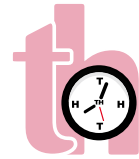


# Case studies - Healthcare

Branding Recommendations for  
Generic Communication



Branding Recommendations for where  
the identity needs communication without words



Branding Recommendations for  
a younger population



Branding Recommendations for where  
a less sophisticated logo is required



## Tower Hamlets PCT

Tower Hamlets, in partnership with the London Borough of Tower Hamlets and other NHS Trusts were looking for a company to develop branding material including slogans, graphics and key messages to support a planned significant cross Borough multifaceted marketing campaign for 2008/09.

Win Marketing successfully delivered this new brand identity which is now being "rolled-out" throughout the Borough. The recommendations were based on significant involvement with the Borough's diverse audience. The messages and designs have allowed for the required flexibility.



Branding Recommendations for how the identity  
would work on existing communications