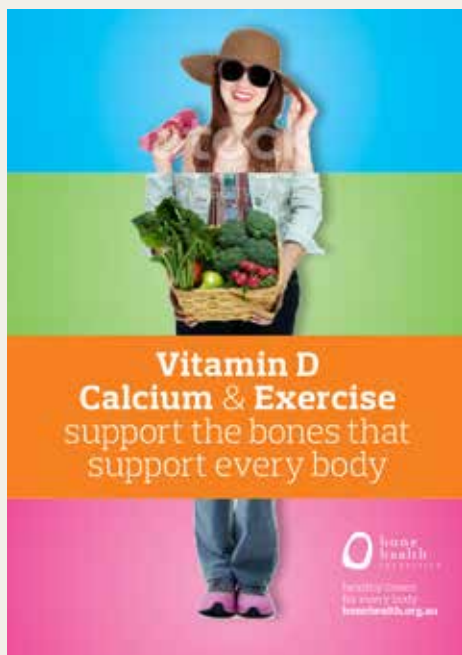


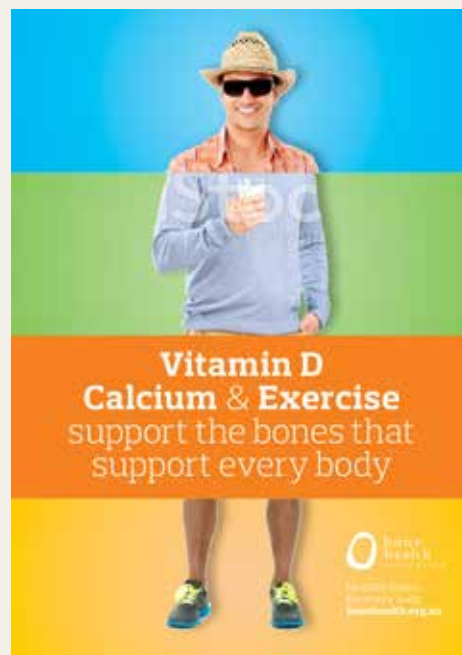
## Bone Health Foundation

Building on their tagline *'healthy bones for every body'*, we created new platform with a fresh and vibrant colour and feel that is immediately recognisable while avoiding any negative mindset about bone disease.

Extending the language and visual tone, we also redesigned the organisation's mascot character Sammy, and created mascot supporters: the Skeleton Crew, as the foundation for their schools' education programme. This new branding and the characters extended through activity sheets and associated school materials and banners to complement their interactive show.



Poster design



Responsive website

Brand platform  
Poster suite  
Website design

# Bone Health Foundation



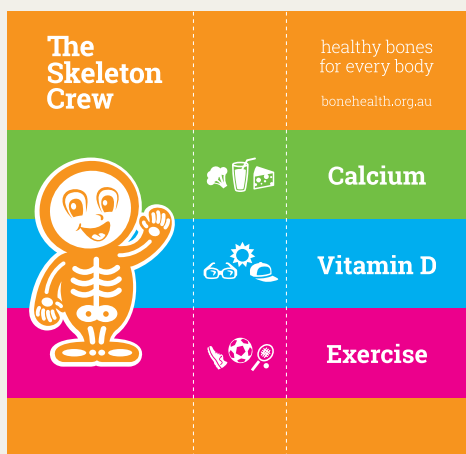
Sammy Strongbones



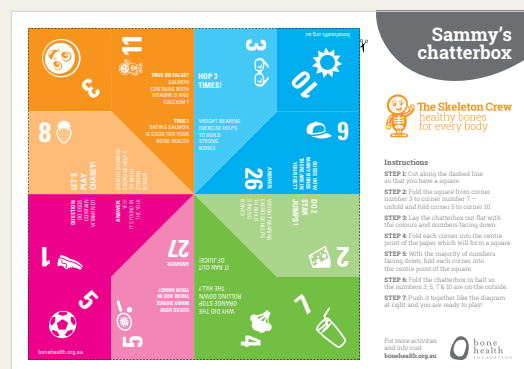
Promotional poster



Certificate



Performance backdrop



Activity sheet

- Mascot and icon development
- Program collateral
- School activity sheets and certificate