Brand

corridor

Community

corridor

Stories

corridor

Positive memories

corridor

NHS

Community 1.7m

corridor

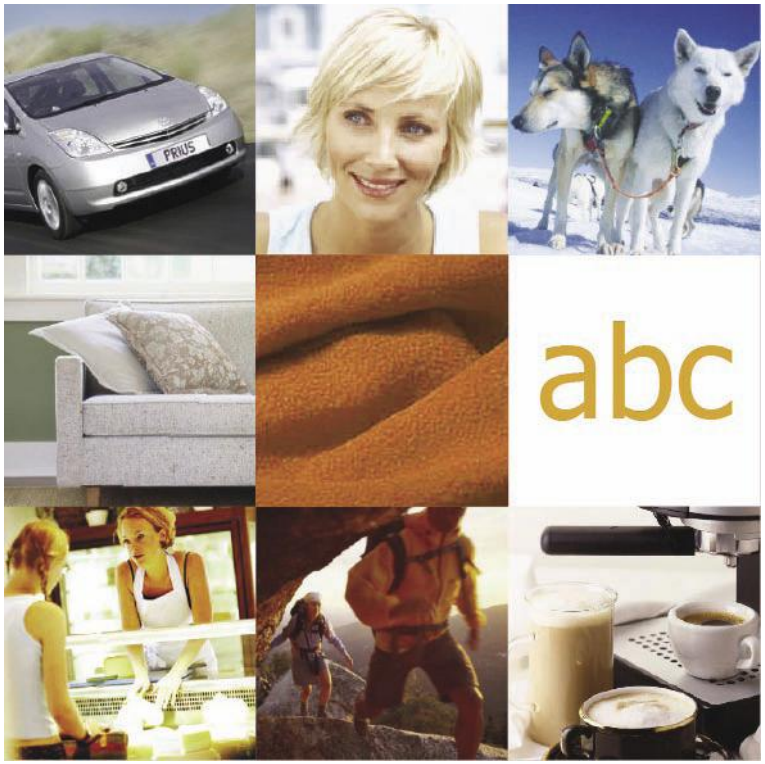
C100 M5 Y50 K40
PANTONE 3292C

3% C100 M5 Y50 K40 PANTONE 3292C 100%

corridor

Touchpoints

corridor



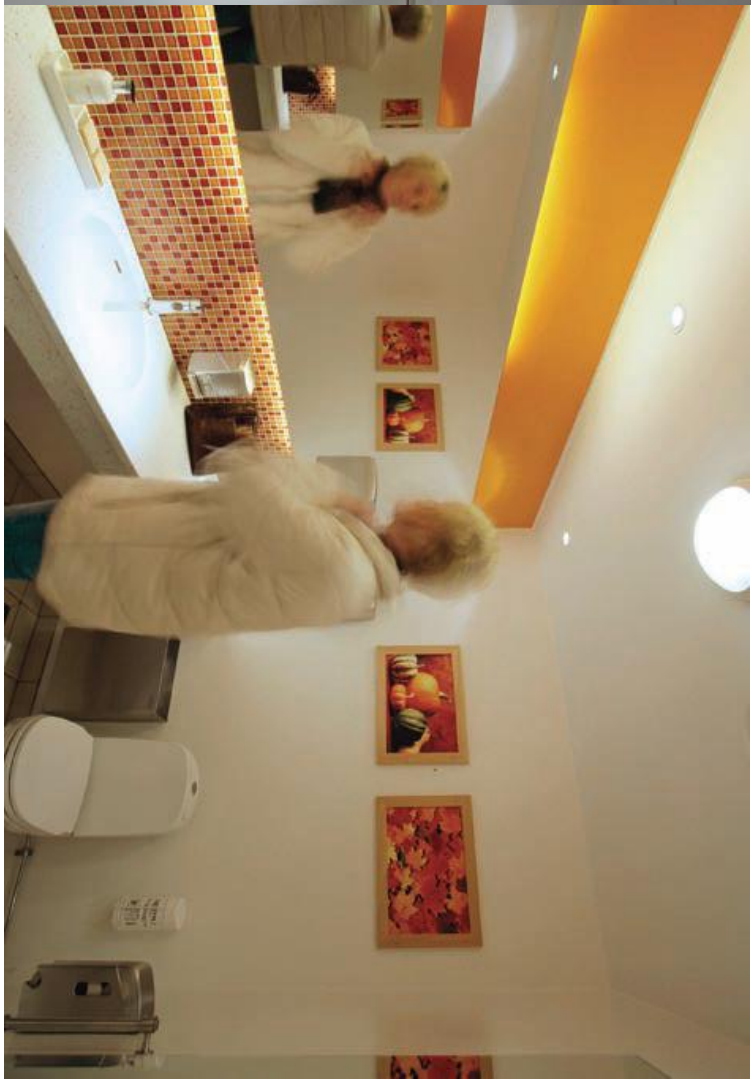
corridor

corridor

corridor

corridor

corridor



corridor

fruit | vegetables

category & sub category

shelf edge promo

corridor

Customer journey

corridor

phone call

book a table

favourite area

great lighting

welcome

menu

music

food

service

seating

ambience

memory

corridor

Restaurant?

corridor

GP surgery?

corridor

GP sub brand NHS

corridor

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corridor

London GP Innovations Forum

Patient focused change

new ideas * bold steps * improved services

NHS London

Design Council