

Case Study: Nurture Fertility

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Background

NURTURE (Nottingham University Research and Treatment Unit) is an IVF Clinic owned and run by the University of Nottingham. Based at Queens Medical Centre, it is one of the UK's leading fertility units.

The need

Heather Stringer, Administration Manager at NURTURE wanted to re-brand the unit and develop NURTURE's identity. She wanted a soft design that would be memorable, recognisable and differentiate them from other clinics.

The solution

The Senior Account Manager at AlphaGraphics took along one of the design team to the briefing meeting so he could talk directly with Heather. Heather said she found this particularly useful as it enabled her to communicate exactly what she wanted and get instant creative ideas and feedback.

AlphaGraphics developed a soft but recognisable brand image for NURTURE which will be used throughout NURTURE's printed and online communications.

The result

Heather said she is absolutely delighted with both the standard of service she received from AlphaGraphics and the re-brand concept.

