

Velfina

Corporate identity

Background

Actimed Emergency Systems - currently known as Velfina - is a Romanian medical company that has been active both on the national and international markets since 2001. Its main solutions and products are used in the treatment of wounds.

Challenge

Actimed is the only Romanian supplier of medical products whose quality is recognised at the European level and its approach to the European market has been twofold: both directly, by using a proprietary brand, and indirectly, by subcontracting. Grapefruit assessed the Actimed case and designed the name and strategy of the new brand - Velfina. The next step of the project was defining a corporate identity and implementing it in various areas.

Solution

The Velfina corporate identity is based on a simple, yet distinctive, logo which was the result of the creative exploration and combination of symbols related to the field of medical research and the key values identified for the new brand. The symbol which was chosen to represent the brand is closely connected to a series of key features characterising wound care management: the caring hand together with the veil-like fabric used to make bandages.

