



Elliot Street  Pharmacy

yourchemist.co.uk

Derby Street armacy



Brief

We partnered with a leading pharmacy chain to deliver a comprehensive rebranding initiative aimed at modernising its identity, strengthening customer trust, and creating a consistent brand experience across all locations.

The project involved redefining the brand strategy, developing a refreshed visual identity, and implementing cohesive branding across physical stores, digital platforms, marketing materials, and customer communications.

- > **Refresh Branding**
- > **Market re-positioning**
- > **Differentiate in crowded market**
- > **Promote Pharmacy First services**
- > **Introduce private in-store health & well-being services**

Outcomes

Our approach balanced the pharmacy's established reputation with a contemporary look and feel, ensuring the new brand reflected its commitment to accessible, reliable, and community focused healthcare. The result was a stronger, more recognisable brand that enhanced customer engagement and positioned the business for future growth.

- > **Refreshed Brand Identity**
- > **Company wide Brand Guidelines**
- > **External Store Signage**
- > **Instore Signage & Printing**
- > **POS & Window Display**
- > **Instore Concepts**
- > **Van Livery**
- > **Website Review & Rebrand**



Elliott Street  **Pharmacy**

A black rectangular sign with a white border is mounted on a brick wall. The sign features a stylized white leaf logo on the left, with the text "Derby Street" in green above "Pharmacy" in white. Green curved lines are also present on the sign. The sign is held by a black metal bracket.

Derby Street
Pharmacy



Bringing you more
than just medicine...
**a commitment to
your health**

Derby Street armacy

Elliott at logo on other side

FREE DELIVERY on your
NHS prescriptions

YourChemist.co.uk

Ear Syringing

HEAR BETTER TODAY

Professional EAR WAX REMOVAL.
Restore hearing and relieve
discomfort from excess wax.

 Ask in store

Visit our website
YourChemist.co.uk



Travel Vaccines

ARE YOU TRAVEL READY?

We offer a range of VACCINATIONS
to protect you and your family on
your travels.

 Ask in store

Visit our website
YourChemist.co.uk



Branding Colours

Pharmacy Green

c 50%
m 7%
y 99%
k 0%

White

Pharmacy Grey

c 2%
m 34%
y 95%
k 0%

Pharmacy Orange

c 50%
m 7%
y 99%
k 0%

Pharmacy Blue

c 50%
m 7%
y 99%
k 0%

Pharmacy Grey

c 72%
m 67%
y 51%
k 42%



Elliott Street Pharmacy

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INTERIOR CONCEPT

This mood board showcases a boutique-inspired pharmacy interior that blends natural wood slats, lush living greenery, soft lighting, and refined finishes to create a calming, modern space that elevates the traditional pharmacy experience - offering premium retail environment while promoting health, wellness, and customer comfort.

TURN UP THE HEAT



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