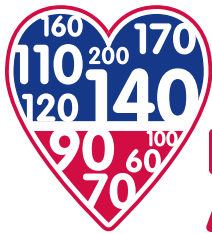


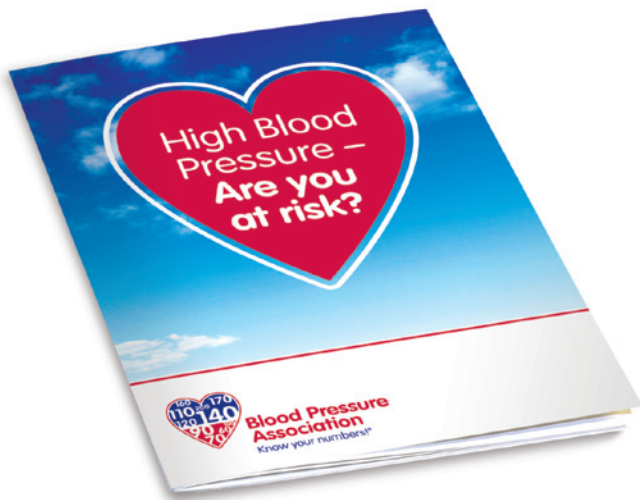
Know your numbers!

Know your numbers is one of the Blood Pressure Association's core awareness messages. When briefed to develop a new identity for the organisation, we were able to create a simple image using this as its core proposition. The new identity not only unites the organisation, but promotes its most important message at the same time.



Blood Pressure Association

Know your numbers!®



020 7336 1388
think@thiswayup.co.uk
www.thiswayup.co.uk

Think **UP** THIS WAY