

The cup that said: We see you, and you matter here

IU Health · Healthcare · Mental Health Awareness Month

IU Health wanted to bring meaningful awareness to mental health among their employees during Mental Health Awareness Month. After an initial conversation, they decided to offer free coffee for the entire team throughout May, paired with a branded cup that would carry the message and encourage employees to call the mental health support line, 988.

Their direction was simple: "I don't know what the design should be. My colleague has worked with you for years, surprise me."

We created a design with a mental health theme: a green brain illustration, the 988 mental health line, and the IU Health logo. But the element that truly captured hearts was a phrase we added: "Taking care of I and U, that's what matters."

IU Health's team spends long days caring for patients. They are often too busy to think about their own wellbeing. The leadership wanted to send a clear message: we see you, and you matter here. When the client saw the design, she was moved. "Wow, I love it. Let's go with 2,000."

There is no price tag on a moment like that. The value was in the intention and the feeling it created for an entire team who felt seen.

The most meaningful branded gifts do not promote a product. They make people feel seen and cared for.

Ready to create something that makes your team feel truly seen?

Let's make the magic happen