

Adverts & Event Promotion

Company Background

Sustrans are the charity who make it easier for people to walk and cycle.

Sustrans work with families, communities, policy-makers and partner organisations right across the UK to make it easier for people to walk and cycle. Their aim is to make journeys safer and empower people to make travel choices which are good for them, their neighbourhoods and the environment.

By working with residents in communities across England, Wales and Scotland to reclaim their streets they have transformed them into lively, community-centred neighbourhoods that are safer to play in and easier to travel through on foot and bike.

The Brief

Sustrans approached Bandbb to work on a charitable basis to do work for several fundraising events. The work has included working on flyers, posters and large scale print for advertising on scaffolding. Key to working on Sustrans projects is working with their strict brand guidelines but making the work as engaging as possible. More engaging equals greater fundraising success.

The Outcome

Each project bandbb have worked on with Sustrans has been unique. The consistent themes being that the work always reflected the brand and the satisfaction of the client at the end. Each fundraising event bandbb were involved in was a huge success.

Bread and Butter Branding created material for the Sustrans Active Champion project. We were greatly impressed by the quality and speed of work, and how well they fulfilled the brief. They demonstrated a keen eye for good strong design and ensured the work remained safely within our brand guidelines.

Kate Meakin, Marketing Manager