Instructions for designer - GPs

A double sided flyer—card 210mm x 99mm - to be distributed to GP clinics around Victoria. Purpose is to inform the relevant GP practice that we (a specialist service) have moved address and to update correspondence details. The card also provides a basic marketing opportunity to promote what we do to referrers.

On the back of the card is some useful reference information for the GP regarding weight loss surgery. Ideally the GP might pin it to their pin board as a reference tool. Therefore there should be some indication of who we are by logo, picture, text or otherwise on the back of the card also.

The colour scheme should more or less reflect the colour scheme from my website www.anthonyclough.com.au.

The information is as given however there is full licence to arrange this in any other creative way as per the designer. Alternative designs with less (or more) information are welcome.

I have uploaded some imagery which can be used—or not— as per designer’s wish. Alternate imagery is also welcome.

The purpose is to come across as an experienced and friendly specialist that the GP can feel confident in referring their patients to knowing they will be well looked after by a highly competent specialist.

The key information on the back of the flyer is to be of use to the GP and may encourage them to keep the flyer around for quick reference.

Somewhere on the front of the card will be a QR code which I need to be able to swap in and out with my graphics programme as required.