

What the Doctor Ordered



(2012-16)

Orthodontic Practice - 23 Regent Street, Nottingham, NG1 5BS

Brand creation and implementation across the board for a city centre orthodontic practice based in a 5 storey town house.

Project Summary_

Brand and visual identity creation

- Translated through the interior and marketing scheme based on their existing name 'East Midlands Orthodontics'

Full interior design and project management

- Tradesmen and external agencies such as the sign makers, Merrill Brown

Precise and easy to use planning documents

Full art scheme 200+ pieces designed, created, manufactured and installed

Full signage and interiors designed and installed

In-house promotions

- Print, video, animation

External promotions

- Website, print, social media

Product brand creation and launch

- Design Align clear aligners

Photography

- Art subject matters and for marketing materials

'In respect to the interior design aspect of the overall project, Matt was given a short brief, to bring an artistic design theme of 'East Midlands' to our newly converted Orthodontic practice. What we got in return was a superbly crafted stately home theme covering the largest counties within the East Midlands. We now have a wealth of bespoke paintings and digital art prints hanging across our 5 storey Victorian building enhancing its all already natural beauty and with modern LED signage it's transformed our once typical bland NHS looking building to something our patients say is really unique and much better than anything they are ever used to and can't believe it's a NHS practice. Our patients and staff both feel the benefits of the design work that that has lifted the building, the staff find it much more enjoyable to work in and the patients find it much more relaxing while waiting and having their treatments..'

Jamie Wood, Director

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