to any change**. The main impact of the re-branding is on marketing material and how we present ourselves outwardly to the general public and those who might want to be involved with us either by joining or providing funds.

I set out to keep you informed of this important change to your Sea Cadet Corps and if I need to provide you with further updates, I will do so.

