

glued®

MORE POWER FROM YOUR BRAND

EVOLVING A BRAND FOR HIGH PERFORMANCE CORE CLINICS





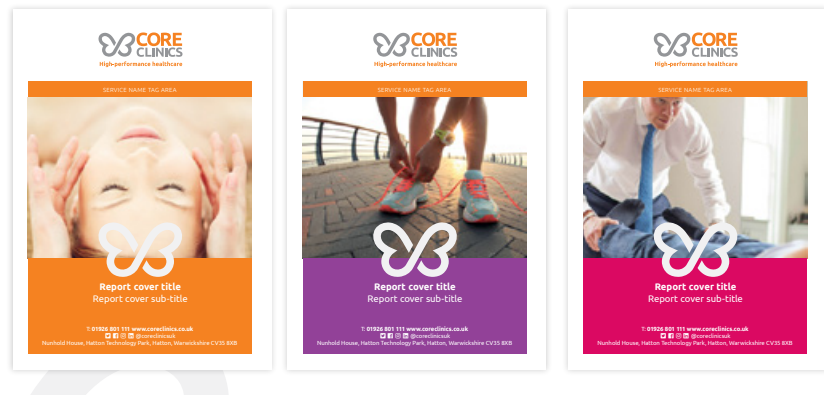
Context: Core Clinics were founded in 2009 to support patients in achieving the best possible state of health and wellbeing. The business has grown from a one-clinician chiropractic service to a multi-disciplinary health and wellness clinic with a team of over 30 people. The brand and marketing had developed at a pace and Core Clinics recognised that results would be improved through consistency.

The requirement: While the business had grown in size and widened its range of services its brand hadn't evolved with it. Initially Core Clinics approached Glued to rationalise its marketing communications to ensure at every touch point customers received a consistent brand message. During the early stages of the project it became clear that a deeper look at the whole business brand was needed to evolve the visual identity. So that was fit for future business growth. The business also needed a marketing tool-kit to give them the tools to do marketing in house.

The outputs: A full visual brand refresh was undertaken. An updated logo, expanded colour pallet and visual style were developed. This introduced a new brand language that was an evolution of some of the foundations of the original identity.

Brand guidelines and a marketing tool-kit with templates for a range of popular marketing tools were created to allow other specialists to continue to develop the website. This also enabled the in-house team to manage daily marketing needs.

The results: Once Glued had created the brand guidelines and tool-kit they also created a range of branded marketing materials including a welcome pack, stationery suit and branded animation. The brand is now being expanded into exciting new offers to contribute to the growing offer of the clinic.



ABOUT GLUED

Glued is a brand consultancy established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this shortfall.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your message in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and ultimately your behaviour.

SERVICES WE OFFER

Perception & propositions

Branding

Marketing

FOR MORE INFORMATION ABOUT GLUED

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