

# Mayday.Health

FIELD:

## 501c3 Health Education Nonprofit

PROJECT BRIEF:

Aptly named Mayday Health, the organization’s mission is to make it as easy as possible for people across the country to learn how to get an abortion. Our goal was a fast, powerful rebrand that was the perfect combination of friendly, approachable, and serious. It also needed to be LOUD to cut through the noise and connect with people in hard-to-reach places. Combining bold color contrasts, clear type, and abortion pill-inspired imagery, we designed a variety of highly impactful creative assets. Within 48 hours of its launch Mayday reached millions of people, including members of congress.

All told, the campaign made an enormous cultural impact, with the first social media post generating over 100,000 likes and profiles in publications like Time.

WHAT WE WORKED ON:

Branding	User Interaction	See the work live, visit <a href="https://mayday.health">mayday.health</a>
Content Design	User Experience	
Art Direction	Website Development	
Merchandising		

