

## Express Medicare

### Brief

When G H Zeal took over the distribution of Abena nursing home supplies in the home counties they briefed MPH Creative to create a new brand identity for the product range as a key element in their sales platform.

### Activities

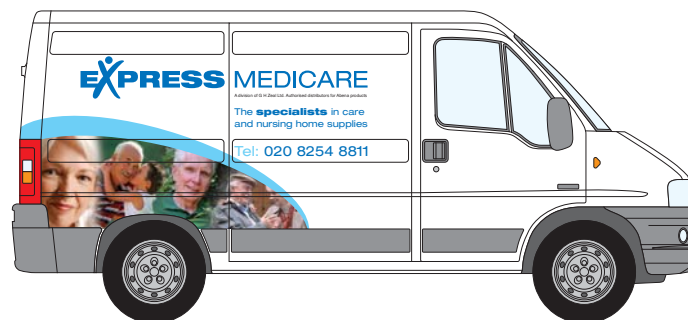
- Logotype approaches and marketing concepts
- Design, artwork and production for:
  - sales folder
  - customer leaflet
  - exhibition graphics
  - vehicle livery

### Result

The co-ordinated design created a modern image with powerful visibility for the Express Medicare brand – all on a limited budget.

*“...Abena were so impressed with our service that we were awarded a larger distribution area and the new brand package was pivotal to our success... the expertise of MPH Creative has proved invaluable once again”*

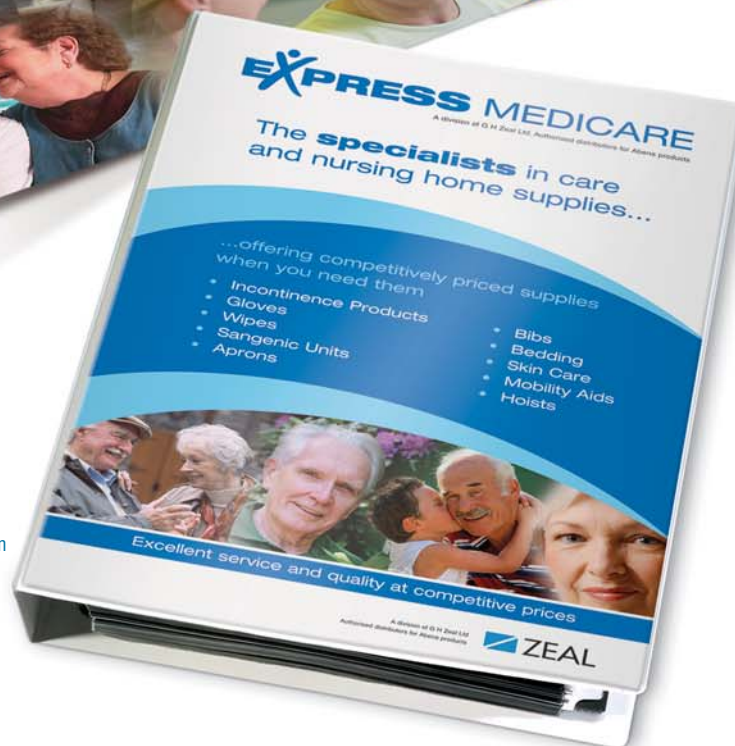
Vaughan Rivett, Managing Director,  
G H Zeal Ltd



Vehicle livery



Leaflet



Communication folders



Banner