

— CASE STUDY

TELOX MEDICAL SUPPLIES

THE MAVERICK OF MEDICAL SUPPLIES

A brand system, copywriting and user experience design for a Midrand supplier of theatre, laparoscopy, interventional radiology and ward consumables to hospitals across South Africa and SADC.

1

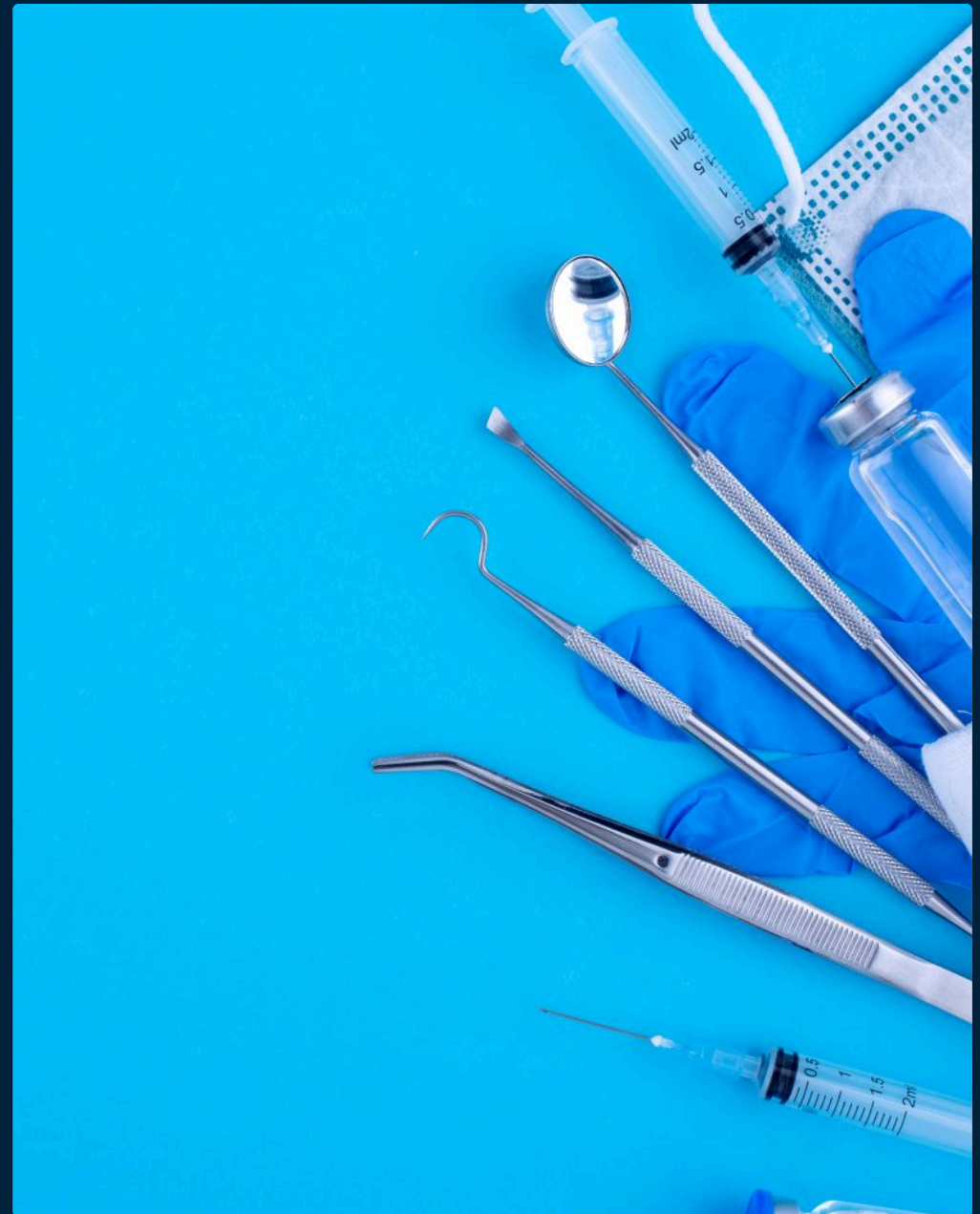
BRAND SYSTEM

7

WEBSITE PAGES

17

PRODUCT CATEGORIES



NAVY, SIGNAL ORANGE AND THE FOUR-COLOUR BAND



Navy
#033254



Deep
#01203A



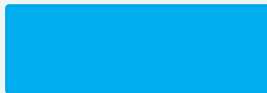
Orange
#F3822B



Lime
#A6CE39



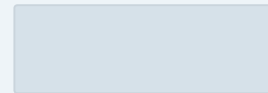
Red
#ED1C24



Cyan
#00AEFF



Mist
#EEF4F8



Line
#D6E1E9

AA

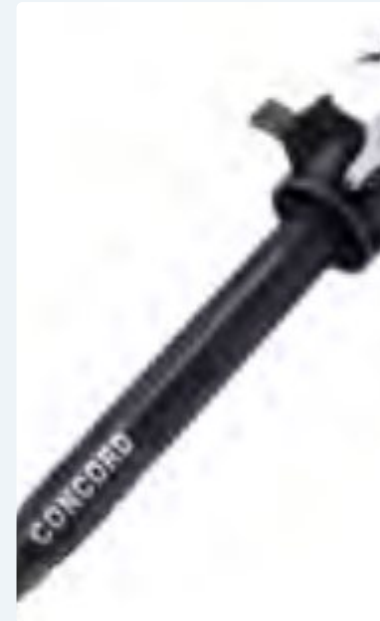
Outfit

Headlines and the motto, geometric and confident on theatre blue and navy.

Aa

Instrument Sans

Body copy, product lines and tender detail, crisp in lists and specifications.



— 02 - COPYWRITING

FIVE WORDS, THEN THE PROOF

The motto stands alone in the hero and the rest of the site earns it. Registrations come first, then the three product lines, the downloadable catalogues and a plain account of how a quotation works. The voice is short, confident and specific - the language of a supplier that answers tenders.

HERO HEADLINE

The maverick of medical supplies.

SECTION HEADLINE

Registered and compliant

BODY COPY

Founded in 2013 to provide quality products at competitive pricing that promote safe conditions for health professionals and patients.

PROOF LINE

Licensed with SAHPRA for medical devices. SABS approved. Level 1 B-BBEE contributor, 135% procurement recognition.

INTERFACE COPY

Email or WhatsApp your list, bill of quantities or tender specification.

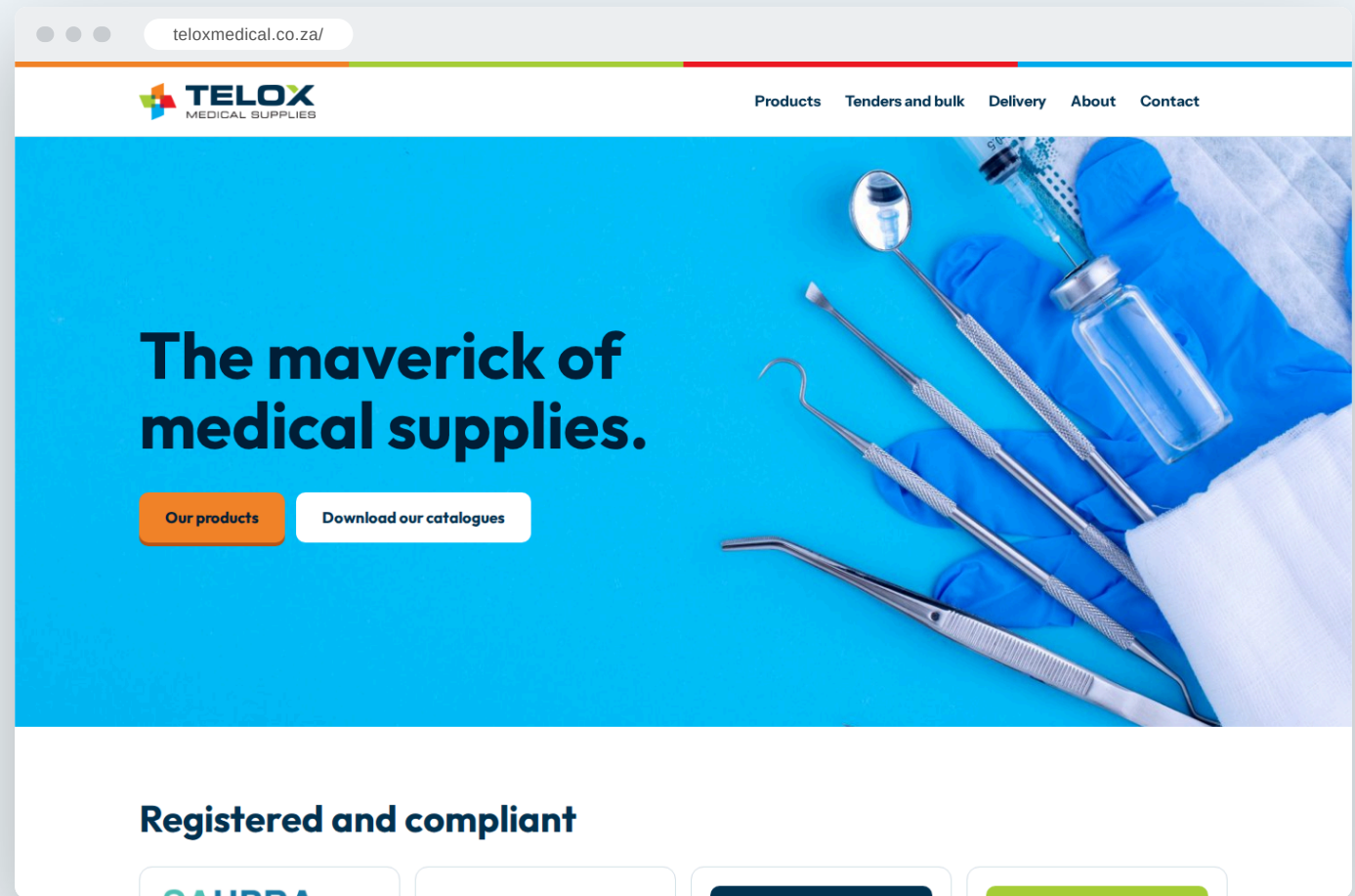
PRIMARY CALL TO ACTION

DOWNLOAD OUR CATALOGUES

03 - USER EXPERIENCE DESIGN

THE MOTTO IN THE FIRST SCREEN

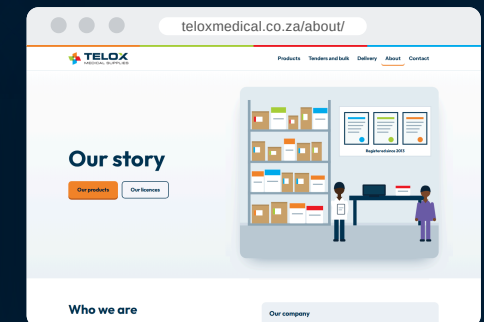
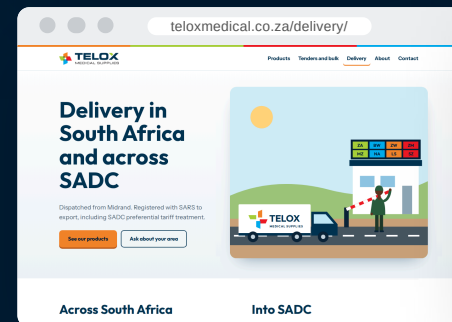
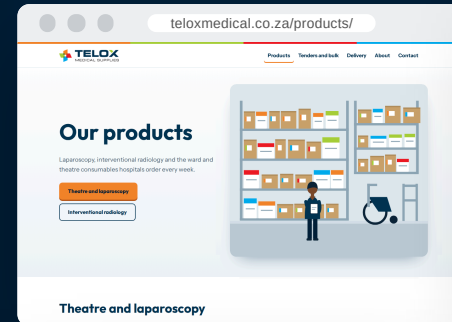
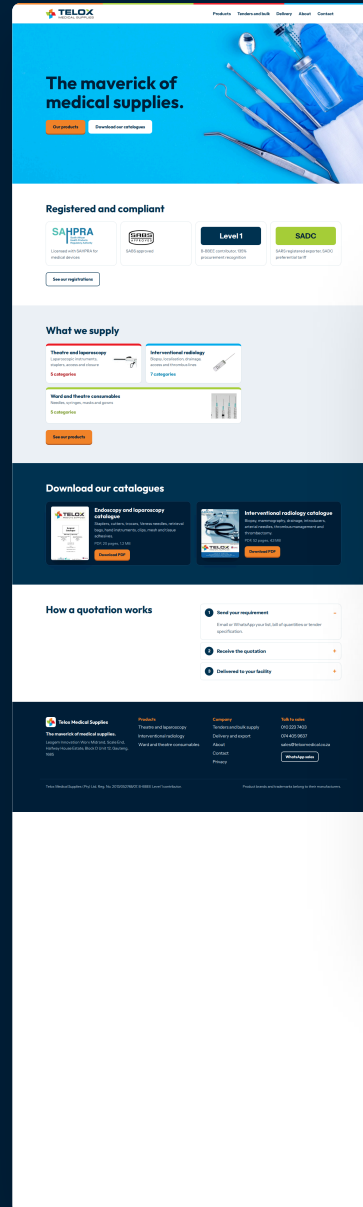
The homepage opens on the instruments themselves, laid out on theatre blue, with the motto and nothing else. Two actions sit beneath it – see the products, or download the catalogues – and the registrations band follows directly below.



03 - USER EXPERIENCE DESIGN

FROM THEATRE TO TENDER

The journey runs from the products to tenders and bulk supply, delivery across South Africa and SADC, the company story and a direct line to sales. Each page opens on a drawn scene of the work - the stockroom, the district hospital, the delivery run - and every one ends with a way to send a requirement.



THE MAVERICK OF MEDICAL SUPPLIES.

A brand system, copywriting and user experience design, built for Telox Medical Supplies and live on the web.

[TELOXMEDICAL.CO.ZA](https://teloxmedical.co.za)