

# East Coast Ambulance Service

NHS transport services  
Re-branding exercise  
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East Coast Ambulance Service (ECAS) came to Armstrong needing a re-brand following a change in management. With the main aim of attracting new staff rather than a focus on new contracts, Armstrong created a fresh new logo mark and brand that freshened up

the image of the organisation. In addition a new website was developed to offer news, candidate registration and information on the training and development available to employees. Corporate literature was also produced to aid in securing new contracts.



