

BMJ Publishing Group

Brief

To freshen up the BMJ Online branding and create its own distinctive look. The new image still needed to be linked to the current BMJ media pack information, also designed by MPH Creative. The identity had to be applied in a form that could be easily adapted and taken across various communication items.

Activities

- Budgets
- Creative concepts
- Presentation
- Develop across:
 - Folder
 - Leaflet, 6 pages
 - A4 sheets
 - Mouse mat
 - Coasters
 - Exhibition banners
 - Carrier bag
 - Online designs for emailing

Result

With this strong, modern and co-ordinated new image BMJ Online was able to promote their services and actively compete for new business.



Corporate folder and inserts



Exhibition banners



Carrier Bag



Mouse mat and coaster