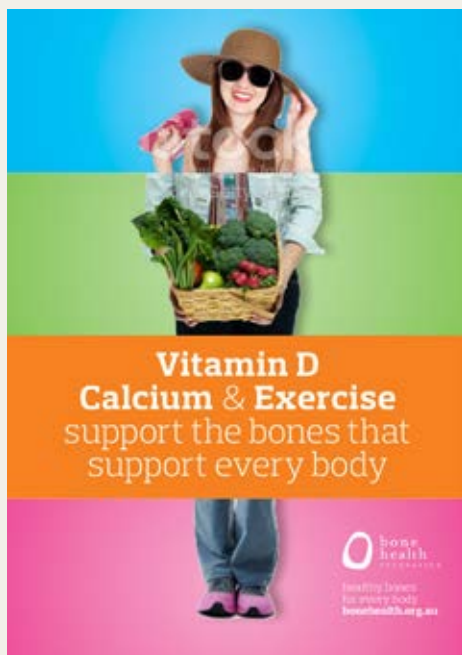


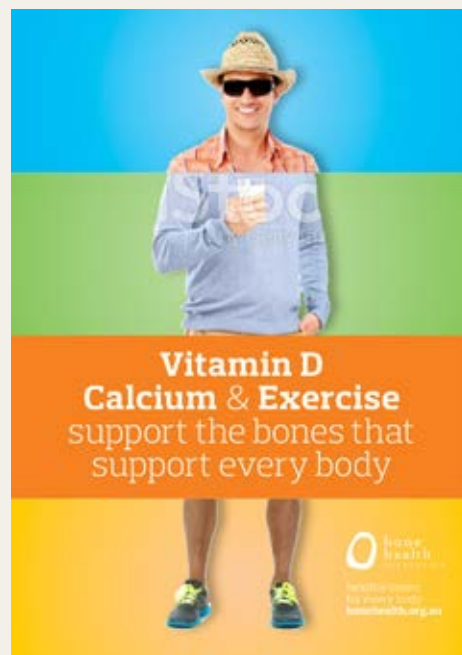
Bone Health Foundation

Building on their tagline *'healthy bones for every body'*, we created a 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

Advertising, design, building meaningful brands.

Bone Health Foundation



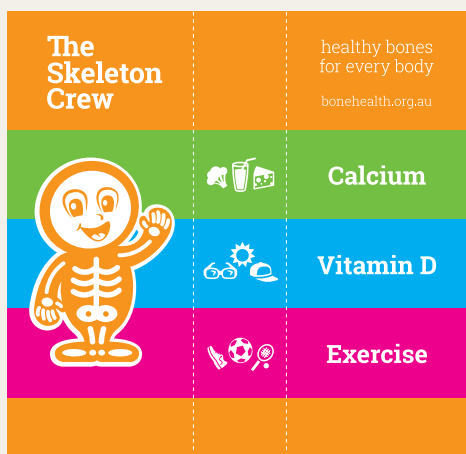
Sammy Strongbones



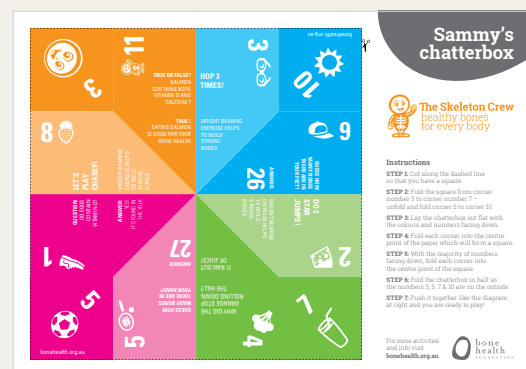
Promotional poster



Certificate



Performance backdrop



Activity sheet

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

Bone Health Foundation



Brochure design



Pull up banners