Lumpy Fruits Design

Informative and modern with a pinch of humour – that's how we'd describe our Lumpy Fruit campaign identity, made to spread awareness about testicular cancer to the poeple of Gen Z.
Our mission was to create a design that ensured inclusivity for all young people with testicles, regardless of race and gender expression.

Lumpy Fruits Design

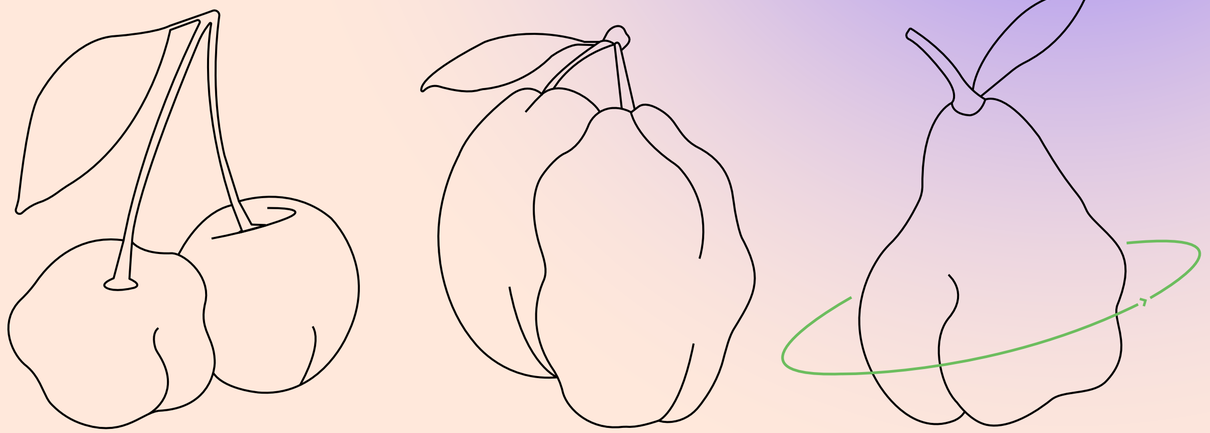
Wagon Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Xx
Yy Zz Ææ Øø Åå

Neue Metana

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Xx Yy Zz
Æ æ Øø Åå

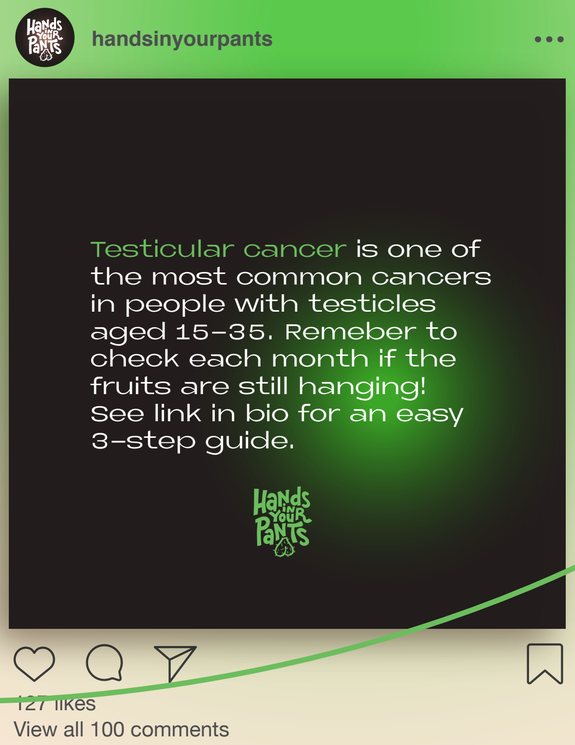
#b2465b #7764ff #6cc05e #ffebde #241e1e



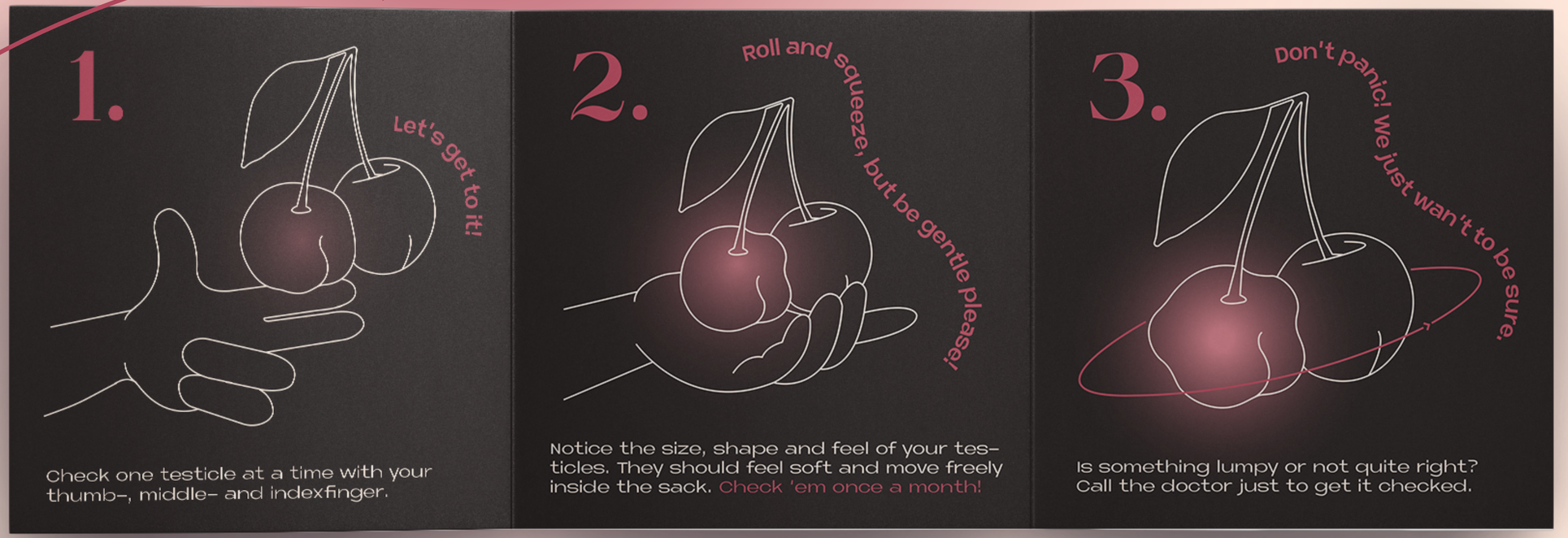
Social Media







Guide


1.
Let's get to it!
Check one testicle at a time with your thumb-, middle- and indexfinger.
2.
Roll and squeeze, but be gentle please!
Notice the size, shape and feel of your testicles. They should feel soft and move freely inside the sack. Check 'em once a month!
3.
Don't panic! We just wan't to be sure.
Is something lumpy or not quite right? Call the doctor just to get it checked.

70 mm

Patches


Dont forget to check your plum hon!


keep in tuck
airy cherries!
Dont forget to check your plum hon!