

If takes balls

It's time to give your balls a helping hand, don't you think?

You see, getting into the habit of tugging the twins once a month is a great idea in order to discover cancer at an early stage.

The thought of testicular cancer can be quite scary though, and this might prevent testicle owners from getting down and dirty. This is why we have created a friendly, non-intrusive and optimistic campaign identity for Hands in your Pants.

Centered around the two jovial characters, "Handy and Ballsy", the campaign is equal parts informative and informal.

The campaign employs the terrifically testicular typeface, Chee. A font that provides a unique and activist look, while creating cohesion across all touchpoints.

The overall result is a campaign that is sure to put a smile on your face and your hand down your pants.

Almond

#9B5F41

Nut

#CDA47D

Nugget

#EBC8A0



Campaign Tone of Voice



Campaign Logo

Sack

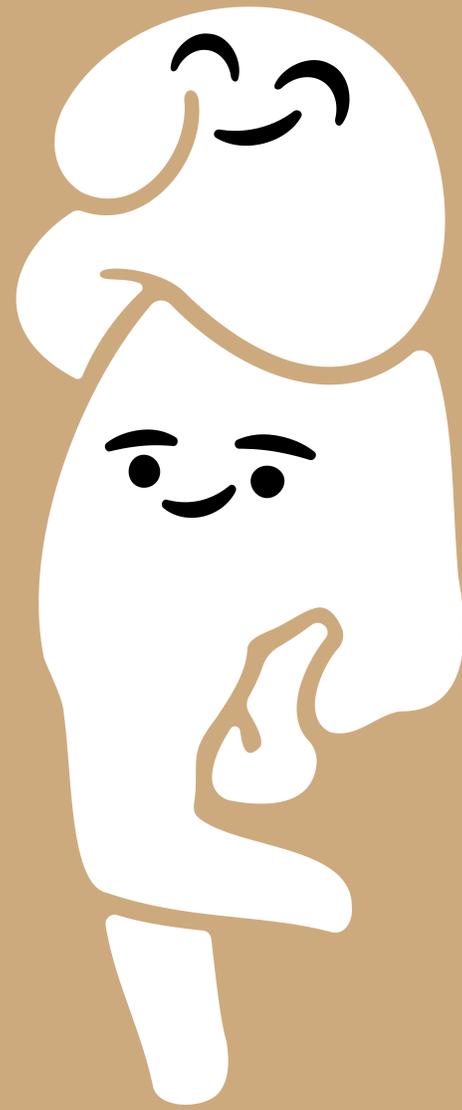
#FAE1AF

Blue Balls

#2D4BFA

Black

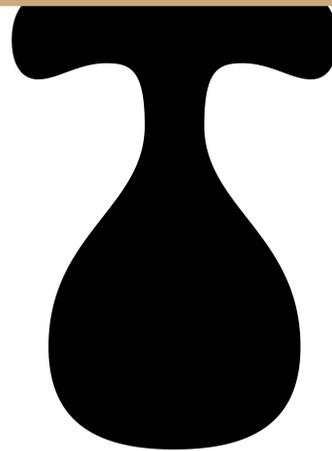
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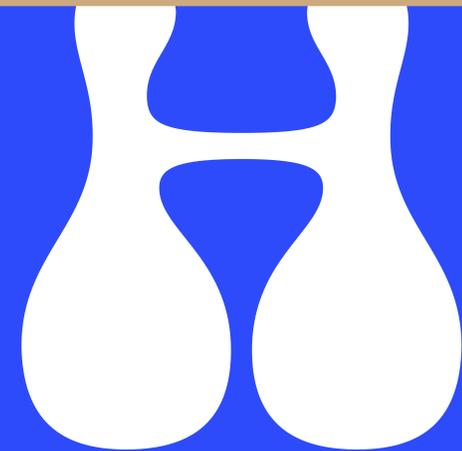
Campaign Mascots "Handy & Ballsy"



Image style



Campaign Typeface



Campaign Typeface



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