

LOGO DESIGN BRIEF

Business Name: Churchmere Medical Group

Website: www.churchmere.co.uk

About us:

We are a GP (primary care) medical practice caring for 21,000 patients across Whitchurch and Ellesmere.

From Summer 2024, we will have two sites: Ellesmere Medical Practice, Ellesmere and the Clayton Health Centre, Whitchurch

We are looking for a consistent logo to unite the two sites delivering medical care. This will be included on our website, social media, headed paper and within our buildings. The logo will, therefore, need to be scaled to meet these requirements.

Colour Palette:

Primary colours: blue/green tones

Secondary colours: grey/silver

Accent colours: orange

Design Style:

Modern – suitable for a primary health care centre

Horizontal or vertical layout. The logo will be used on the practice website, headed paper and on the buildings

The logo will be included on our website, social media, headed paper and within our buildings. This will, therefore, need to be scaled to meet these requirements.

The logo also needs to work in greyscale

Text should be in a modern Sans Serif font

Please no stethoscopes or Caduceus symbols!

Target Audience:

All demographics