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Case Study

The Wellness Bus

Branding Project

The Wellness Bus

The Wellness Bus is the brainchild of Adrian Wiegmans, an Associate Professor of breast cancer research and his wife Elisa Jansen, a former medical scientist, acupuncturist and breast cancer survivor.

The pair identified a need for services in rural Australia to deliver information and health management for women who are newly diagnosed, undergoing treatment, relapsed or survivors of breast cancer.

Their dream is to buy and fit out an old motor home, creating a mobile acupuncture clinic providing easy to understand information on all aspects of breast cancer and administering acupuncture to relieve nausea from chemotherapy, boost immune function and ease stress.

Adrian approached Follow to develop a professional and trustworthy brand that encapsulates the strength and endurance of the women affected by breast cancer as well as representing the community The Wellness Bus will benefit.

The stylised lotus flower depicts the many elements involved on the journey to wellness as well as healing and community gathering. The bold colour palette is feminine but still professional and trustworthy and represents the blending of women with the earth and both eastern and western medicines.





the
wellness
bus



branding elements



Watercolours



typography

Rounded Elegance

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Amsi Pro Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Amsi Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Amsi Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

stationery

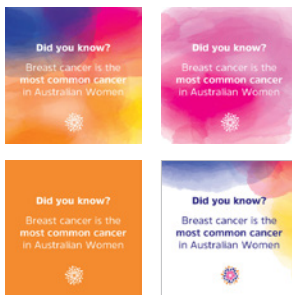


Business cards



Letterhead

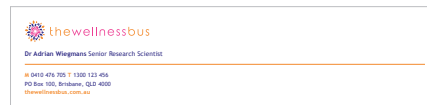
digital assets



Social media posts



Web banners



Email signature





Hi Donor,

My name is Adrian Wiegman. I am an Associate Professor of breast cancer research and my wife Elisa, a former medical scientist, is an acupuncturist and breast cancer survivor. You can say we know a lot about breast cancer.

We have a dream to provide a much-needed service for information and health management for women who are newly diagnosed, undergoing treatment, relapsed or survivors.

Our dream is to create a mobile acupuncture clinic called "the wellness bus" and provide easy to understand information on all aspects of your breast cancer journey and answer questions. In addition we will provide acupuncture to relieve nausea from chemotherapy, boost immune function and ease stress.

We want to buy and fit out an old motorhome and travel to rural centres providing this service. You can help make this a reality.

Thanks for believing in our dream.

Adrian and Elisa



Dr Adrian Wiegman Senior Research Scientist

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thewellnessbus.com.au



Donate now!



Location

The Wellness Bus will travel throughout regional Queensland

Contact

help@thewellnessbus.com.au

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Mobile Breast Cancer Clinic

Help us help others

The Wellness Bus Concept

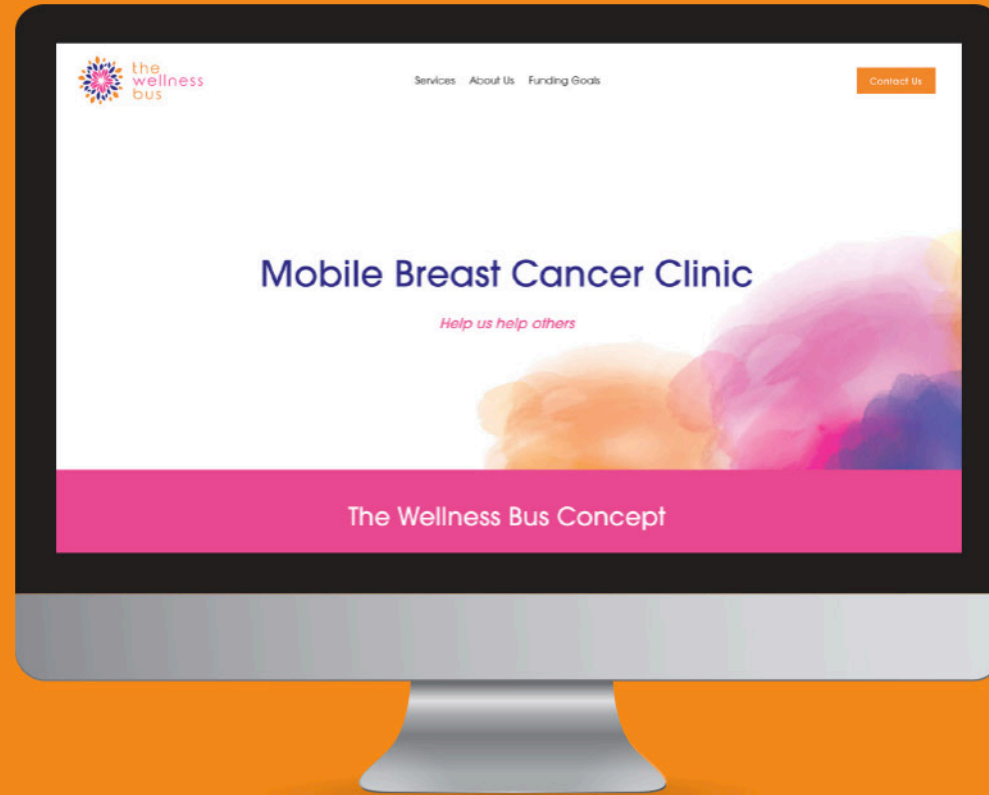
In these unusual times we have all experienced isolation and how limiting it can be. We want to overcome the isolation felt in rural Queensland. We will offer synchronised holistic health services with complementary medicine and assistance for women and families affected by breast cancer.

The Wellness Bus will provide a mobile acupuncture clinic with evidence-based relief of clinical related side effects, creating a sense of calm and overall wellbeing. In addition, we will provide access to easy-to-understand information for those on their breast cancer journey with questions answered by an expert.

[Learn More](#)

Our Partners

The following rural Queensland shire councils have pledged their support with infrastructure and advertising for the Wellness Bus.



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Mobile Breast Cancer Clinic

Help us help others

The Wellness Bus Concept



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Fundraising Goals



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About Us



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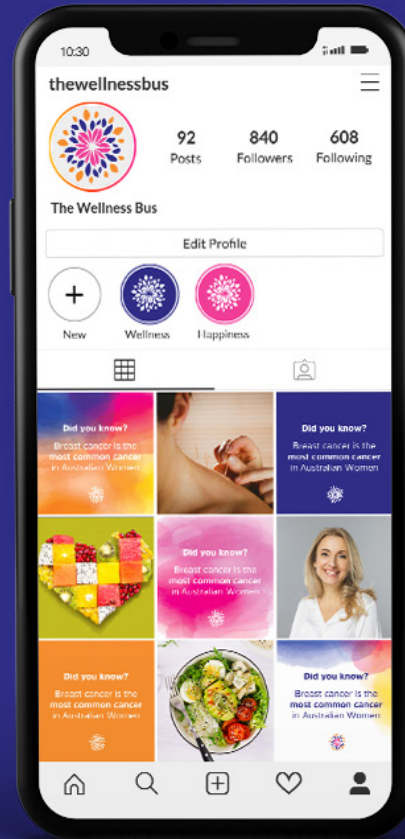
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Did you know?

Breast cancer is the most common cancer in Australian Women



follow 

People first.
Results **follow.**

For additional information or queries relating to information contained in this document, please contact Follow.

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