

# ClearBrand Healthcare Design Agency Proposal



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## Introduction

Thank you for selecting ClearBrand and giving us the opportunity to respond to your brief. We aim to deliver distinctive and intelligent design and communications – changing perceptions and raising your profile.

This proposal and rate card details information about ClearBrand, our approach, examples of our work and finally our general rate card for project pricing.

### About our Healthcare services.

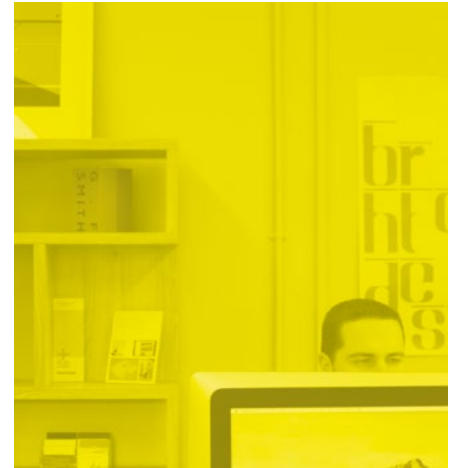
Better communication means better care. We have undertaken rebrands, brand guideline and website projects for three healthcare companies in the London area and surrounding counties. This experience has led ClearBrand to become a leading healthcare design agency.

We are a strategic design and digital healthcare design agency that recognises the unique intricacies within the sector. As healthcare specialists we have the insight to connect with your audience, so that you can inform and empower with clarity and compassion.

# Taking Brands Beyond.

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## Why ClearBrand?



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### Who are ClearBrand?

ClearBrand is a design and branding agency based in Reading. We help our clients express their company and their products or services through creative ideas leading to iconic brand identities.

We invest time listening to our clients needs. With us you get a digital branding team that understand good principles of design. We develop and look after brands and projects that look great, build businesses and last the test of time.

We have a simple philosophy of design — to produce intelligent, concept-driven outcomes that are bespoke and relevant to their market. We help our clients connect with their audience — from startups to international brands.

### We Listen

We listen, we discuss, we advise. Sounds obvious but we listen to your ideas, plans and objectives for your business. We then select the best solution to fit. We don't shoehorn projects and if we feel we're not a good fit we'll be honest and tell you from the outset.

### Award Winning

We all know we want to see a design that inspires and amazes us as well as having an excellent user experience. At ClearBrand we're noted for our design capabilities and have been featured in industry magazines and are proud to have won an award for Designers of the Year by Computer Arts magazine.

### Experience

We've worked on many projects and campaigns - we've seen the fads come and go and understand what works and what doesn't. We want to help you make your brand excel on the web and in print.

### Competitive rates

As always, the scary thing about engaging with an agency tends to be the cost. With us you'll get open, honest rates that present excellent value for money and a great feeling of being looked after.

### Support

We value long-lasting relationships and don't say goodbye the moment you see the completed project. Today's Internet technologies make communications simple, so you can quickly reach us via phone or e-mail. We encourage our customers to contact us with their concerns and are happy to help with anything.

### Passionate, reliable and trusted

We love what we do and our enthusiasm remains until the very end. We always want to be proud of everything that is released – it's our reputation on the line and we want to hold onto it. Please do take a look through some of our more recent work over the next few pages.

## Your Team for this Project



### **Josh White – Creative Director**

Josh has worked as a designer at award winning branding and corporate communications agencies in London, Brighton and Reading before setting up ClearBrand. Connect on LinkedIn or email him to discuss how ClearBrand can help you connect with your audience.



### **Ed Jones – Lead Designer**

Ed joined ClearBrand after working short term in a range of London-based Creative Agencies. He graduated from NUA – Norwich University of the Arts. Alongside his degree Ed has won a D&AD (Design and Art Direction Awards) pencil from 2016.



### **Mia Large – Designer/Developer**

Mia is a passionate designer and developer who has joined ClearBrand after taking part in our internship programme. Mia studied her craft at Falmouth University before relocating to Reading.



### **Jag Chohan, Web Developer**

Jag is always on the cutting edge of technology and trends. His innovative solutions always grabs attention & helps brand's websites stand out from the crowd and allows them to become industry leaders.



### **Ilona Billington, Copywriter**

Ilona is capable of writing and editing for different audiences, in a range of styles as well as working well under pressure and to tight deadlines. Her experience includes longer and more in-depth features as well as snappy blogs across a range of platforms.



### **Tasnima Ali, Designer**

Tasnima has just newly graduated from Hertfordshire University and is a talented and young designer with a lot to give. She has a keen eye for detail and illustration.



### **Eddie Thomas, Web Developer**

Eddie is a multimedia designer and developer with over 35 years experience in print and web design and web/application development. He has provided services for both the public and SME sector.

## **Project support**

For larger projects we can introduce our network range of freelancers and contractors including designers, developers, photographers, animators and more.

## Our Approach



### 1. ASSIGN A DEVELOPMENT TEAM TO THE PROJECT

Your primary contact will be assigned to oversee the project and communicate between your company and our team. We will normally assign designer/s who will be assisted by a project manager.

### 2. FINDING YOUR 'CORE IDEA'

We help our clients find out what makes them different. We call this your 'core idea'. With ClearBrand, you get an agency that listens to you and asks the right questions to get the best out of your Brand. Where do you want to be? What do you want people to think when they see your brand?

### 3. CONCEPT STAGE

This is the fun bit! We produce an 'ideas wall' where we submit initial concepts for you to look at, whether this is initial logo ideas or colour combinations, this is where you get to see the brief come to life and where most of the hard work is done ensuring we create a strong visual presence for your business.

### 4. CONCEPTS REFINED

We want you to be totally happy with your company's final look. This stage is important as we take on board your initial reactions and start to look at refining the visual working towards the final concept. This process is usually broken down into two stages and will incorporate the tweaking of all the visual elements used to create the finished article.

### 5. CREATE

Creating brands and communications is not a mystic science, it is really common sense. We use our imagination and experience to create compelling stories, which resonate with customers, employees and other stakeholders.

### 6. MANAGE

In the corporate world your brand is your reputation and your reputation is driven by people's experience of you. We work with our clients to create the tools and resources they need to effectively manage their brands.

But it doesn't stop there. All brands need to be nurtured. Left to grow organically or to stagnate, you will quickly be back where you started. We work with our clients over many years, interrogating, investigating and developing their brands to ensure they grow as they do.

## Select Healthcare Clients



### **Inspirata**

Branding and Marketing material for Inspirata, who provide a cancer diagnostics solution that digitizes and automates the pathology workflow using a unique, "solution-as-a-service" delivery model.

–  
[www.inspirata.com](http://www.inspirata.com)



### **Greenbrook Healthcare**

A new brand direction for Greenbrook Healthcare – running 15 GP Practices & Urgent Care Centres across London.

–  
[www.greenbrook.nhs.uk](http://www.greenbrook.nhs.uk)



### **PCMS Healthcare**

A rebrand (with sub brands) and a cohesive set of guidelines for a growing London based healthcare provider.

–  
[www.pcmsolutions.co.uk](http://www.pcmsolutions.co.uk)



Lifestyle™  
Checkpoint

### **Lifestyle Checkpoint**

Helping Lifestyle Checkpoint maintain their brand consistency for the future. Brand, exhibitions and marketing items.

–  
[www.lifestylecheckpoint.com](http://www.lifestylecheckpoint.com)



### **Ocean Sports Therapy**

Brand, website and online booking system for one of Berkshires top sports therapy companies.

–  
[www.oceansportstherapy.com](http://www.oceansportstherapy.com)

**See more at [www.clearbrand.co.uk/healthcare-design-agency/](http://www.clearbrand.co.uk/healthcare-design-agency/)**

To see the all work visit [www.clearbrand.co.uk/our-works](http://www.clearbrand.co.uk/our-works)



## Healthcare Testimonials

"An excellent, personal and highly professional service. I approached ClearBrand having met with several creative agencies to re-brand our organisation and develop brand guidelines. I chose ClearBrand as their approach to the project was more hands on, creative and very competitive. Their service throughout was very consultative, professional and Josh and the team always made themselves available when needed. Since the initial project they have always been very responsive to further design tasks and very forthcoming with advice when requested. Would highly recommend."

**Matthew James, Marketing – GreenBrook Healthcare**

"Always a fantastic quality of work produced at Clear Brand. The staff have always been incredibly helpful and understand all individual or business needs. Would highly recommend."

**Jane Younger, Director – Ocean Sports Therapy.**

"The site looks great and thanks to you and your team for the extra effort you have gone to get our branding right for us."

**Sheraz Khan, Owner – PCMS  
(Primary Care Management Solutions)**

## Further Testimonials

"Fantastic service and quality every time. Quick turnaround times for material and excellent communication and design ideas. Would highly recommend if you're looking for a full service design agency."

**Eva Cannon – Marketing Manager – Barco /wePresent**

"ClearBrand have helped us build our online presence through revisiting our website strategy and given us a brand which stands out in the industry."

**Reagan Nyandoro, Marketing Manager – 3T logistics**

"My letting agency recently used ClearBrand for a new logo, stationery, fascia, etc. and they were excellent from start to finish. They offered a number of designs to choose from and made amendments promptly. Very happy with the final product."

**Adam Lewin, Director – Reading Lettings**

"Really pleased with how everything looks. Thanks for all your hard work, we are all very impressed!"

**Megan Lazenby, Marketing Manager – ForburyTECH**

"As a group of established recruiters looking to rebrand a new Professional Services Recruitment company, we were referred to ClearBrand to partner with us in creating a brand and a website. We had decided on the company name - Ernest Hunter Green, but each had our own thoughts and feelings on how the brand should look. ClearBrand were able to bridge the gap and create a brand we felt represented our business, an image we would be happy to use over the years as the business grew. The website allows us to post roles and for candidates and clients to easily see our areas of specialism. We were given expert advice from Josh and his team ensuring we were able to manage the website independently once he set us free"

**Sue Palmer, Director – Ernest Hunter Green**

"We are really happy with the outcome and partnership with ClearBrand and look forward to continuing our work towards making Daily Poppins a household brand."

**Nigel B, Director – Daily Poppins**

"Professional and Creative with great communication and feedback. I approached ClearBrand after months of searching for the right business to create my brand and website, from the very first meeting they believed in the brand and were genuinely excited to work with us. Would highly recommend for Branding and Website design for any complexity or functionality."

**Peter Campbell, Founder – Add2Kitty**

"We approached ClearBrand within the last year to undertake a large design project incorporating a variety of print and digital assets."

Each project has been completed on time, on budget and to an exceptional standard despite often tight deadlines. We look forward to continuing our work with Josh and the team and will continue to highly recommend."

**Adam Norton, Marketing Manager – Bentham Instruments.**

"I approached ClearBrand needing company branding and website design and build. I have nothing but praise for the excellent service and creativity from Josh and the team. They translated my ideas, outline website structure and copy into something which truly articulates how I want to be seen in business. I'm absolutely delighted with the end results and have had incredibly positive feedback from anyone viewing my website. They delivered to my timescales, added huge creative value and were lovely to work with. I continue to work with them for all my creative needs."

**Sue Austin, Director – Austin Consulting**

## Portfolio - Branding & Design

We're proud to create brands and websites that stand the test of time. Here's a small selection.



Design.Build.Eat.





## Portfolio - Web Design

A small selection of our website work. Click the buttons to see the full site.

### 3T Group

3T approached ClearBrand wanting to modernise their previous site. We created a strong UX and enhanced the brand identity by decluttering. We allowed 3T Group to communicate their expertise.

The site also features a custom calculator to allow the user to see which service is right for them.

View the site:  
[3t-europe.com](http://3t-europe.com)



Our new website design for Daily Poppins has a built-in postcode finder functionality, So you can find your nearest branch hassle free. There are over 50 franchises which each have their own pages, booking forms and paypal information to receive payments. We utilised a 10,000 line postcode database to send people to their correct branch.

View the site:  
[dailypoppins.co.uk](http://dailypoppins.co.uk)

### Ernest Hunter Green

For Ernest Hunter Green's recruitment based website, the client has the ability to add their own roles to the website. We also created a custom application where the website user can send their CV and apply for a job via the site. Naturally the site had to work optimally on all platforms from laptops to phones.

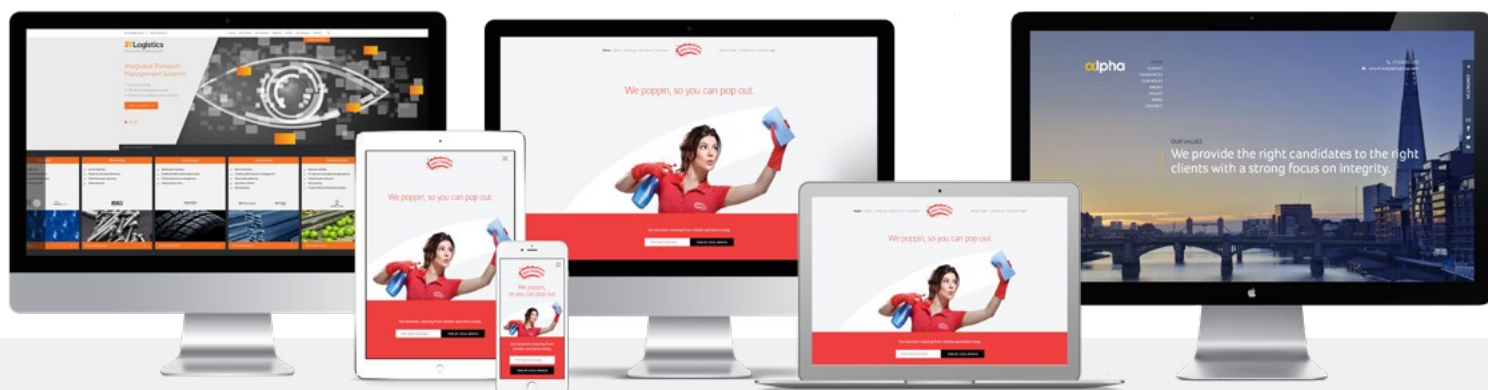
View the site:  
[ernesthuntergreen.com](http://ernesthuntergreen.com)

### alpha

Alpha are a Thames Valley based recruitment agency. ClearBrand were tasked with a re-brand and website overhaul to reflect the new direction of the company.

We coupled a sophisticated but lively palette of navy blue with yellow, which also features subtly in the imagery.

View the site:  
[alphagroup.org.uk](http://alphagroup.org.uk)



## Portfolio - Web Design

A small selection of our website work. Click the buttons to see the full site.

### DATONIQ

The Datoniq site was designed to drive interest and enable users to make enquiries. Our goal was to provide a manageable CMS which is easy to use and allows content to be uploaded and edited without hassle.

We developed design and copy content that was adopted across all markets, not just online but throughout their entire suite of marketing materials.

View the site:  
[datoniq.com](http://datoniq.com)



ClearBrand have been working with OST, designing and continually improving the company's brand and image. We designed a striking and attractive site that appeals to their wide and varied audience.

Features include a timetable for users to track their classes and panels that show classes coming up that day.

View the site:  
[oceansportstherapy.com](http://oceansportstherapy.com)

### sohogrey

London based property developer Soho Grey focus on extensions, refurbishments and renovations across West, South and Central London. ClearBrand updated Soho Grey's branding alongside designing a new portfolio website, photography, guidelines, vehicle design and more to help create a consistent and unique brand.

View the site:  
[sohogrey.co.uk](http://sohogrey.co.uk)



forburyTECH provide legal help to tech businesses and startups. This brand concept takes inspiration from computer pixels, which make up the FT mark and supporting pixelated illustrations. The green colour palette was chosen to represent the Forbury gardens landscape and gives a clean and modern style.

View the site:  
[www.forbury.tech](http://www.forbury.tech)



## Portfolio - Web Design

A small selection of our website work. Click the buttons to go to the site.



Seven Hills' director Rob approached us with the concept of a retreat away in the picturesque lake Como in Italy. We created an identity and website that reflected his vision of a tranquil getaway. The single page scrolling website features stunning full screen photography, a booking form and payment process.



Drapers are an online-only collection and delivery dry cleaning business. The site works out if your postcode is eligible. You can then select the cleaning items options, add them to a cart and then book collection and delivery slots to get your clothes cleaned pronto.



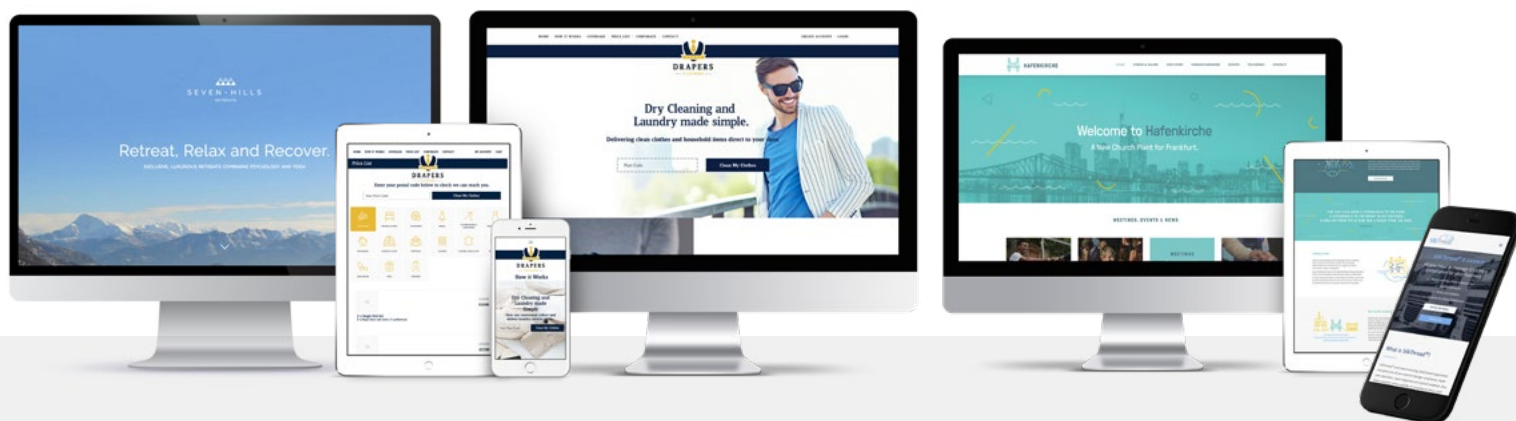
HafenKirche are a German Church who needed help setting up a modern website that featured a calendar for events and methods for uploading sermons regularly.

View the site:  
[www.hafenkirche.de](http://www.hafenkirche.de)











Silkthread is an award winning cloud based application. The website shows the app features and has a major focus on call to actions built into the client's salesforce account – with multiple forms and videos built into the site.

View the site:  
[silkthread.co.uk](http://silkthread.co.uk)











## WEB DESIGN: Our Services and Process




### Our Web Design services:

-  Creative web design
-  Online strategy & marketing
-  eCommerce shops
-  Mobile app development
-  Content management systems
-  Social media & email marketing
-  Website copywriting
-  Hosting solutions

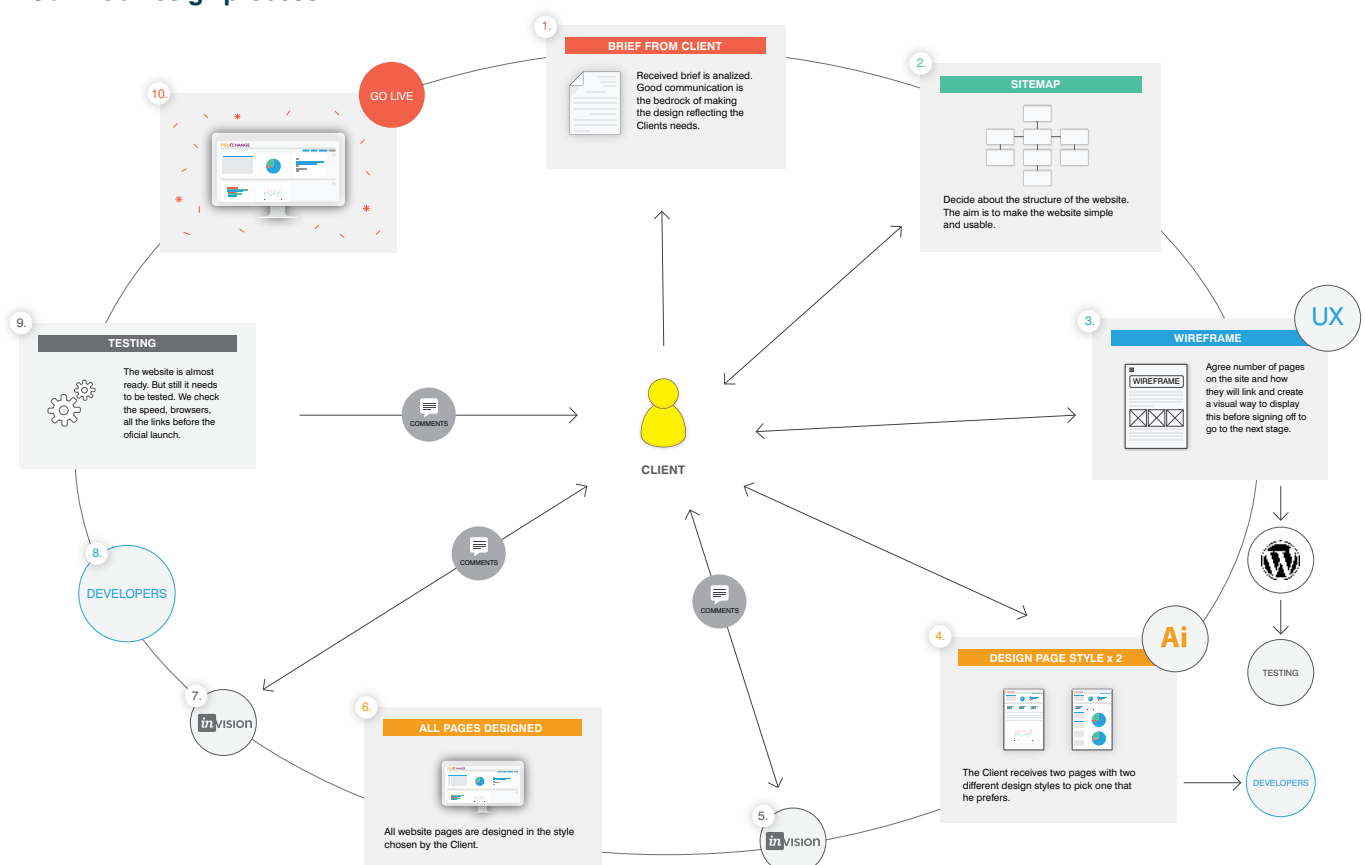
### Our websites:

-  Are optimal on all platforms
-  Maximise your branding and get results
-  Connect to your specific audience
-  Are highly engaging and intuitive
-  Feature strong imagery
-  Have strong UX (User Experience)
-  Utilise modern web techniques
-  Feature user-friendly content management systems

### Other design services

-  Branding, logo design, stationery
-  Video production & photography
-  Online & printed marketing

### Our Web Design process



## The ClearBrand Digital Marketing Solution Plan

Including our full range of services available.



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# Thank You

We hope you are happy with the quote and the proposal put forward to you.

If you have any more questions please don't hesitate to email us at [info@clearbrand.co.uk](mailto:info@clearbrand.co.uk).

We look forward to hearing from you.