

what if
innocent

did a teenage
sexual health
clinic?

Rationale.

"GUM drop in center"

Not your ordinary sexual health drop-in.
What if the brand innocent was to extend their brand, providing a new, exciting approach to educate the "youth" of this generation?
Innocent push the message of a healthy life style with a clever playful, practical sense which was something I wanted to continue throughout my design. The brand innocent clearly implies 'play-on words' as my interior is all about sending the message out that it's ok to have sex, as long as it's safe, adding an 'innocent' twist to a topic that is seen as secret and rebellious.

My main inspirations were the way innocent promote themselves through narrative exciting ways eg the ice-cream van, but also T.V programs and media such as 'The Sex education show' & 'Embarrassing Bodies'. The atmosphere doesn't just create a secret, cheek-up appointment but also has a social dynamic, creating interactive bar services and research cards.

There are continuing high rates of unintended pregnancy and abortion.
Manchester's teenage conception rate:
manchesternhs.com



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GUM

Rationale