

**LESS is MORE**

Case Study  
Jacky Meng

## Campaign

### Goal

“LESS IS MORE” is a campaign that encourage people take public transportation instead of driving once a week.

### Target people

People who owns a car and drive to work or go to school.

Ages about 18 - 30.

## Word List

carbon-emission	preserve	cheap
global warm	green	protect
environment	doable	promote
public	shortage	non-profit
car	weather	bus
resource	cost	BART
energy	CO2	eco-friendly
traffic jam	solar	climate

## Mood Board



## Logo First Draft



Logo Second Draft

LESS is MORE

LESS is MORE

Final Logo

LESS is MORE

LESS is MORE

# Product Sans

A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z a b c d e f g h i j k  
l m n o p q r s t u v w x y z 0 1 2 3 4 5  
6 7 8 9 . , ; " " \$ & ! ?

Designed by Google in 2015

## Colors



#38A338  
C75 M16 Y99 K0  
R56 G163 B56

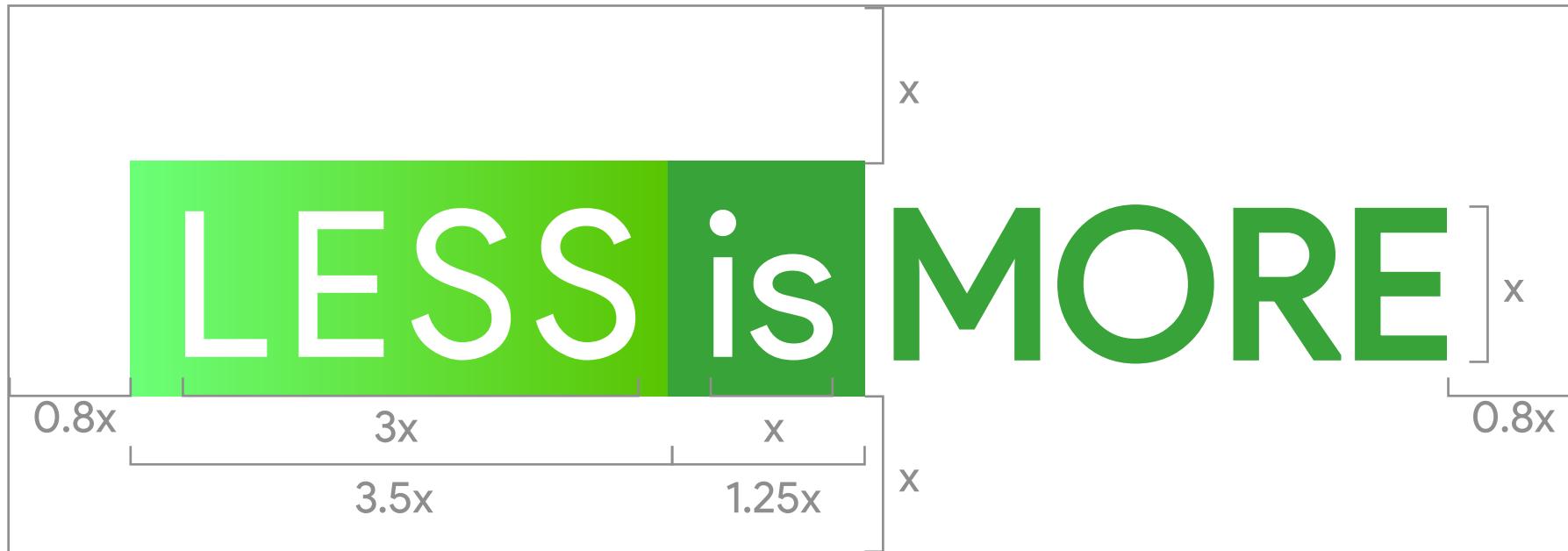
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C0 M0 Y0 K0  
R255 G255 B255



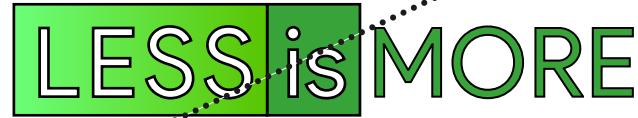
#6BFF78  
C51 M0 Y69 K0  
R107 G255 B120

#59C400  
C64 M0 Y100 K0  
R89 G196 B0

Logo Clear Space



## Forbidden Usages



Don't add stroke on the logo



Don't separate the icon from logo



Only use specified colors  
to represent the logo



Don't Sketch the logo



Don't add drop shadow or other style  
to the logo

Advertisement



Embrace Public Transportation

LESS is MORE

Advertisement



Avoid Traffic?  
Ride BART

LESS is MORE



## Advertisement Mockup



## Advertisement Mockup





## James

- 21 years old
- Social media User
- College student
- He just bought the first car in his life,  
but he is afraid of the expensive parking  
fee in downtown area.



## Scott

- 34 years old
- Social media User
- Architectural designer
- He loves driving, but he was tired of the traffic jam in downtown San Francisco.

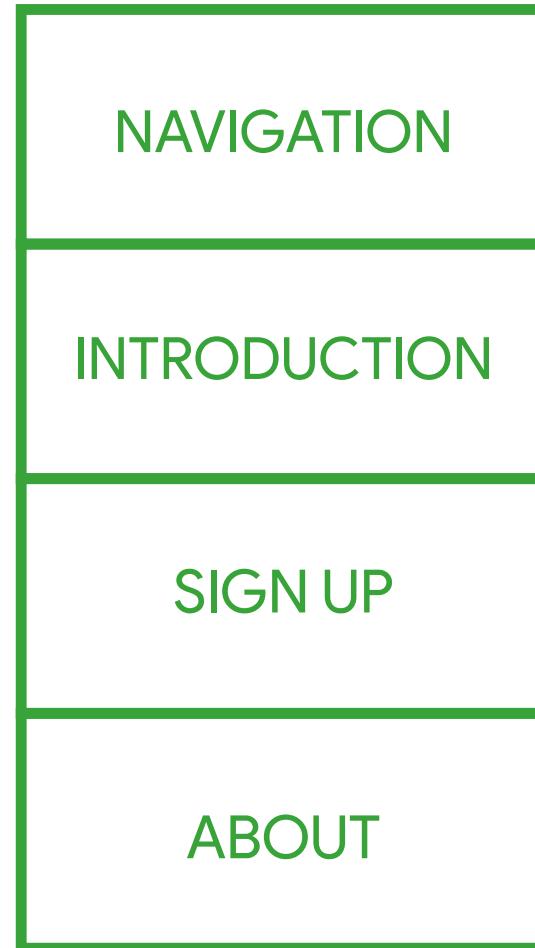


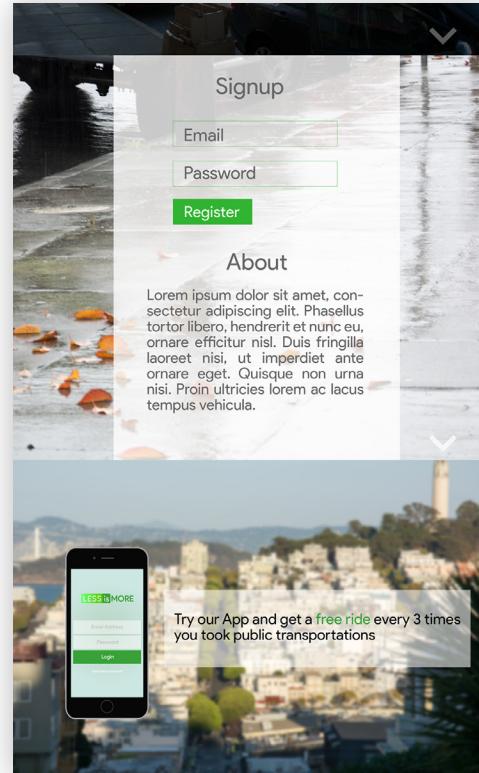
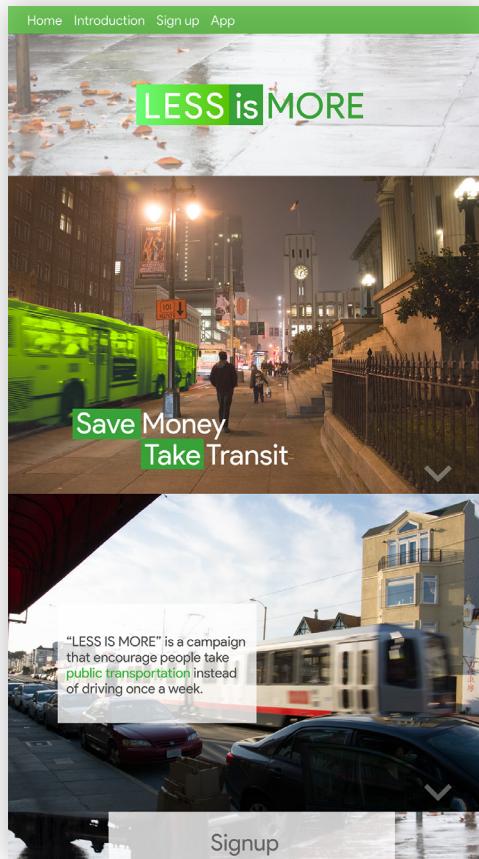
## Kevin

- 55 years old
- Doesn't use social media
- Professor
- He usually drive to work, but recently  
the location of his office was changed.  
And there's a BART station near his  
working place.

## SiteMap

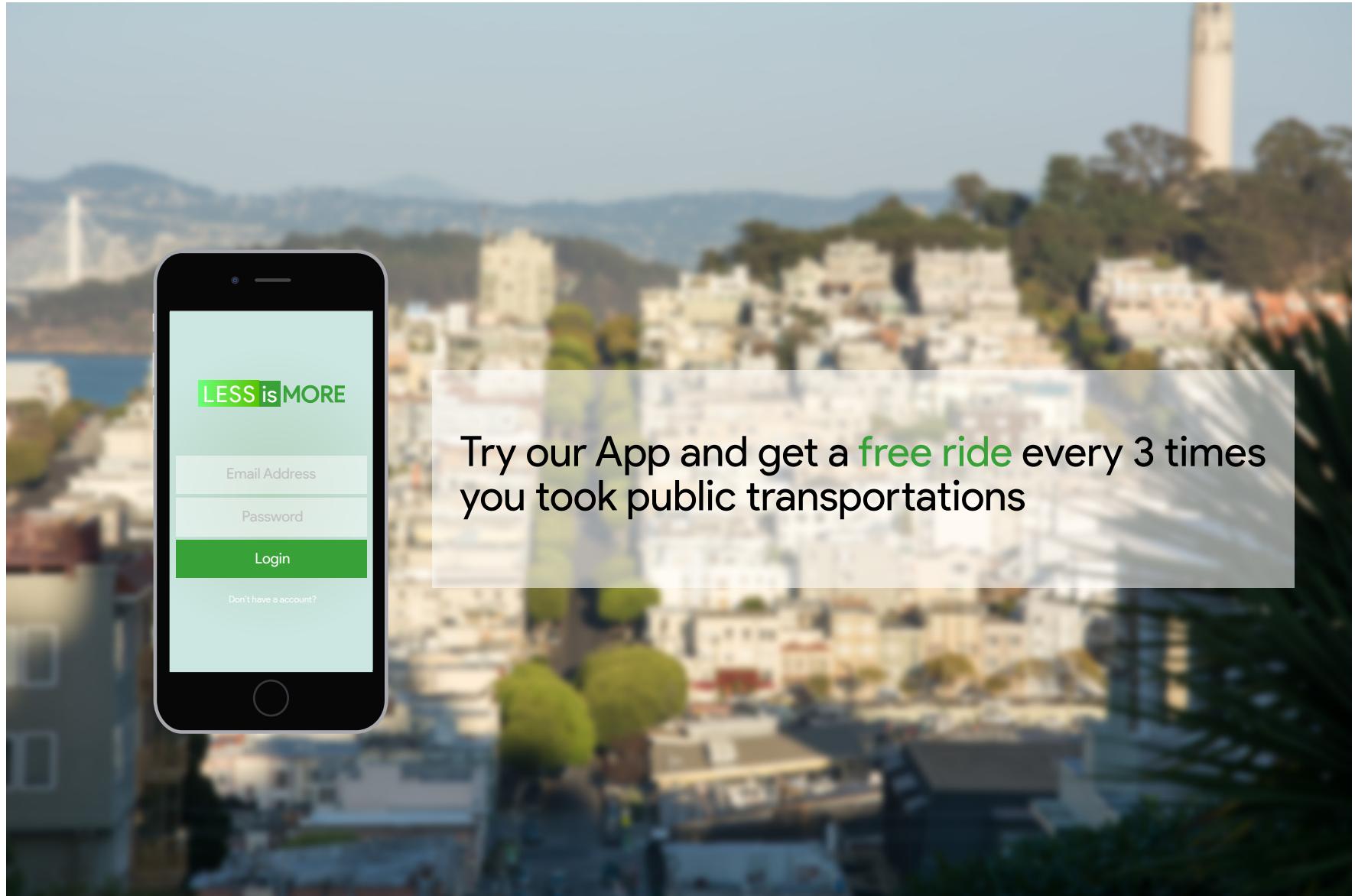
### Single Page





[Click Here to Have a Look](#)

APP



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**THANK YOU**