

# Go Forth Ad Campaign

Let's go on an  
adventure together

The image features the iconic Levi's batwing logo, which is a grey, batwing-shaped banner with a curved bottom. Inside the banner, the words "Original Ad" are written in a bold, red, sans-serif font. A small registered trademark symbol (®) is located at the bottom right corner of the batwing shape.

**Original Ad**

**LET'S TAKE A LOOK**

# CURVED TEXT

Feels like movment

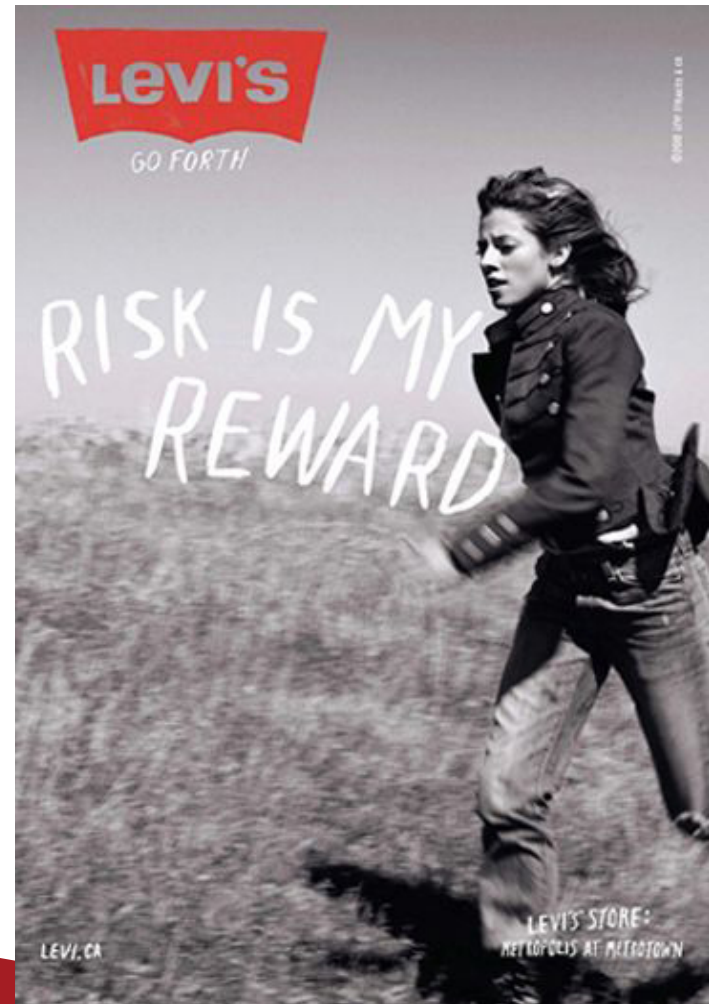


# WOMAN IN MOTION

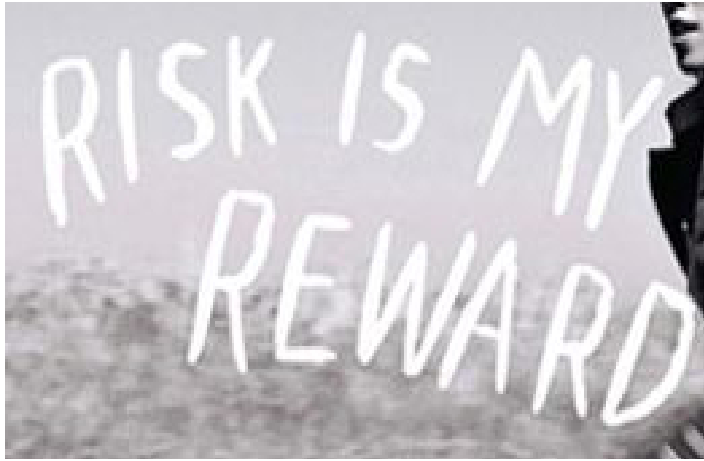
Supports easy movment



## DESIGN

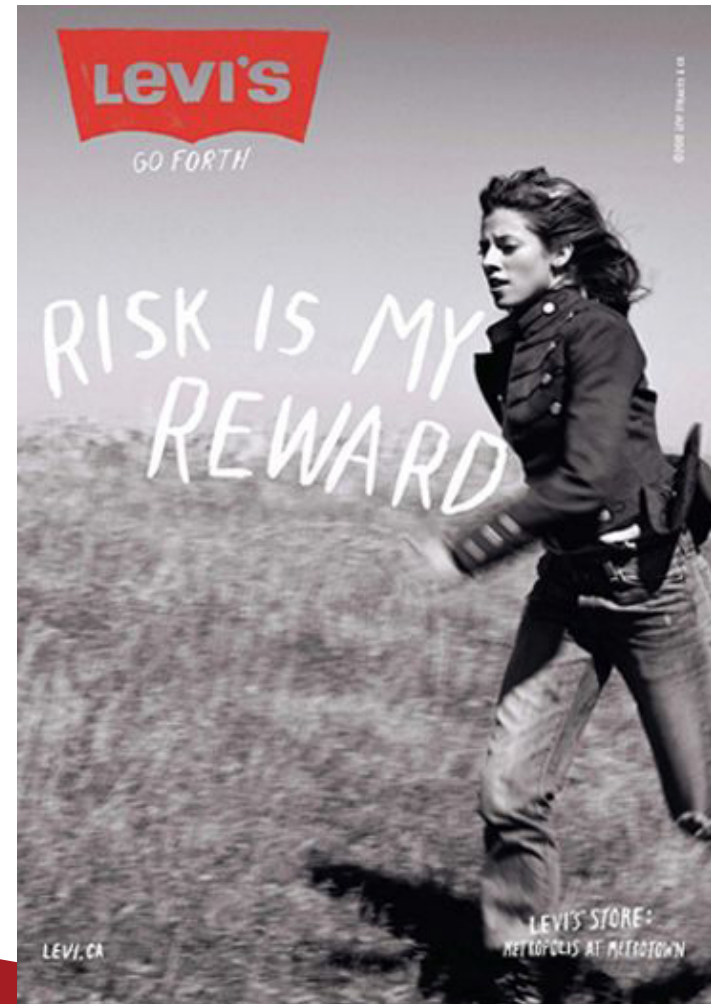


# TYPOGRAPHY



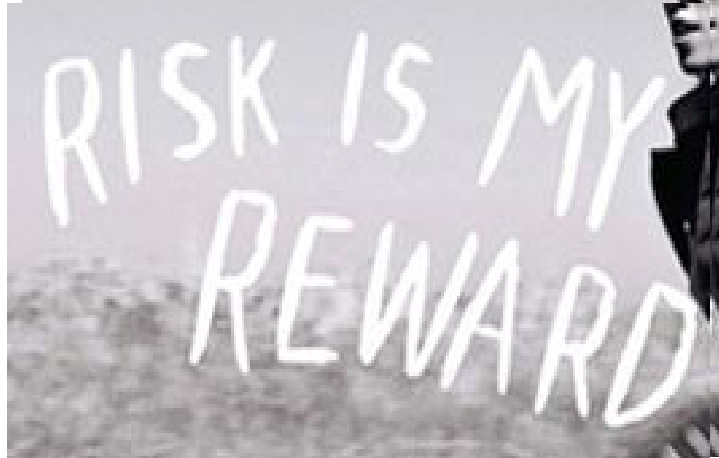
## **SANS SERIF, HAND WRITTEN FONT**

Gives feeling of movement to it which joins  
with the woman's movement



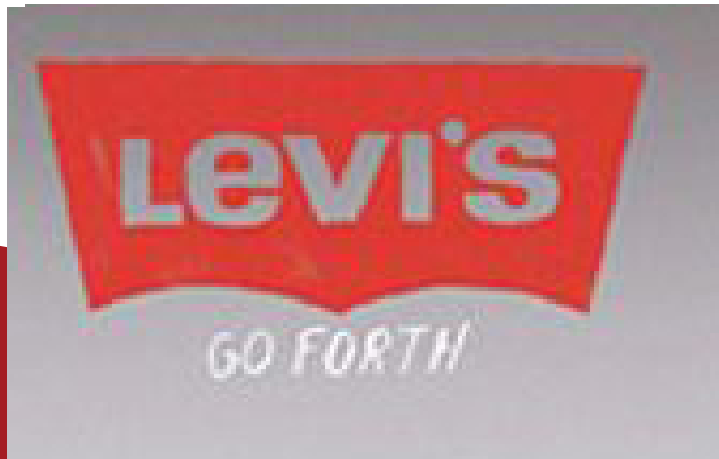
# White & Black

Helps logo stand out

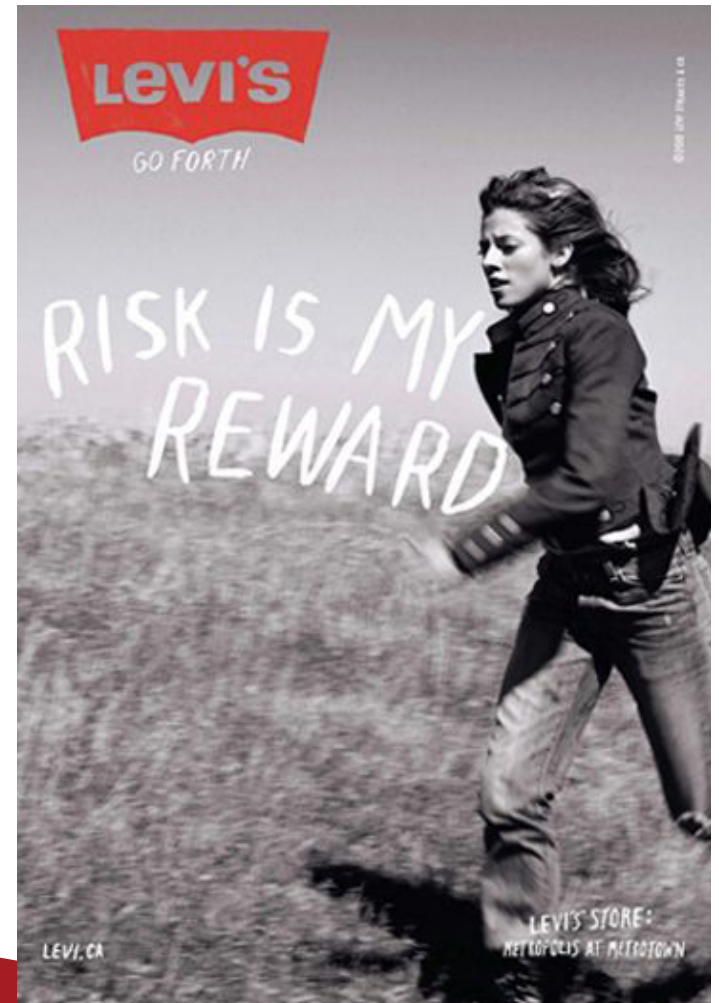


# Red

Provides contrast



# COLOR



**New Ad**



**LET'S TAKE A PEEK**

# White & Black

Follows same style as original ad



# Red

Provides same contrast as original ad



# CONSISTENCIES





# CONSISTENCIES



## CURVED TEXT & MOVMENT

Movement is similar to original ad





**Levi's**

