



ALWAYS TRUSTED TO CARE

Don't you just love it when a plan comes together? Nothing beats the feeling of hard work and good teamwork coming together to create an outcome that everyone can be proud of on every level.

Movilla House Nursing Home is a Newtownards based private nursing home that provides high quality nursing care. In their 25th Anniversary year Movilla House was refurbished, bringing it up-to-date with an air of classic elegance. It was vital that it maintained an atmosphere of being a home from home with comfortable furniture, warm fireplaces and nostalgic areas to stimulate conversation and reminisce.

At the same time GPS and MadebyMint were collaborating to provide Movilla House with a fresh new corporate identity that would reflect the ethos, values and integrity of Movilla. New branding was introduced across online and offline marketing material with a view to increasing awareness.

Initially a new logo was developed with the strapline 'Always Trusted To Care'. Photographer Keith Wilson was commissioned to spend a day at Movilla photographing the tastefully decorated rooms, the staff and residents enjoying a range of activities.

Movilla House is well known for the quality of its food, "Movilla House leads the way in its quality of food and presentation of special dietary needs" The Regulation & Quality Improvement Authority. The opportunity was taken to photograph the excellent presentation of texture-modified food for those with chewing or swallowing difficulties.

The photography was used for both the nursing home's website and corporate literature. Although Movilla had not previously had an online presence they realised the need to be able to keep the website up to date and relevant and therefore wanted a user friendly Content Management System. MadebyMint designed and built the website to be responsive, crafting it to provide an optimal viewing experience (easy reading and navigation with a minimum of resizing, panning and scrolling) across a wide range of devices from desktop computer monitors to mobile phones. Visit www.movillahouse.co.uk to see for yourself.

GPS produced Movilla's brochure ensuring that the specification was of optimum size and weight for posting. A suite of corporate stationery was printed as well as advertising leaflets and pop up stands for events. The finishing touches included menus and new signage for both the interior and exterior.



Movilla House leads the way in its quality of food and presentation of special dietary needs



True recognition of the standards achieved in Movilla House came when Movilla was awarded a 'Top 20 Recommended Care Home Award 2015'. The www.carehome.co.uk awards highlight the most recommended Care Homes in each region of the UK. The Awards are based on over 45,000 recommendations received from residents and family/friends of residents.

