

British Heart Foundation by **Glazer**.™

Advertising and Promotion

The British Heart Foundation (BHF) is the UK's largest heart research charity. In recent years it has developed strong links with the British fashion industry, whose high-profile shows and events provide it with opportunities to raise public awareness of its role.

The BHF approached us with a view to developing a visual identity that could be used quickly and effectively to establish their brand within the context of fashion.

We responded to the brief by bending a coat hanger into the shape of a heart, creating a visual pun that neatly establishes the BHF's relationship with the world of fashion.

The strapline "Put your heart into fashion" completed the identity, which was applied to a range of promotional items, including posters, leaflet dispensers and t-shirts.

