

Client

Liverpool Women's

Developing an effective brand within a regulated sector



Liverpool Women's
NHS Foundation Trust
Dedicated to you

Liverpool Women's NHS Foundation Trust is one of only two specialist NHS hospitals for women in the UK.

Client

Liverpool Women's

Project

Corporate rebrand

The promotion of patient choice throughout the NHS means Trusts have to compete with other local providers. Liverpool Women's recognised the need to develop an effective local identity to help communicate externally its breadth of services, engage employees and stakeholders and work alongside NHS brand guidelines.

Following a series of brand development workshops, involving the Department of Health, Liverpool Women's employees and 300 external stakeholders, the organisation's values, name and visual identity was established.

The workshops helped all those involved to develop a shared ownership of the new brand. An eight month programme culminated in the successful roll-out of a strong and distinctive brand that fully engaged with all its target audiences.

Project details:

- In-depth consultation process
- Brand creation and development including integration to stationery, POS and advertising
- Comprehensive brand guidance and collateral production
- Assessment and follow-up consultation

