

Rebranding the Black Health Initiative after Re-Organisation

The Challenge

The Black Health Initiative (BHI) were looking for a brand-new look and feel which would support an organisational reorganisation and re-energise their membership while staying true to their mission, vision and rich heritage.

They wanted their new logo to be an authentic representation of their work while providing them with a fresh new look and feel that they could use externally to drive engagement, onboard new members and amplify fundraising efforts.

The Solution

We developed a bold and distinctive new identity for the BHI, designed to give the organisation a stronger platform for growth, engagement and recognition across its key audiences.

The rebrand created a clearer and more confident visual presence, helping BHI show up with greater consistency, credibility and impact across its communications.

This was supported by a full overhaul of the organisation's corporate narrative and messaging. We worked to sharpen how BHI explains who it is, what it stands for and why its work matters, giving the leadership team a more compelling and consistent language framework to use across stakeholder engagement, partnerships, media, business development and internal communications.

Together, the refreshed identity and narrative helped position BHI for its next phase of growth, equipping the team with the tools to communicate its ambition, increase engagement and build stronger recognition in the market.

