

Illingworth Research Group Limited Launch Major Rebrand

UK based CRO, Illingworth Research Group Limited, has undergone a total brand review and is delighted to unveil its new logo, website and updated corporate collateral to support its expansion.

Commenting on the rebrand, CEO, John Illingworth says “The new brand identity brings ResearchNurses.co, our on and off-site research nursing service under the Illingworth Research Group Limited umbrella alongside our CRO and medical photography services for clinical trials. It is important that Illingworth retains its established values of flexible, high-quality clinical trial provision, whilst developing a new and modern identity. The new logo represents the 3 branches of the company and offers a more contemporary look and feel, which will provide longevity as we continue to evolve and expand.”

The new website (www.illingworthresearch.com), which has also recently been launched, seeks to increase Illingworth’s online presence and help to communicate with current, as well as prospective clients.

Helen Springford, Vice President of Strategic Development adds, “We have worked closely with our staff to ensure the image fits with the ambitions we have as a company and reached agreement. We very much hope our clients and prospective clients find the modern new image of our brand a positive change and we shall continue to see this develop over time”.

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CRO SERVICES

ILLINGWORTH
RESEARCH NURSES

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