

CASE STUDY



Healthcare People Management Association: corporate Identity (2002-present)

The brief

The Healthcare People Management Association, a UK-wide membership association for people in NHS human resources, has had several changes of name and so had developed a rather confused identity. As an organisation with limited resources, it needed to punch above its weight. A strong brand and an effective website were needed to equip the organisation for a new era.

Our solution

This striking logo in shocking pink has served to give HPMA a much sharper identity. We worked with an open source specialist to deliver better membership communication for the association within limited budgets. The logo has worked brilliantly across print, web, event materials, exhibition stands, give-aways and in many other ways.

Testimonial

"Over the last few months we have been revamping Network as the main form of communication with our membership. We wanted to radically overhaul the content and look and feel of the publication. Caboo have done an outstanding job in working with me to develop a product that really does reflect what HPMA is about."

Alex O'Grady
Executive director
Healthcare People Management Association



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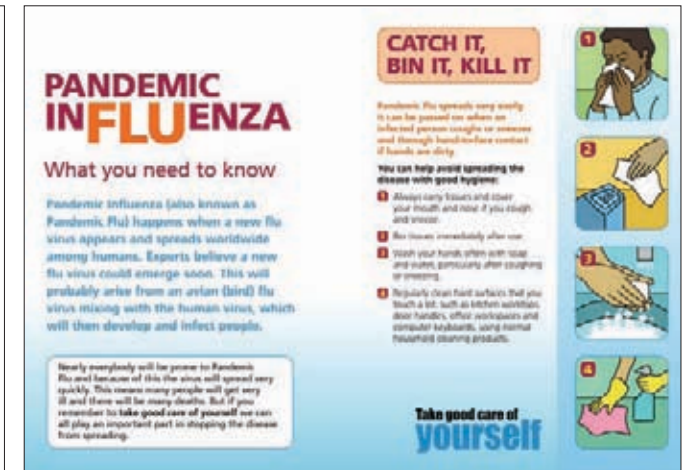
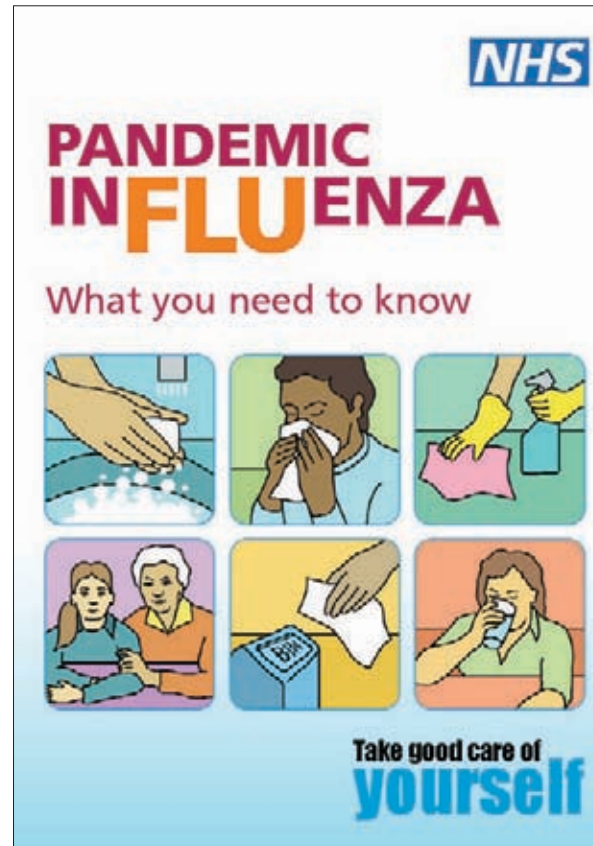
Strategic Health Authority: public awareness of swine flu

The brief

This was a project for a strategic health authority which wanted to ensure that its campaign to increase public awareness of swine flu reached as many people as possible throughout its community. They asked us to take the official advice (Catch it, Bin it, Kill it) and turn it into a compelling leaflet.

Our solution

We started from the premise that pictures are more powerful than words. For those for whom English is a first language, we thought it best to get the message across with the minimum of words; and for those for whom English is an additional language, the use of illustrations was even more important. So we produced a series of drawings, cut back on the words and produced an attractive, easy-to-understand leaflet.



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CASE STUDY



The Victoria Foundation: **corporate identity**

The brief

Three years after its formation, this charity was ready to take stock of its progress and promote a more assured image. It had been set up with the proceeds from the sale of its hospital and now wanted a fresh and open look, while still linking with the past and its origins. An additional challenge was that the charity funded an unusually diverse range of activities which were not easily encapsulated.

Our solution

Working directly with the chairman and director of development, we used the brand wheel approach to help define the image, vision and approach. The branding we devised retained the original colours but in a crisp, fresh logo which pointed to the future while paying homage to the past.

The new branding was produced in time to put it into immediate action for a fundraising ball.

Testimonial

"They helped us define our core values and gave us a brand that we feel rightly proud of. They work quickly and are always ready to offer helpful guidance."

Graham Ball
Chairman
The Victoria Foundation



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healthcare world*