

equi**vital**™



Equivital

The ask

Branding in a heart beat. Bringing a new product to market is tough; bringing that product to multiple markets is tougher still. Equivital LifeMonitor is a beautifully manufactured new technology product, designed to enable secure, unobtrusive human monitoring with precision and accuracy in – mobile, free-living environments. We were commissioned to communicate Equivital's many core benefits, not only to the clinical healthcare and pharmaceutical sectors, but also to the military, performance sports and research markets.

**bentley
holland**

The task

We created a brand identity that got right to the heart of the problem. Developing a graphic 'heart' and 'tick' from the 'v' in Equivital visually portrayed the remote monitoring and data capture of human life, while the typography exuded precision. As well as the supporting statement 'Better Data, Better Decisions, Better Performance', we developed two styles of photography. Full colour images help to portray a feeling of health and wellbeing, while striking monotone imagery is used to highlight the cutting-edge benefits Equivital brings to extreme human performance. Once established, an extensive style guide was produced, illustrating the brand application across a variety of collateral.

The proof

The new brand certainly set people's hearts racing and we have the data to prove it! Launched at the Mobile World Congress in Barcelona, corporate folders and brochures were quickly snapped up by consumers eager to find out more about the product. Equivital were so happy with the feedback they received, they were quick out the blocks to commission us for the re-branding of their parent company, HIDALGO.