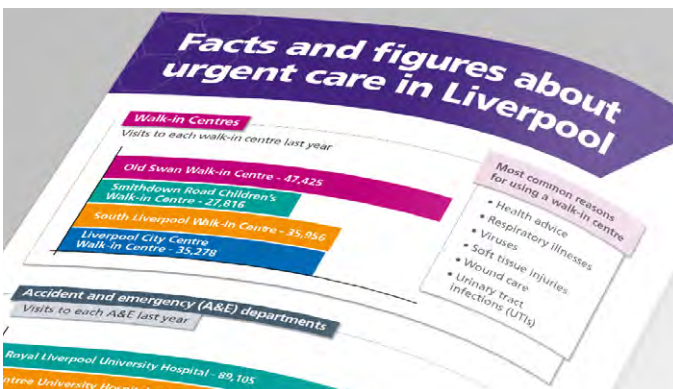


What do you think?



Client
NHS Liverpool Clinical Commissioning Group

Category:
Creative Design Health Illustration

Challenge
To create materials that would encourage people to engage in the important consultation

Date:
November 2018 - January 2019

Solution
From November 2018 to January 2019 NHS Liverpool Clinical Commissioning Group (CCG) were consulting with the public about urgent care services in the city. Urgent care services are for when you need advice or treatment immediately, or on the same day.

Tags:
Health graphic design illustration
creative design

The identity adheres to the NHS brand and can be easily adapted and applied by the in-house communications team if they should want to.

We represented the NHS's urgent care services: GP Practice surgeries, 999, 111, out of hours GPs and Walk-in Centres using different coloured, hexagonal graphic icons.

The hexagonal, honeycomb motif was used in outline throughout the materials.

Outputs included a 12-page A4 booklet, event banners, social, printed and digital assets. Having seen Liverpool's materials South Sefton and Southport and Formby Clinical Commissioning Group requested similar for use in consultation with their users.