



At **Onyx Health** we've got what it takes to make a product successful because we know the healthcare market. We specialise in helping SMEs reach customers, enter new markets, build brands and increase sales.

We put your products and services in front of the right customers and decision makers. We open doors by creating and delivering marketing campaigns and sales strategies with tons of Geordie passion!

Our markets include:

**Pharmaceuticals | Medical Devices |  
Medical Diagnostics | Consumer Health Products**

*We're ready to deliver. Just tell us when.*

Approved consultants for:



NHS Innovations North

## 02 Branding

A strong brand is just as important to a small business as it is to a big corporation. In fact, many corporate brands often try to look like small organisations because customers often perceive it as more appealing. But what makes one brand more successful than another?

**Branding** is a way of defining your business, your team and your customers. It should exemplify the core of what the business is and its values.

By having a strong brand identity and values, customers will begin to connect and buy into all that you do, leading to an increase in sales and better exposure against the competition.

By defining your brand, you will also be providing your company with the perfect platform in which to extend future offerings and services.

Strong brand values often increase brand equity, a company's profile or products. Think Apple, Virgin or more local to the North East Gregg's, Sage or Barbour.

*Supporting packages that you may find useful:*

01 Marketing Strategy

08 Digital Health Check

10 Communications



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### Onyx Health's Offering

With our superb branding services, Onyx Health can help you to analyse your brand and how it might be improved to better your business.

We can contribute to every stage of the branding process, from helping you name your products and business to designing logos, setting the tone and defining your message.

**Our Branding package includes:**

- **Audit of existing brand identity and supporting materials**
- **Brand guidelines** – Development of the brand including logo design, colour palette, typography, copy guidelines, tone of content, examples of aligned marketing collateral and strapline
- **Presentation document** – All of the above elements housed in a go-to document that can become an internal reference tool and be shared externally

**Take the next step and contact us:**

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*The will to do well. The will to be well.*