

BIGMOUTH

WINTER 2025

bigmouthcreative.com

Certified LGBT Business Enterprise | A+ BBB Accredited



BIGMOUTH

Let's go big together

Great brands are built on values. **They stand for something**—and invite you to connect.

Bigmouth is a **human-centric** brand experience design and strategy agency.

Together, we define what makes **you special** and bring your brand to life.

Let's go big together
bigmouthcreative.com

BIGMOUTH

We're fueled by people and purpose



We're a nimble team of creative experts

At Bigmouth, we consider our small size to be one of our biggest assets. Our close-knit team forms meaningful client relations and we're deeply invested in working as a voice for good.



We build purpose-driven partnerships

Bigmouth only works with people who care. We prioritize ethical, environmental and social stewardship — organizations that do good in the communities around us.

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BIGMOUTH

**Big
Experience**
OUR TEAM

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bigmouthcreative.com



JONATHAN HART
Owner, Design Director



CATE LAGA
Director of Client Strategy



SARAH ALEXANDER
Creative Director of Art



DANA MORAN
Creative Director of Copy



JOY KELLER
Director of Digital Experiences



SONIA CHADHA
Senior Project Manager



CANDICE ALEXANDER
Account Manager



KAP COLEMAN
Writer + Strategist

We shout from the heart

Our guiding principles shape everything we do.



Be Good

Fight for positive change by bringing joy and upholding a strong moral compass.



Be Bold

Challenge norms through meaningful communication and shared authorship.



Be Loud

Celebrate who we are by fostering respect, collaboration, and balance.

BIGMOUTH

Bigmouth gives back

Our purpose-driven business means we hold ourselves to a high standard of accountability. We are formally committed to donate the equivalent of **5% of revenues or more** to charitable partners each year (including in-kind product donations).

PROUD PARTNERS:



**Cradles
toCrayons**

★ **MY BLOCK** ★ **MY HOOD** ★ **MY CITY** ★

■ **LAMBDA**
■ **LEGAL**



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BIGMOUTH

Capabilities Overview

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BRAND STRATEGY + IDENTITY

Bring your brand to life with visuals and messaging that reflect your values.



WEBSITE DESIGN + DEVELOPMENT

Create a digital experience that connects and inspires.



SPECIAL PROJECTS + CREATIVE REPORTS

Transform your data and insights into visually engaging assets.



CAMPAIGNS + PROMOTIONS

Spread your message with storytelling and assets that resonate.

The Bigmouth experience

When you partner with our team, you can expect:

1

A COLLABORATIVE PROCESS

We work with you as trusted partners every step of the way.

2

OPEN COMMUNICATION

We provide timely, proactive and detailed updates.

3

A HUMAN TOUCH

We treat our clients like friends and neighbors.

4

RESPECT + UNDERSTANDING

We bring commitment and an open mind to the table, so that everyone feels heard.

5

CREATIVE SOLUTIONS

We solve problems with unique ideas that are human-centered, not just flashy.

BIGMOUTH

Brands we've ignited



Prather/Ebner/Wilson



Qualcomm



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BIGMOUTH

CHICAGO DEPARTMENT OF PUBLIC HEALTH

Envisioning a Healthier Chicago for All



**HEALTHY
CHICAGO**

[VIEW THIS CASE STUDY ONLINE](#)

BIGMOUTH

CLIENT

Chicago Department
of Public Health

INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development

Pursuing Longer, Healthier Lives for all Chicagoans

THE CHALLENGE

For years, the Chicago Department of Public Health has worked to improve livelihoods and close our city's racial life expectancy gap through the Healthy Chicago movement. In early 2020, the city released a new 5-year road map of goals and implementation strategies, which was almost immediately derailed by the COVID-19 pandemic.

In 2022, CDPH was ready to resume Healthy Chicago's original intent. The movement needed a rebrand and messaging overhaul to reconnect with audiences, as well as tools to better support CDPH and its community partners, and to reach Chicagoans of all ages and races.

OUR SOLUTION

Bigmouth anchored our process with an updated brand story and visuals that clarify Healthy Chicago's communications while energizing audiences. The evolved logo builds on the previous design, while a bold, bright visual style reflects our city's vibrancy.

Dual key messaging sets—one for internal teams, one for the public—ensure authentic connections with any audience.

Brand materials, including a revamped website, social media toolkit, PowerPoint template, and brand flipbook, equip CDPH teams to bring the revitalized Healthy Chicago to their communities.

BIGMOUTH

CLIENT

Chicago Department
of Public Health

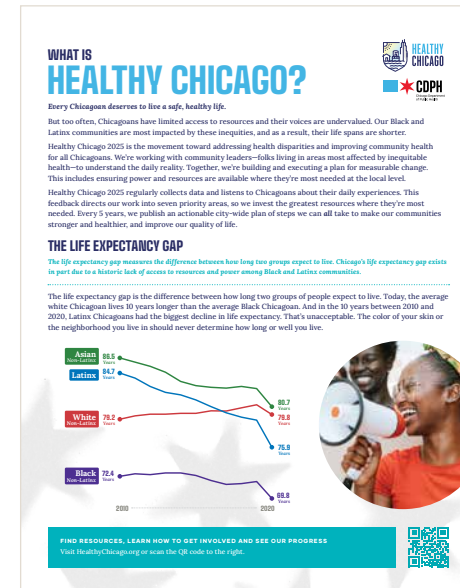
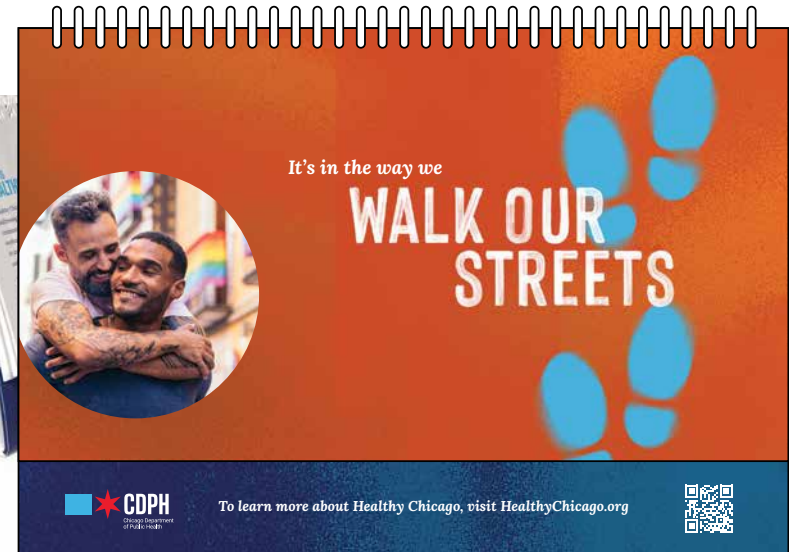
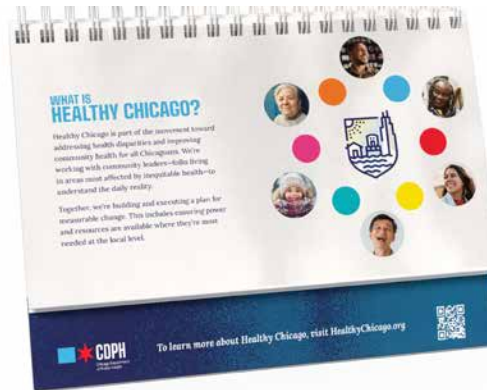
INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development

COLLATERAL



BIGMOUTH

CLIENT

Chicago Department
of Public Health

INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development



BIGMOUTH

CLIENT

Chicago Department
of Public Health

INDUSTRY

Health/Government

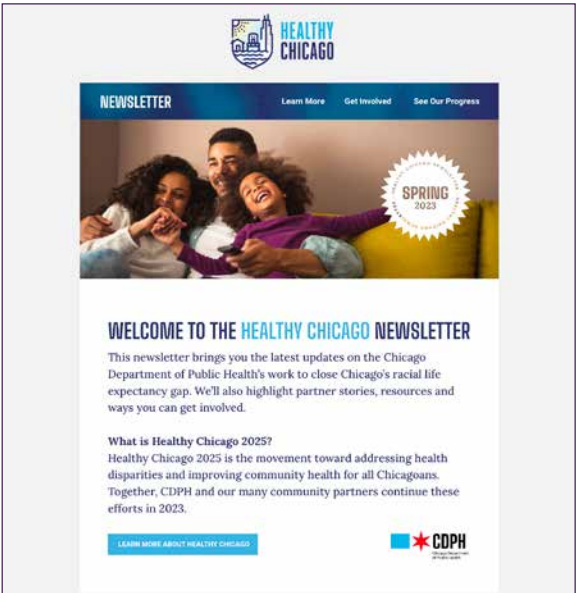
WORK

Brand + ID
Strategy
Design
Content
Development

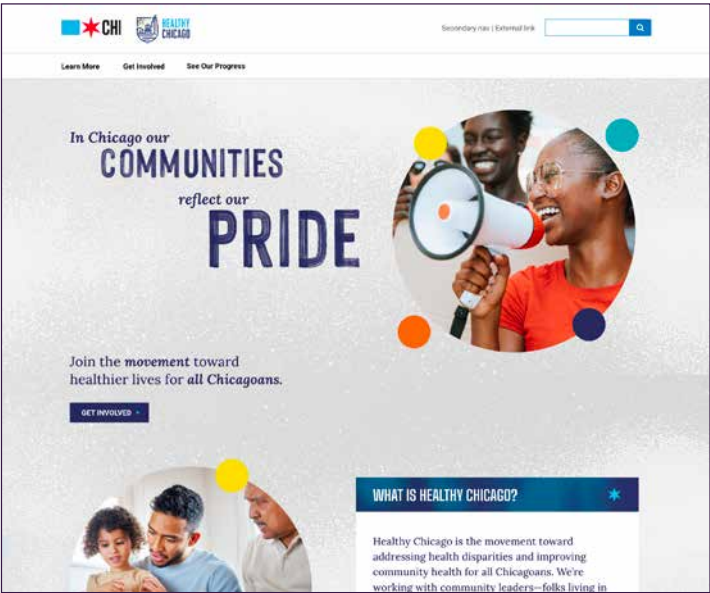
SOCIAL MEDIA



DIGITAL NEWSLETTER



WEBSITE



BIGMOUTH

ORTUS FOUNDATION

Seeing a Bright Future for Youth Mental Health



BIGMOUTH

CLIENT

The Ortus Foundation

INDUSTRY

Mental Health

WORK

Brand + ID

Strategy

Design

Content

Development

Seeing a Bright Future for Youth Mental Health

THE CHALLENGE

The Ortus Foundation was founded in 2022, inspired by the lived experiences of its founder, Sabrina Gracias, and other team members. Ortus creates networks of change to support mental health and suicide prevention for youth and young adults, particularly those living in the Intermountain frontier.

The Ortus team was already hard at work building relationships, creating connections and funding research and early-stage mental health companies. The foundation was ready to expand its relationships and impact, and needed an updated brand, communications strategy and website to match its passion and capacity for change-making.

OUR SOLUTION

“Ortus,” rooted in the Latin word for “rise,” captures the foundation’s hope and determination for improvement and change in our mental health crisis. The Bigmouth team centered our verbal and visual work on this energy; key messaging is positive and action-oriented, and a bright color palette and inclusive, empowering photography lead the brand.

Ortus’ website needed to appeal to a wide range of audiences: collaborators, investors and those seeking funding or information. Bigmouth created an insightful user experience, using actionable language and engaging colors, patterns and photography that weave a story of expertise and inclusivity.

BIGMOUTH

CLIENT

The Ortus Foundation

INDUSTRY

Mental Health

WORK

Brand + ID
Strategy
Design
Content
Development

BRAND PLATFORM



IDENTITY



BIGMOUTH

CLIENT

The Ortus Foundation

INDUSTRY

Mental Health

WORK

- Brand + ID
- Strategy
- Design
- Content
- Development

SOCIAL MEDIA



SWAG



BUSINESS PAPERS



BIGMOUTH

CLIENT

The Ortus Foundation

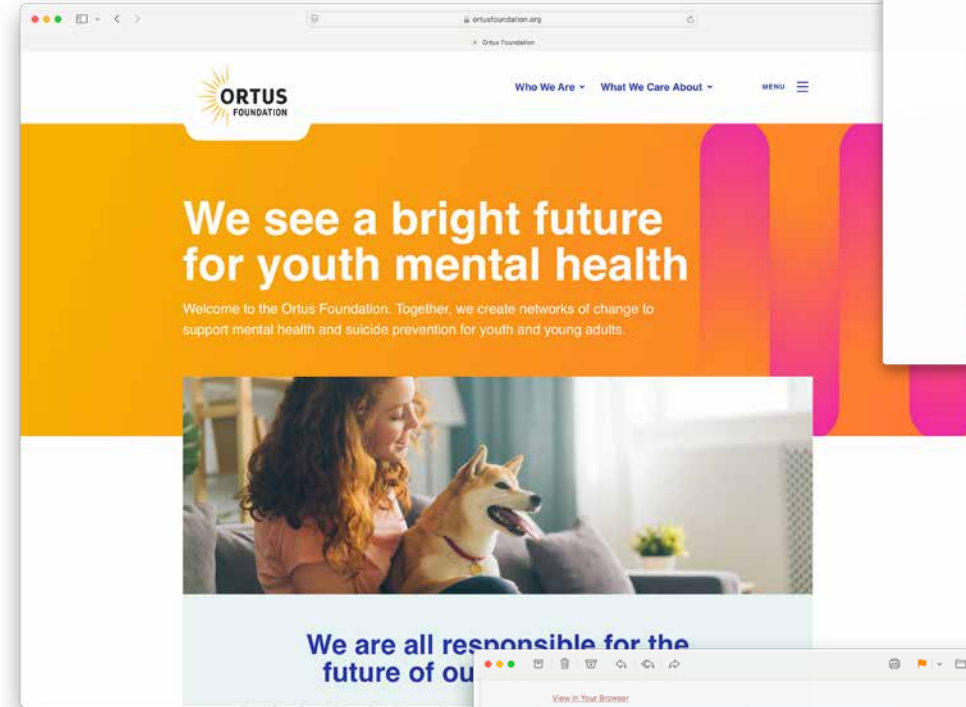
INDUSTRY

Mental Health

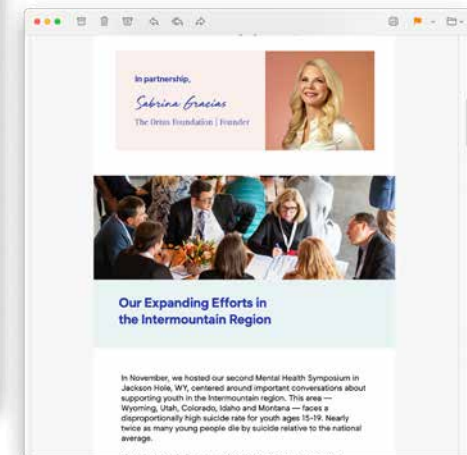
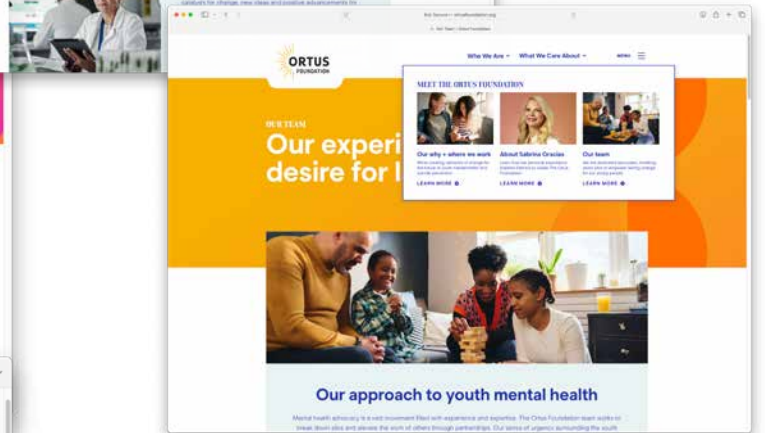
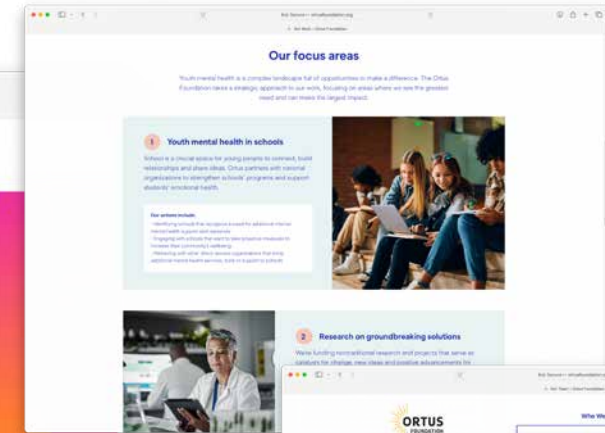
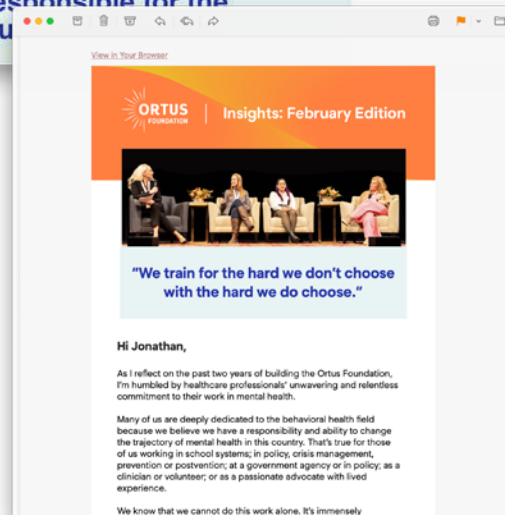
WORK

Brand + ID
Strategy
Design
Content
Development

WEBSITE



EMAIL





BIGMOUTH

PRATHER EBNER WILSON

Tailored legal advice about trust and estate issues

Prather/Ebner/Wilson

[VIEW THIS CASE STUDY ONLINE](#)

BIGMOUTH

CLIENT

Prather Ebner Wilson

INDUSTRY

Legal/Financial

WORK

Brand + ID
Strategy
Design
Content
Digital

Giving a reputable LGBTQ+ law firm a brand refresh

THE CHALLENGE

Prather Ebner Wilson is a small law firm working to understand what's most important to their clients and deliver personalized advice in trust and estate issues.

The firm was adding a new partner and wanted to use the opportunity to refocus their brand. They also wanted to communicate more consistently and share their expertise with existing and potential clients and their industry peers.

OUR SOLUTION

The Bigmouth team's learnings inspired a visual identity that stood out while reflecting the trustworthy team. Each element comes to life in their logo, website, presentation template, business papers and more. The brand refresh also marked a new digital era for the firm. A simple, elegant and engaging website showcases Prather's expertise while quickly connecting visitors with resources.

As ongoing brand stewards, Bigmouth continues to create and send marketing emails; publish social media updates; and create website updates that reflect the latest firm news and accomplishments.

BIGMOUTH

CLIENT

Prather Ebner Wilson

INDUSTRY

Legal/Financial

WORK

Strategy

Design

Content

Digital

BRAND PLATFORM



IDENTITY

Prather / Ebner / Wilson



BIGMOUTH

CLIENT

Prather Ebner Wilson

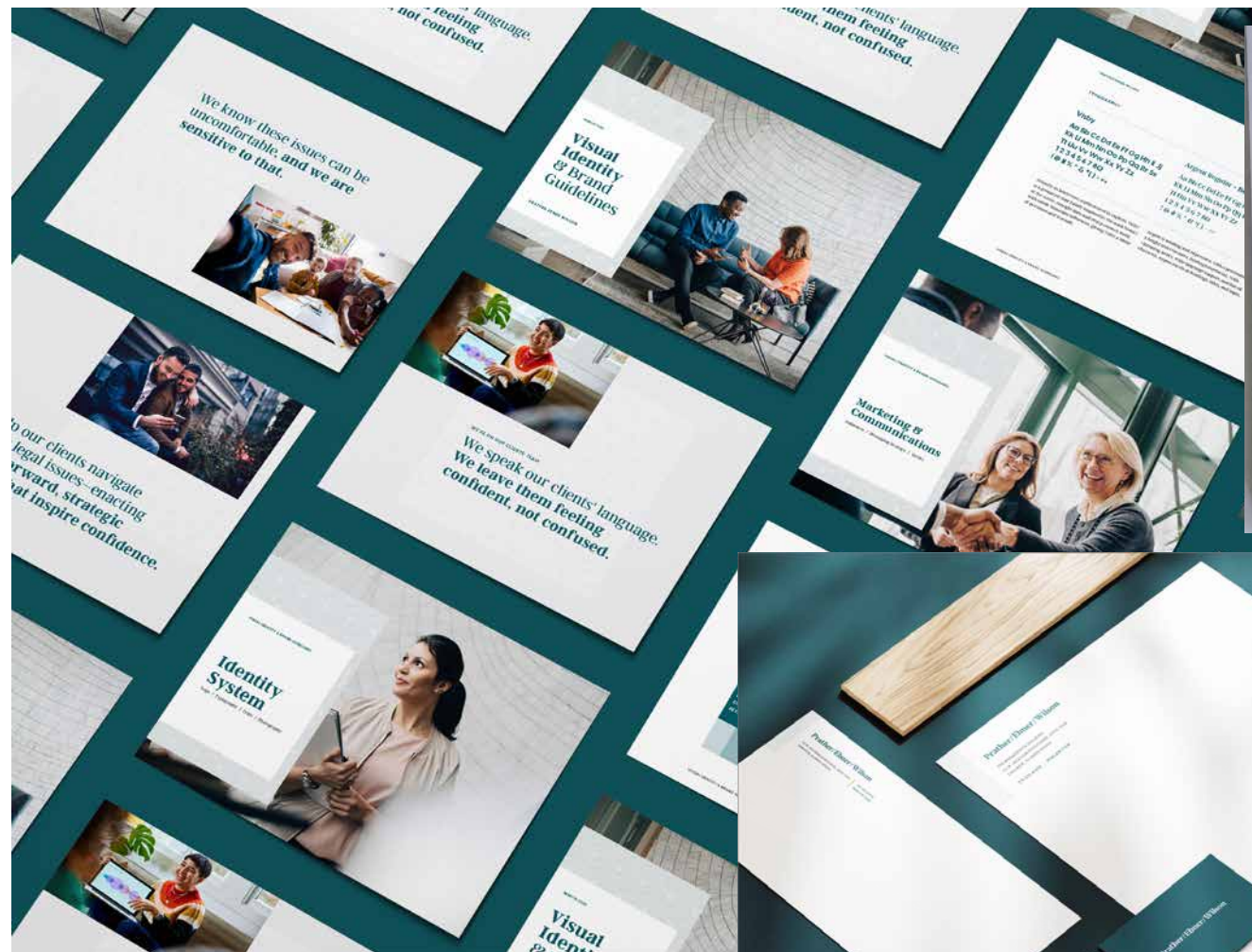
INDUSTRY

Legal/Financial

WORK

Strategy
Design
Content
Digital

BRAND ETHOS



BUSINESS PAPERS



BIGMOUTH

CLIENT

Prather Ebner Wilson

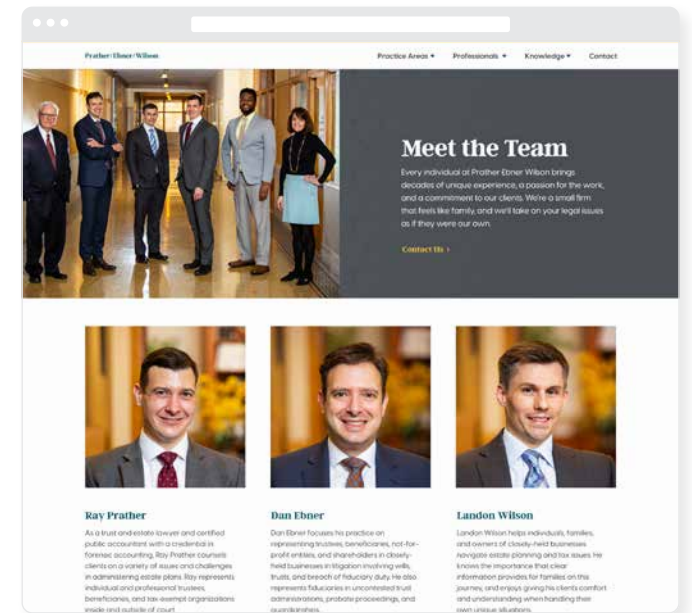
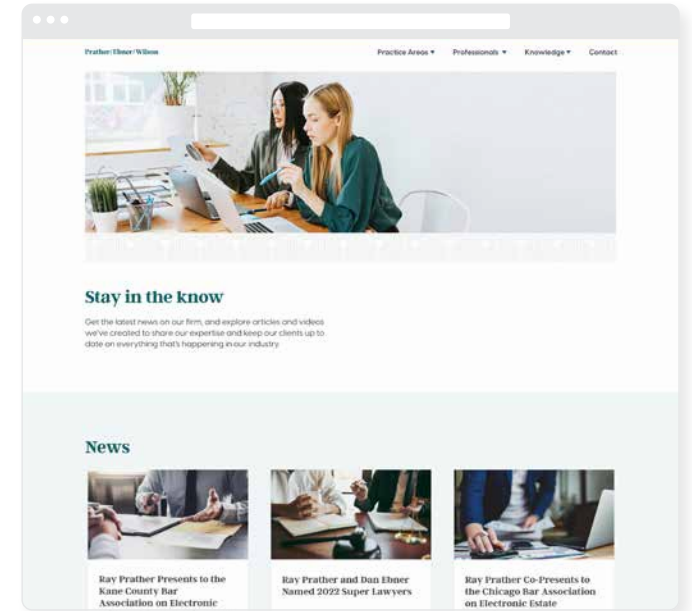
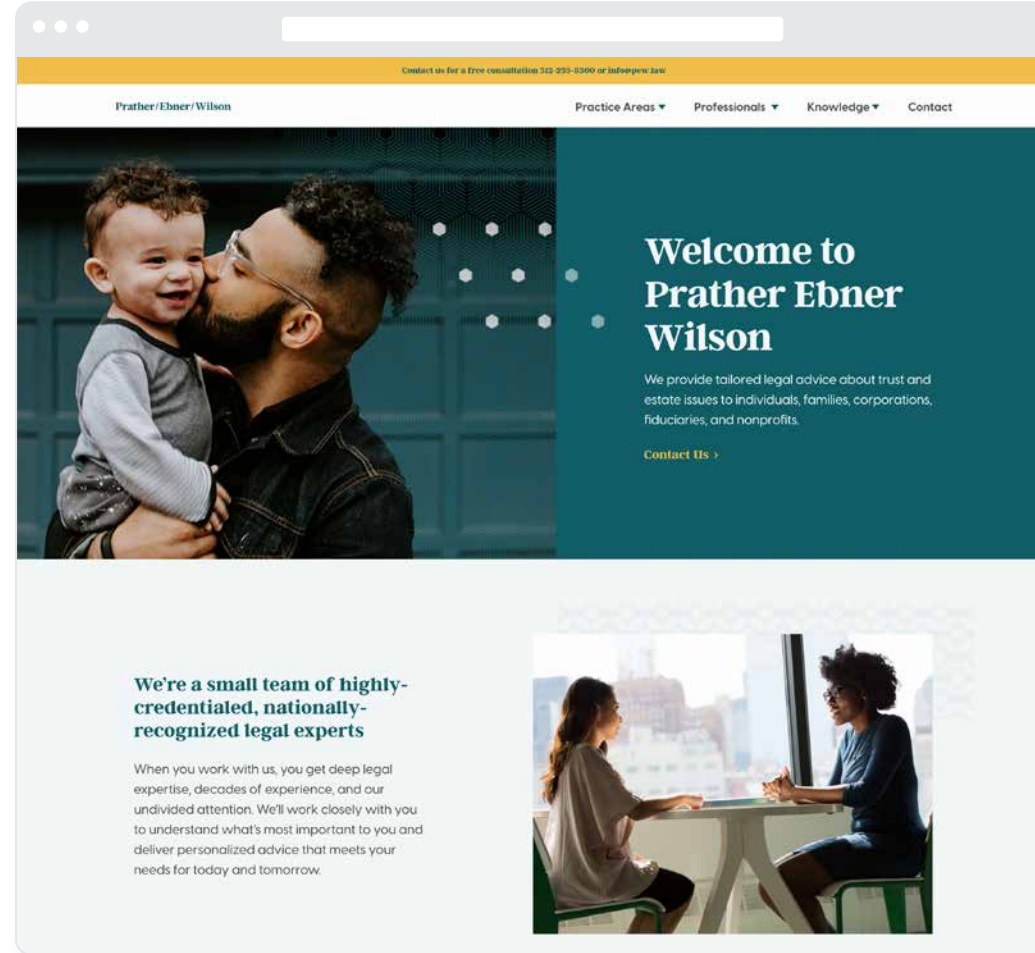
INDUSTRY

Legal/Financial

WORK

Strategy Design Content Digital

WEBSITE



BIGMOUTH

CHICAGO DEPARTMENT OF PUBLIC HEALTH

A Health Resource for All Chicago Families



**ONE
CHI
FAM**

[VIEW THIS CASE STUDY ONLINE](#)

BIGMOUTH

CLIENT

Chicago Department of
Public Health

INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development

A Health Resource for All Chicago Families

THE CHALLENGE

The Chicago Department of Public Health needed a single location for helpful health resources for Chicago parents, teens and families, particularly those in underserved communities. The site needed to allow residents to quickly answer health-related questions and easily find support.

CDPH had also identified another way to improve the health of all Chicago families – equipping new parents with the tools, guidance and support to confidently care for their babies and themselves. This idea required a new umbrella brand, backed by accessible new tools for Chicago families.

OUR SOLUTION

Bigmouth's work started with a new name and logo that fit seamlessly with other CDPH brands and programs. We created OneChiFam, pairing it with a welcoming logo in city colors.

Our messaging and visuals used accessible language and a warm design with friendly infographics and inclusive photography.

OneChiFam came to life through physical and digital resources, including take-home kits, baby booklets for new parents, and a clear, comprehensive website with essential family health information.

BIGMOUTH

CLIENT

Chicago Department of
Public Health

INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development

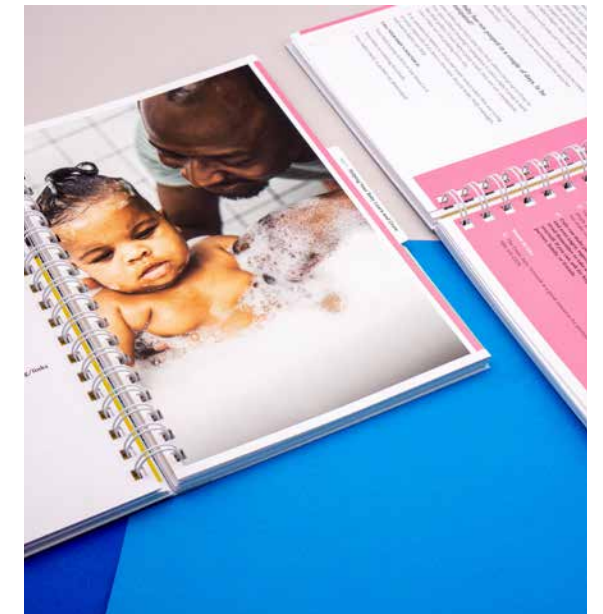
SOCIAL MEDIA



ITEMS KIT



BOOK



BIGMOUTH

CLIENT

Chicago Department of
Public Health

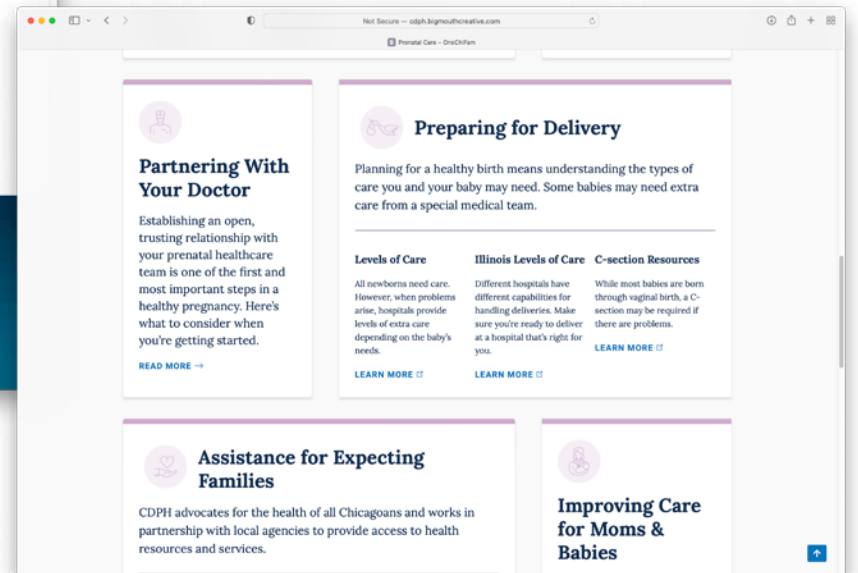
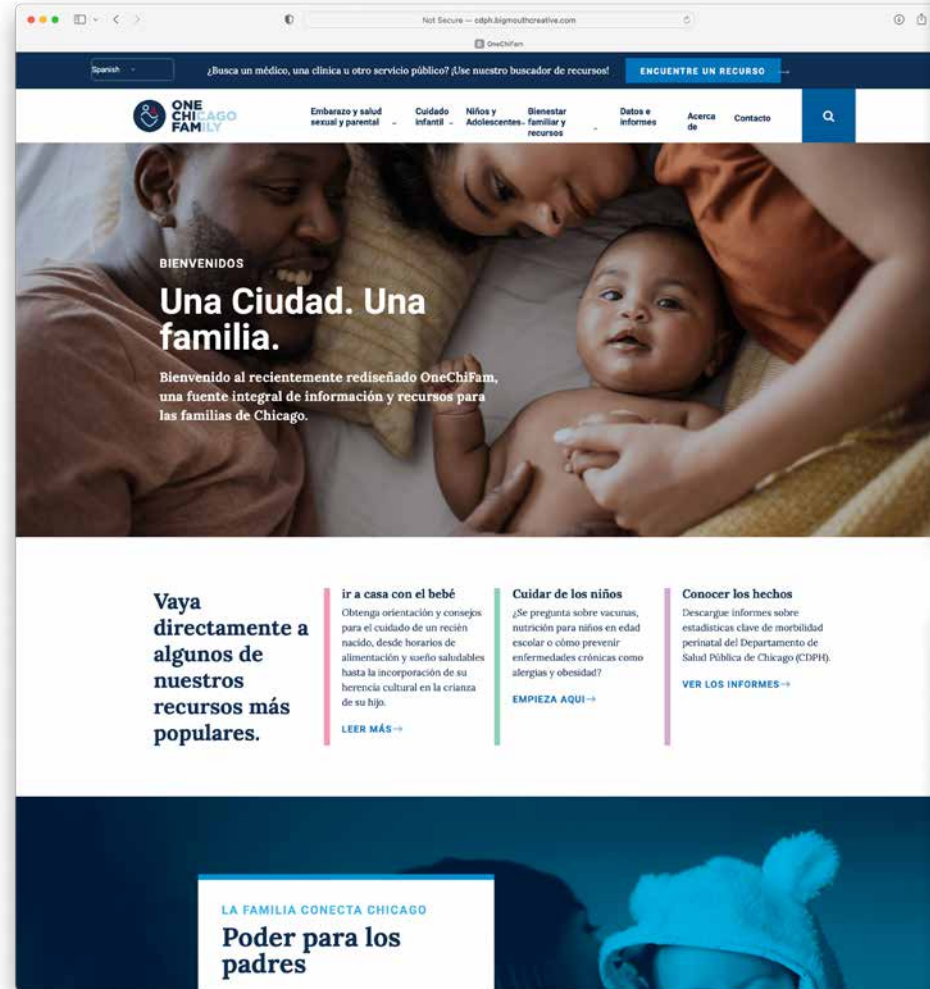
INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development

WEBSITE



BIGMOUTH

CLIENT

Chicago Department of
Public Health

INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development

OOH + ADVERTISING



BIGMOUTH

CLIENT

**Chicago Department of
Public Health**

INDUSTRY

Health/Government

WORK

Brand + ID
Strategy
Design
Content
Development



VIDEO GRAPHICS

CONTENT + TRANSLATION



INTERVIEWS



ANIMATION



BIGMOUTH

AMERICAN MEDICAL ASSOCIATION

When Medicine Meets the Moment

AMA  175TH ANNIVERSARY
1847 - 2022

[VIEW THIS CASE STUDY ONLINE](#)

BIGMOUTH

CLIENT

**American Medical
Association**

INDUSTRY

Healthcare

WORK

**Brand + ID
Strategy
Design
Content**

IN PARTNERSHIP WITH:



Celebrating 175 Years of Medical History

THE CHALLENGE

When The American Medical Association was coming up on their 175th anniversary, they knew they had a lot to celebrate. But they also knew that a lot can be learned from the past, and not every decision made over their 175-year history was the right one.

They wanted to partner with diverse agencies that could help tell all sides of their story—from the life-saving recommendations they’ve made, to the doctors they’ve supported, to the missteps they may have made.

OUR SOLUTION

To design a campaign that felt both old and new, we pushed the AMA’s master brand to a place that was able to accept historical photos alongside contemporary ones. A celebratory logo was developed to match the AMA mark with custom numeric typography.

This visual direction came to life in a large-scale installation and wayfinding signage at the AMA’s Chicago office, and a social media campaign that celebrated pivotal moments while connecting the organization’s history to its modern successes.

BIGMOUTH

CLIENT

American Medical Association

INDUSTRY

Healthcare

WORK

Brand + ID
Strategy
Design
Content

IN PARTNERSHIP WITH:



CAMPAIGN STRATEGY + CREATIVE CONCEPTS



Vision

Communicate that our contributions succeed because of our membership.

Recognize where we are, demonstrate where we are headed, and capture the major contributions we have made to the history of medicine.

Empower employees and members to understand their role in our work and mission.

Generate awareness around key initiatives to continuously fulfill our mission.

CAMPAIGN CREATIVE CONCEPTS

Audience

PRIMARY
Our Members
Motivated and excited when they see tangible results/changes that make a difference to their profession and patient outcomes, these physicians, residents and medical students must understand their role in our work.

PRIMARY
Our Employees
Inspired when they can feel a connection to our larger mission within their day-to-day work along with actionable progress towards goals, is what helps them understand how their work makes an impact.

SECONDARY
Healthcare Industry, Partners, General Public, Media
From leaders within major health organizations to national societies, journalists and medical schools, it's about sharing our big moves around advocacy, innovation and equity with demonstrated action.

CAMPAIGN CREATIVE CONCEPTS

BIGMOUTH

CLIENT

American Medical Association

INDUSTRY

Healthcare

WORK

Brand + ID
Strategy
Design
Content

IN PARTNERSHIP WITH:

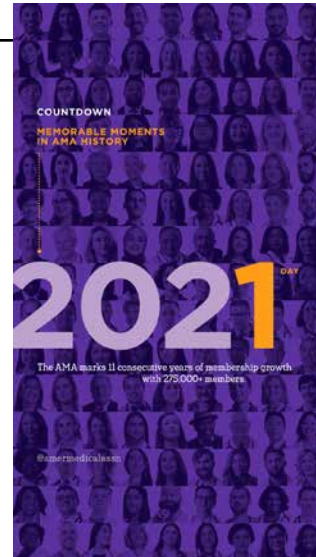


SOCIAL MEDIA AND PR

The Roadmap: Our Approach

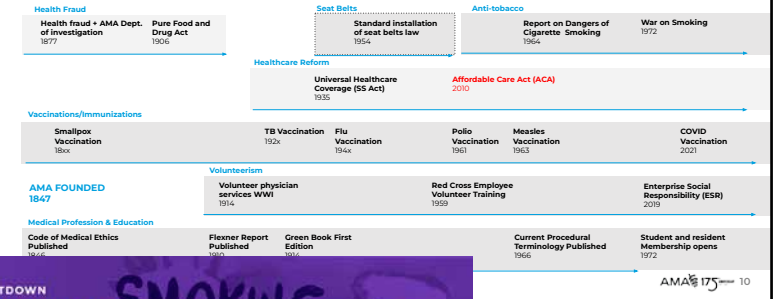
We'll chronicle the moments where medicine showed up across internal and external communications beginning with the employee town hall in March followed by a 30-day campaign rollout focused across external media channels.

We'll highlight major accomplishments and accurately capture the ups and downs of our history through earned and social media stories featuring selected members. To sustain the campaign momentum, we'll incorporate unique employee and member stories internally and externally throughout the campaign.



Our Moments: Spotlighting where Medicine Made an Impact

From Public Health to the Code of Medical Ethics and Medical Education in the U.S., we have moved medicine. The anniversary campaign communications will incorporate moments spanning the 175 year celebration-yesterday, today and tomorrow. A multi-tiered storytelling approach will be adopted. A set of major moments will be integrated throughout all campaign channels and platforms while a series of additional stories will support the sustained campaign over the course of the year.



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CLIENT

American Medical Association

INDUSTRY

Healthcare

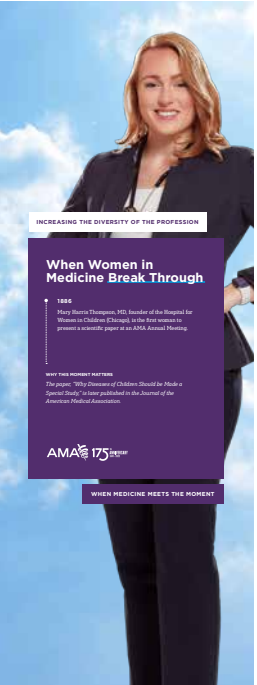
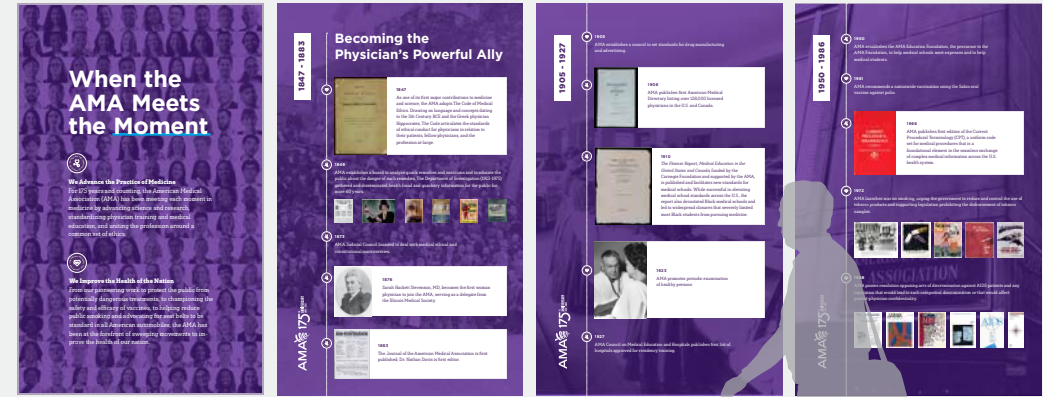
WORK

Brand + ID
Strategy
Design
Content

IN PARTNERSHIP WITH:



ENVIRONMENTAL GRAPHICS





BIGMOUTH

CHICAGO DEPARTMENT OF PUBLIC HEALTH

Considering 'the end' of the HIV epidemic

HIV AND THE **JOURNEY TOWARD ZERO**

[VIEW THIS CASE STUDY ONLINE](#)

BIGMOUTH

CLIENT

Chicago Department
of Public Health

INDUSTRY

Film

WORK

Strategy
Design
Content
Digital
Event production

Considering ‘the end’ of the HIV epidemic

THE CHALLENGE

HIV and the Journey Toward Zero, a documentary film series from CDPH and Tessa Films, explores the perspective of Chicagoans on the frontline of the HIV epidemic — long-term survivors, newly diagnosed individuals, advocates, clinicians, researchers and community leaders.

The filmmakers intended the series to serve as both an oral history and a long-term tool for continuing the work toward zero new HIV infections. They needed to engage today’s audiences with premiere events and marketing for each film, as well as screening materials and a website to ensure the series lives on.

OUR SOLUTION

This complex film series couldn’t be reflected by a single color, a single emotion—creative for each installment was designed to evoke the vibrant spectrum of the cast’s life experiences in full color.

The films’ website elevates the docuseries as a conduit for conversation, education and action. Visitors can access the films themselves, as well as tools for hosting film screenings and ongoing HIV activism.

Promotional activations, including social media, a GRINDR campaign and a YouTube series, were designed to elevate the personal stories within the films and create direct connections with audiences.

BIGMOUTH

CLIENT

**Chicago Department
of Public Health**

INDUSTRY

Film

WORK

Strategy

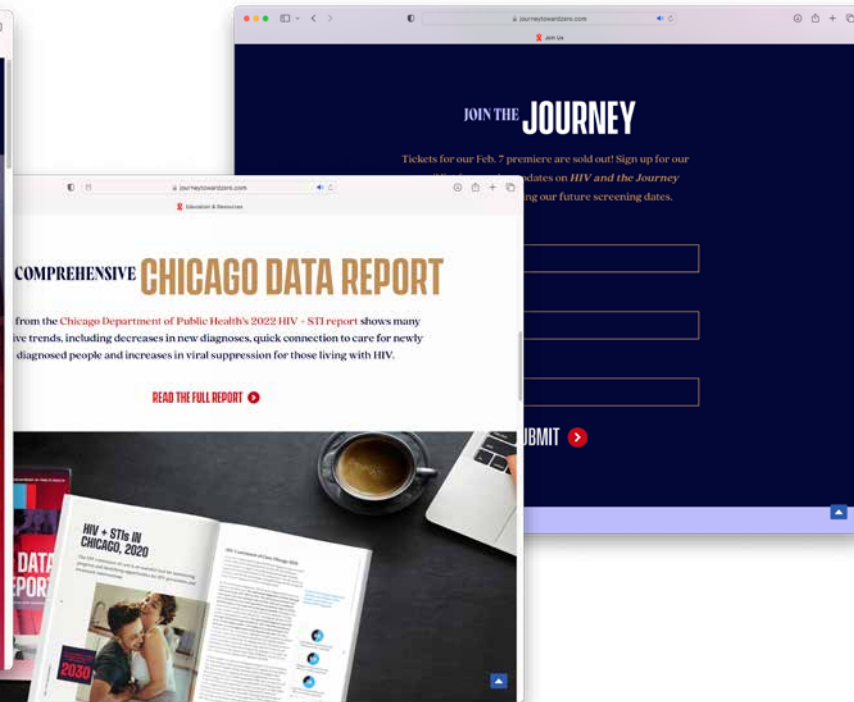
Design

Content

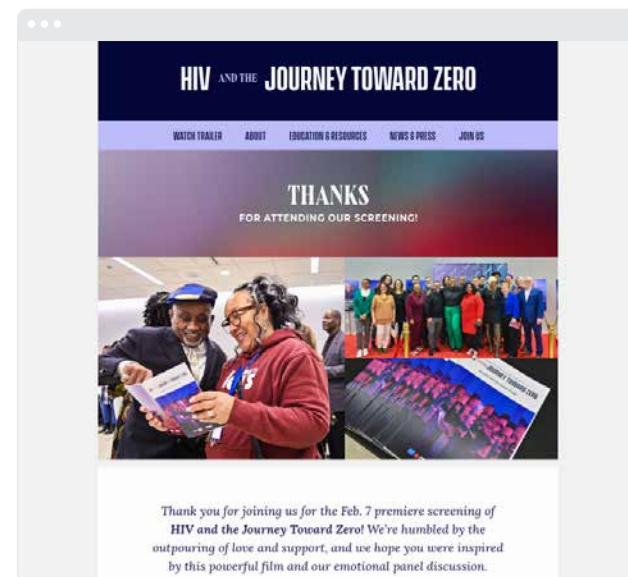
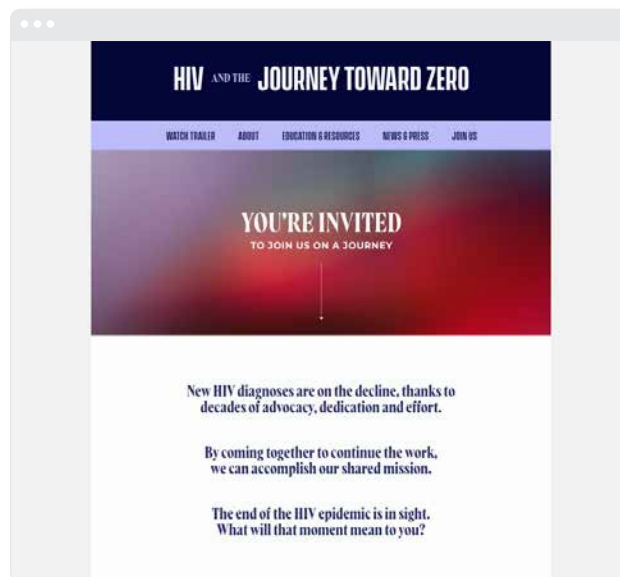
Digital

Event production

WEBSITE



EMAILS



BIGMOUTH

CLIENT

Chicago Department
of Public Health

INDUSTRY

Film

WORK

Strategy

Design

Content

Digital

Event production

POSTERS



DISCUSSION GUIDE



BIGMOUTH

CLIENT

Chicago Department
of Public Health

INDUSTRY

Film

WORK

Strategy

Design

Content

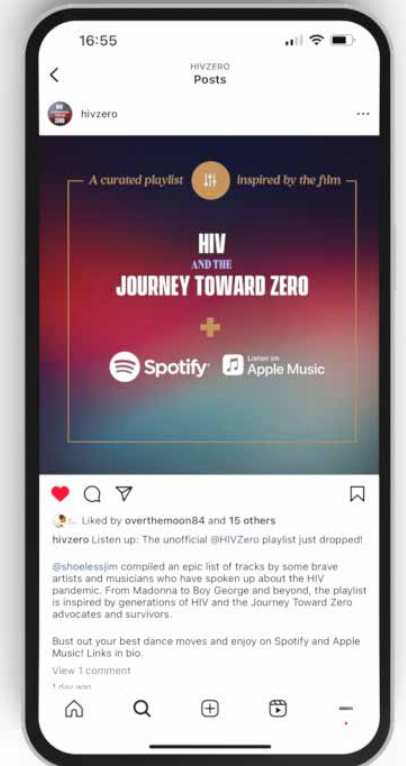
Digital

Event production

EVENTS



SOCIAL MEDIA



BIGMOUTH

LARAMAR REAL ESTATE GROUP

Welcome to the neighborhood



[VIEW THIS CASE STUDY ONLINE](#)

BIGMOUTH

CLIENT

**Laramar Real Estate
Group**

INDUSTRY

Real Estate

WORK

**Brand + ID
Strategy
Design
Content
Digital**

Building Character in a Lifestyle Brand

THE CHALLENGE

Laramar Group, a real estate company managing a national portfolio of 117 properties, faced a significant branding challenge. Despite their properties' unique architectural charm and prime locations in neighborhoods like Chicago and Denver, the brand struggled to differentiate itself in a crowded marketplace.

The existing branding failed to capture the distinctive experience of living in a Laramar property, making it difficult to reach audiences and stand out among competitors in a crowded market.

OUR SOLUTION

Bigmouth Creative conducted consumer research to understand millennials seeking experience, convenience and choice. Insights shaped marketing strategies featuring vibrant print ads, signage, guerrilla tactics and playful branding. Eye-catching welcome kits personalized move-ins, reinforcing authenticity and community engagement.

The rebrand extended online with a lead-generating website featuring streamlined search and curated content. Dynamic neighborhood pages provided local insights, helping users find the right apartment while showcasing the area's character.

BIGMOUTH

CLIENT

Laramar Real Estate
Group

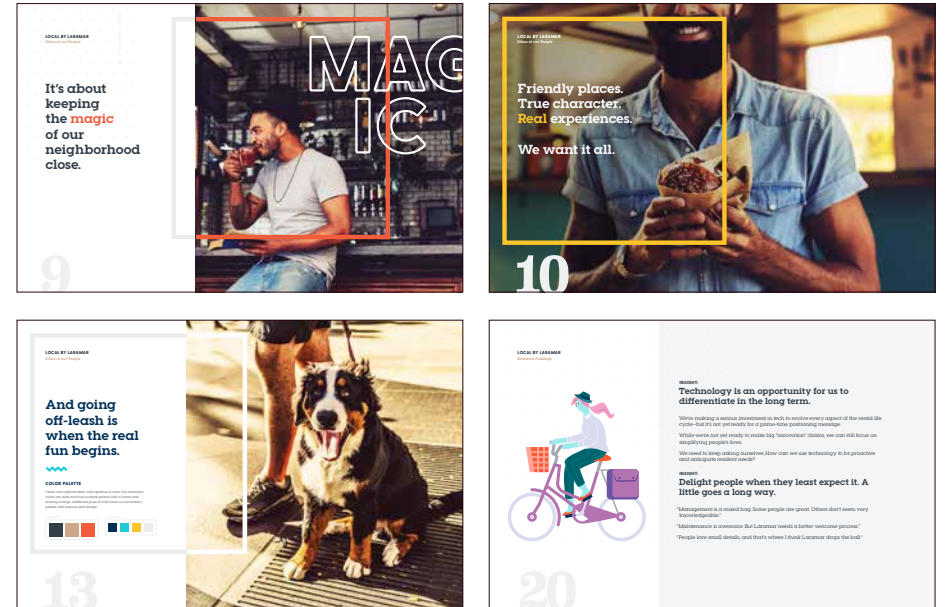
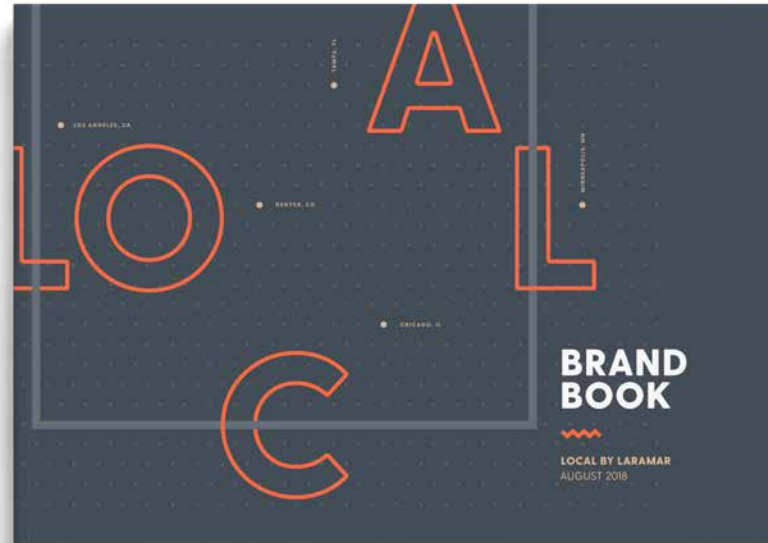
INDUSTRY

Real Estate

WORK

Brand + ID
Strategy
Design
Content
Digital

BRAND BOOK



IDENTITY



BIGMOUTH

CLIENT

Laramar Real Estate
Group

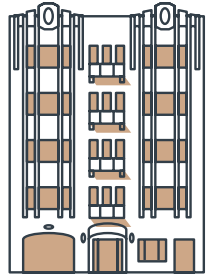
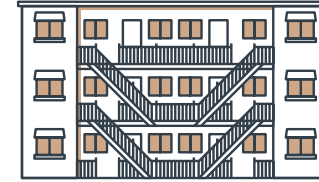
INDUSTRY

Real Estate

WORK

Brand + ID
Strategy
Design
Content
Digital

CUSTOM ILLUSTRATIONS



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CLIENT

Laramar Real Estate Group

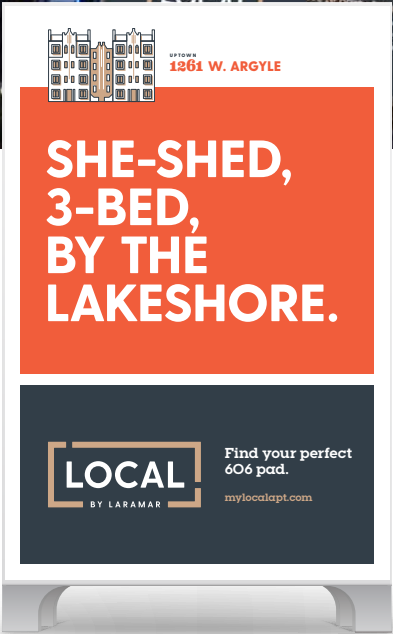
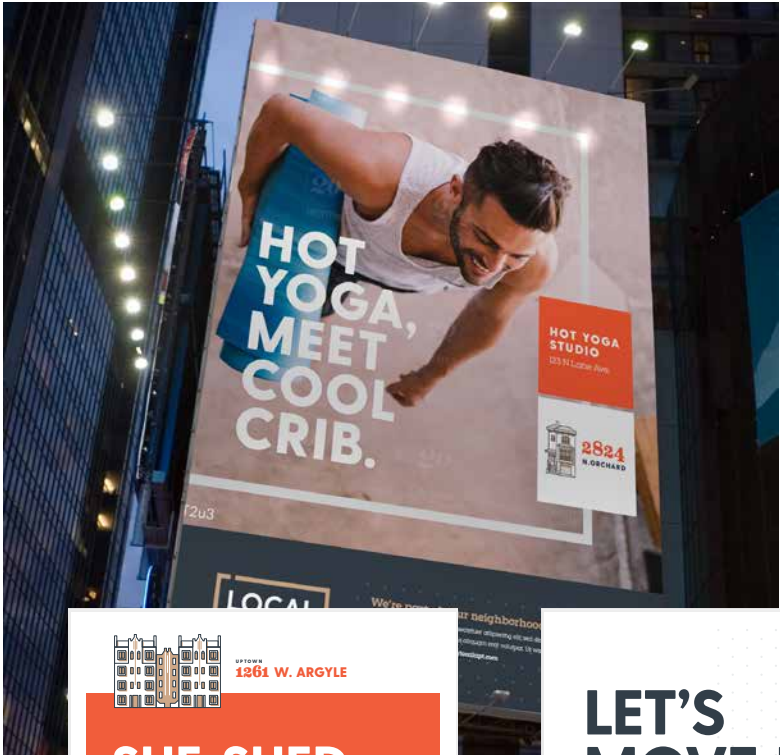
INDUSTRY

Real Estate

WORK

Brand + ID
Strategy
Design
Content
Digital

ADVERTISING



INTEGRATED MARKETING + WEB SITE

BIGMOUTH

CLIENT

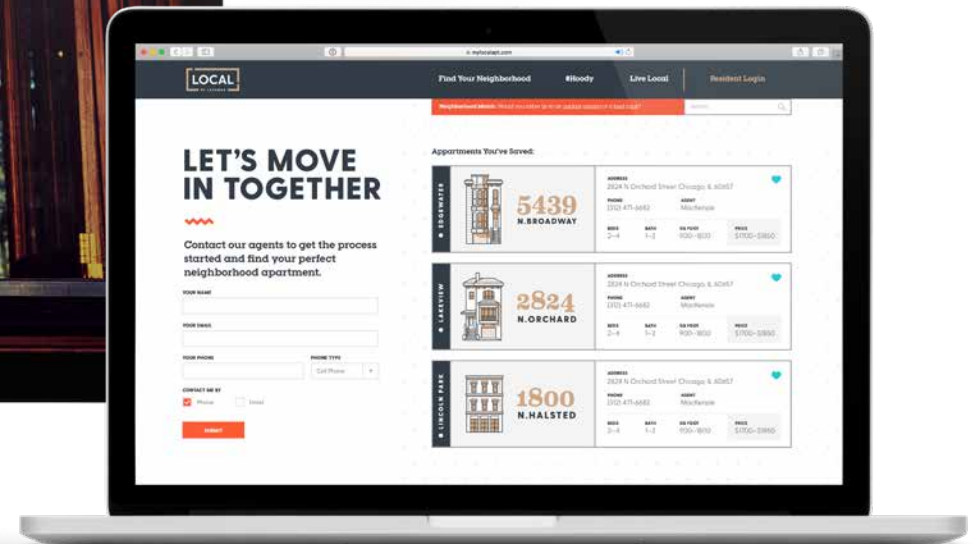
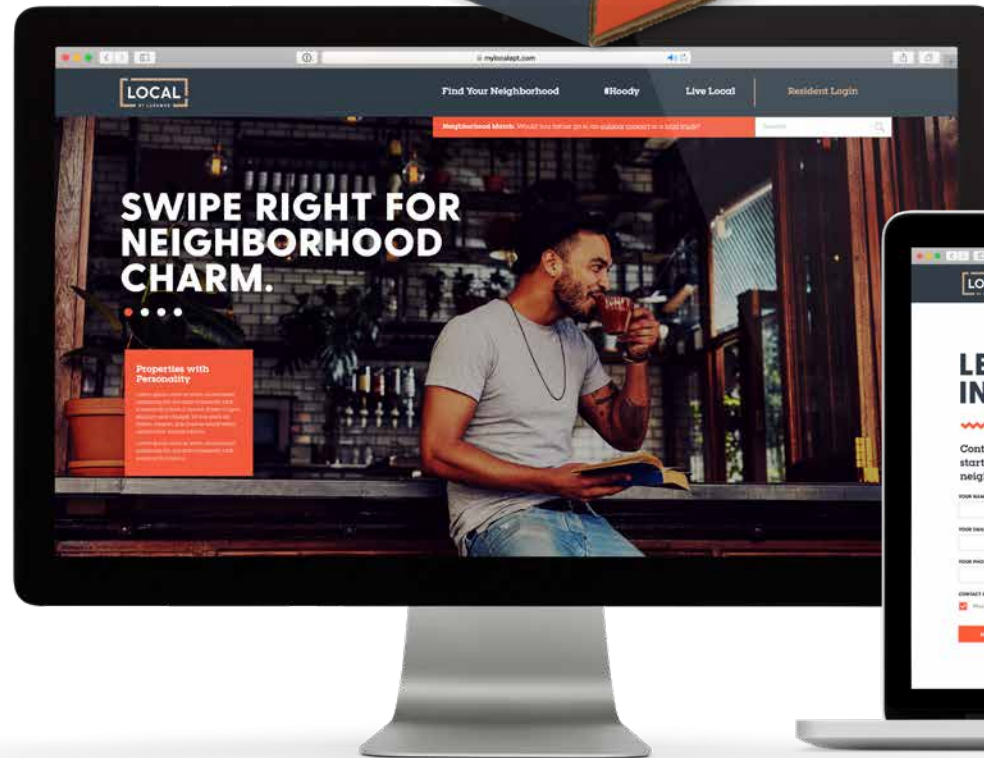
Laramar Real Estate
Group

INDUSTRY

Real Estate

WORK

Brand + ID
Strategy
Design
Content
Digital





BIGMOUTH

Let's go big together

hello@bigmouthcreative.com