Instructions for designer – specialist card

A double sided flyer—card 210mm x 99mm - to be distributed to certain medical specialist clinics around Victoria. The purpose is to inform the relevant specialist that we (a weight loss surgery service) have moved address and to update correspondence details. The card also provides a basic marketing opportunity to promote what we do to referrers. A third purpose is to advertise our space for rent for specialists who may be looking for rooms to rent in our area.

On the back of the card is some useful reference information for the specialist regarding weight loss surgery. There is also the advertisement for our room rental which should be prominent and eye-catching. Two photos will be attached here—one of the suite on the inside and one of the tower on the outside. I have uploaded a couple of sample photos for this which can be used however I will need to change them later with my graphics programme (I have the full Adobe suite).

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 other specialists can feel confident in referring their patients to.

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. There needs also to be space for a QR code on the back which will link to images of the suite.