

blush

OUR IMPACT

2025

DECEMBER 2025

BLUSHCREATE.COM



• DRAWING THE LINE •
• FOR POSITIVE CHANGE •



It's been a year of unprecedented global challenges and our purpose feels more important than ever.

This report is more than a recap, it celebrates our values, showcases the progress we're proud of, and highlights our ongoing effort to do what is right for our team, our clients, our community and beyond.

FIRST THINGS FIRST

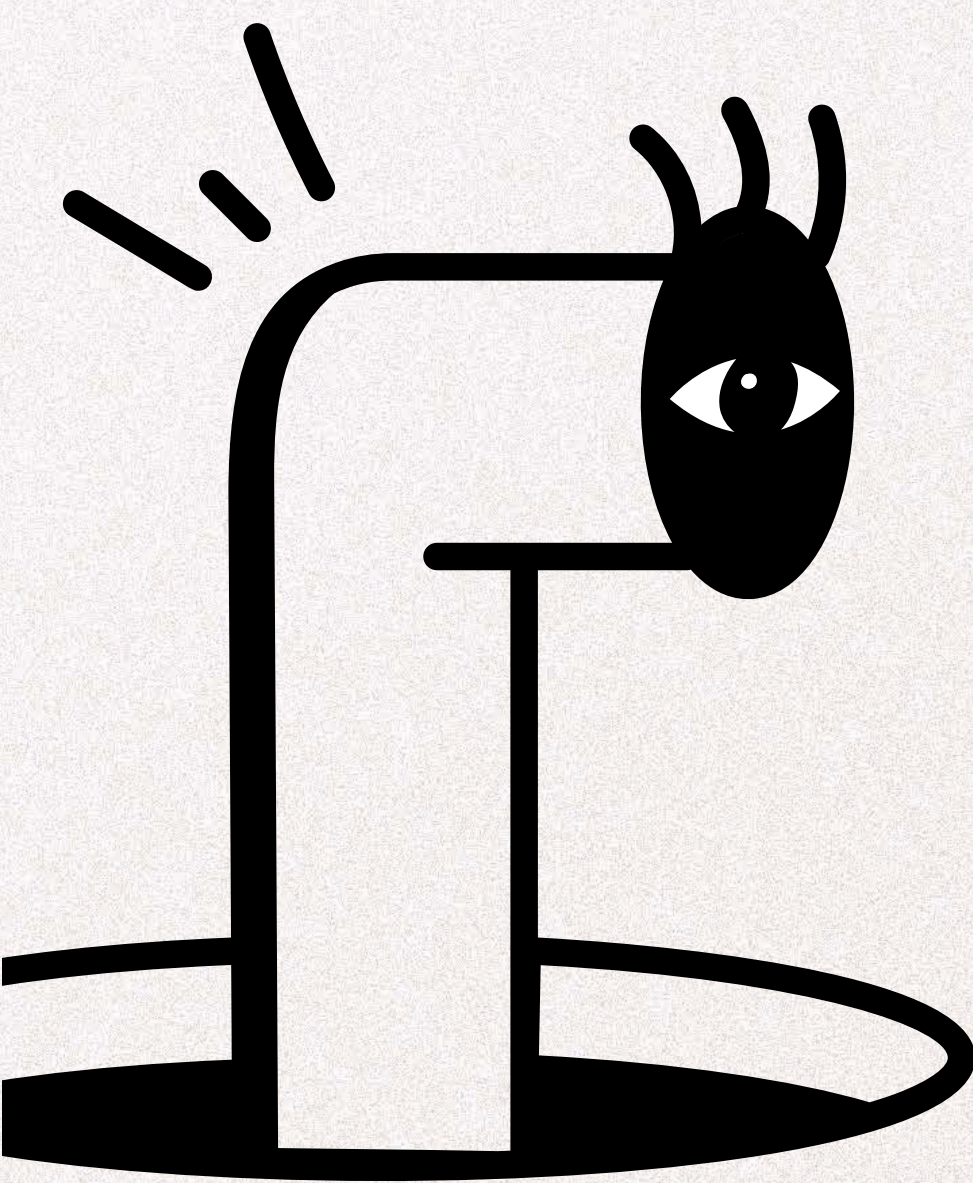


From the start, we set out to build an agency that simply felt good to be part of.


We all know workplaces that expect impossible hours and focus only on profit. Like any company we need to be productive enough to keep the lights on, but not at any cost and never at the expense of people or principles.

Our impact is important to us and we want to make a difference. We don't just want to do good design, we want to design for good. The next few pages is just a quick snapshot of how we're working towards this!

AT A GLANCE



173
PRO BONO
HOURS

A black and white line drawing of a heart with radiating lines, suggesting light or inspiration.

73
PURPOSE
DRIVEN
PROJECTS

- 17 FOR UNDERSERVED COMMUNITIES**
- 23 FOR ANIMAL RIGHTS**
- 33 FOR SUSTAINABILITY AND THE ENVIRONMENT**

1
DAY TREE
PLANTING

A black and white line drawing of three stylized evergreen trees of varying heights, with a small cloud above them.



It has been a little over a year since we became a B Corp and we’re proud of our first score and are committed to continually improving the way we work.

90.3 
OUR OVERALL B IMPACT SCORE



80 QUALIFIES FOR B CORP SUBMISSION

50.9 MEDIAN SCORE FOR ORDINARY BUSINESSES

PEOPLE



Our team are the heart of Blush and we've been putting more structure in place to ensure they feel supported. As a small team, new situations can arise, and while we may not always get everything perfect the first time, we respond quickly, make improvements, and use each experience to keep strengthening the support we provide. Our priority is that our team feels valued, encouraged, and happy.

Our community connections have been strengthened this year by partnering with more local charities. This year, we've increased our pro bono support and offered staff volunteer days to contribute our time and skills where they're needed most. We're committed to growing our involvement and making a positive impact close to home.

Our clients trust us to deliver and we go out of our way to create the best possible outcomes. By keeping our operations streamlined and remote-first, we've low overheads and access to talent across the UK. This allows us to offer competitive costs while maintaining a high standard of output.



PURPOSE

Our aim has always been to build a business that balances profit with being good.

Good to our team, our clients and using our skills to create purposeful designs that make a better world. We only partner with companies that align with our values and ambitions.



THIS YEAR



- We supported **10 charities** including partnering with three local charities at a reduced cost.
- We provided **173 pro bono hours** to good causes.
- We **donated to Back on Track Manchester** – a local charity supporting people who have been homeless or facing poverty.
- Over **80% of our clients are purpose driven**, actively working to make a positive social or environmental impact or push for better animal welfare.

GOALS FOR NEXT YEAR

LESS CHATTER.
MORE MATTER.

BE BETTER!

Yes, we're quite good **BUT** we can and should aim to be even better!

This should be measured on all metrics from staff support through to better outcomes for clients through to purpose driven campaigns that make a difference.



blush

THANK YOU

A big shout out to our amazing team and
lovely clients – you know who you are!

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DESIGN@BLUSHCREATE.COM

