Liquimedics

# short company design brief

**WHO WE ARE**  Liquimedics are a micro, professional medical supplies business.

Our focus is on the sourcing and efficient servicing and supply of specialty medical liquids, gels, pastes and other mediums to specialist Medical Officers and hospital purchasing departments.

We are open, easy going, friendly, nimble and efficient. Other key words describing us are… Dependable, Unique, Honest, Progressive and fair.

We are a small team of (2) with the objective of growing to a size of approximately 10 people in 2-3 years.

**OUR TARGET MARKET** Are Australian and New Zealand doctors and hospitals.

Drs are of course of a conservative, older demographic that can take a long time to make a decision. Hospital staff and purchasing officers more moderate.

Our presentations will also often be targeted to suppliers of quality products, around the world, particularly the United States and Europe, that we wish to enter into distribution arrangements with.

**OUR COMPETITION** Beats us ( for now ) in sheer size and ranges of product. They are often just general suppliers without specialization.

We want to win by promotion of our specialization. This is done with emphasizing safety and meeting specific needs well. There is an ever increasing need for Material Safety Data Sheets and research in this area.

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**OUR ULTIMATE GOALS-** To have many industry identifiable brands under the Liquimedics banner.

To be an authorized supplier to all major hospitals in ANZ.

To be a professional, industry recognized niche company.

We want to be known for liquids! We wish our ever expanding market to know that we can deliver on specialty and bulk supply.

One of our specific aims is that we are easy to do business with, and remain a long term, preferred medical liquids supplier. The Logo and website should reflect this.

**OUR CUSTOMERS** WILL TALK TO US

* Face to face 4 X a year (our business cards are important to us )
* Via email and blast promotion monthly
* Conferences once or twice a year.
* Via a webshop that will need to be consistent in design and color of the logo of Liquimedics.

**LIQUIMEDICS NEEDS A LOGO WEB AND BRAND INTERFACE** –

That is reflective of fluid, medical testing fluid.

That looks great on business cards, stationery, email, webshop and on larger conference sets.

We like the colors of Red, White and Blue (but must reflect modern use of these colours).

It should be noted that at this stage, our products will not be manufactured or packaged by us. We are import distributors, so our customer base will end up knowing us by Liquimedics Branding and its people, and by the different products we supply.

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**WE WILL NEED TO PRODUCE**

* Logo
* Cards
* Stationery
* Brochures
* Web Site, Web Mail, Web shop
* Posters, displays, tablecloth.

**Do we need?**

Copyright?, trade Mark registration, Materials printed, Web Development?

**OTHER FINAL POINTS TO NOTE**

We would also like recommendations on the text, font to use with the Logo.

File sizes cannot be too large due to majority in house printing and IT constraints. Colours must not bleed into each other for outsourced printing purposes.

With Letterheads, we will need editable WORD templates.

**KEY APPROVERS**

Adam Fearn and Greg Jensen.