

New brand, new annual review

Once Help the Hospices had successfully launched its new identity, it retained us to create the first of its key documents, the annual review. Based on the 'Involve' tone defined in the identity, the review uses a combination of strong imagery and thoughtful content to present a reader-friendly approach. It's unusual format makes it narrower than A4 and helps to increase its 'pick-up-ability'.



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Think **UP** THIS WAY