



CLEAR & HONEST MARKETING

EVOLVING A BRAND FOR HIGH PERFORMANCE

CORE CLINICS



“Glued brought a fresh perceptive to the branding process, re-energizing the team. The collaborative approach helped us go beyond our initial brief resulting in a brand refresh that’s given us the creative platform to develop our business.”

Angela Vossen, 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

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

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



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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