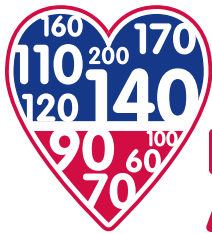


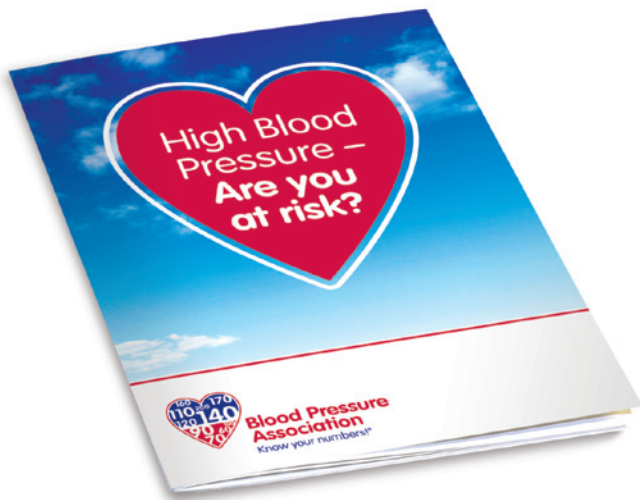
# Know your numbers!

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!®



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Think **UP** THIS WAY