

# Moss by Glazer.™

## Brand Strategy and Visual Identity

Following a period of rapid acquisition, Moss decided it was time to refresh its brand values and introduce a more contemporary corporate identity across its 564 stores.

We identified three fundamental things the new identity needed to communicate: professionalism, commitment to the community, and dedication to the provision of care to Moss customers.

The logo echoes and updates the green cross traditionally associated with pharmacy. It can be seen as two interlocking hearts, representing Moss and the customer/community, and as two pharmaceutical capsules. The colours were chosen to echo those of Moss's parent company, Alliance Boots, affirming the company's allegiance to a larger corporate entity.

