



Project 02

-
Pride Month
Campaign

-
Personal Project
2020.08.18 ~ 09.01

-
Public Service
Advertising,
Campaign Design



OVERVIEW

Love Has No Labels is “a movement to promote diversity, equity and inclusion of all people.” This is a hypothetical campaign held by this organization during the pride month to foster and celebrate LGBTQ+ people’s rights focusing on one of their slogans, Love Has No Sexuality.

INSPIRATIONS



Love Has No Labels

Love Has No Labels is a movement to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability. We believe love is the most powerful force to overcome bias. We celebrate diversity and encourage people to love who they are and who we know, together, we can create a more inclusive world.

Since we launched in 2015, we've opened people's hearts and changed people's minds by celebrating diverse friendships and families that break down barriers and build connections.

You can get to know us more by checking out our partners and our work below, and by connecting with us on our social channels.



MEDIUM



Public transportation advertisements which exist in our daily lives to target as many people as possible.

Mood Board

CONCEPT



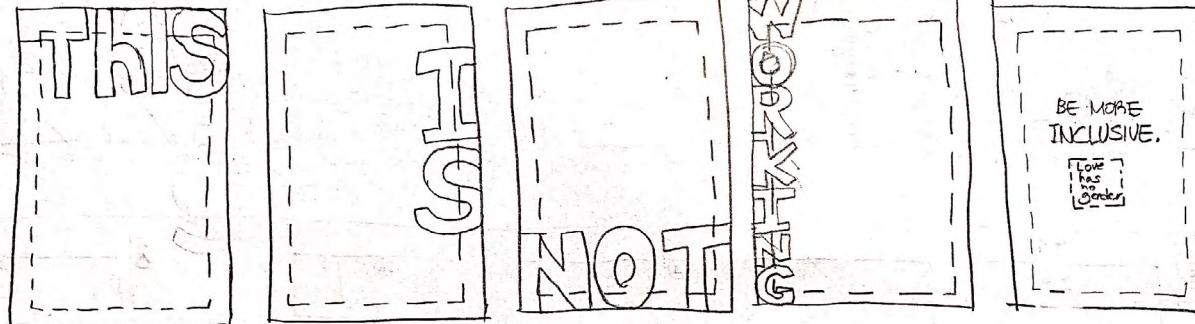
Series posters with different colours and shapes.
-> showing that there is a certain consistency is important.



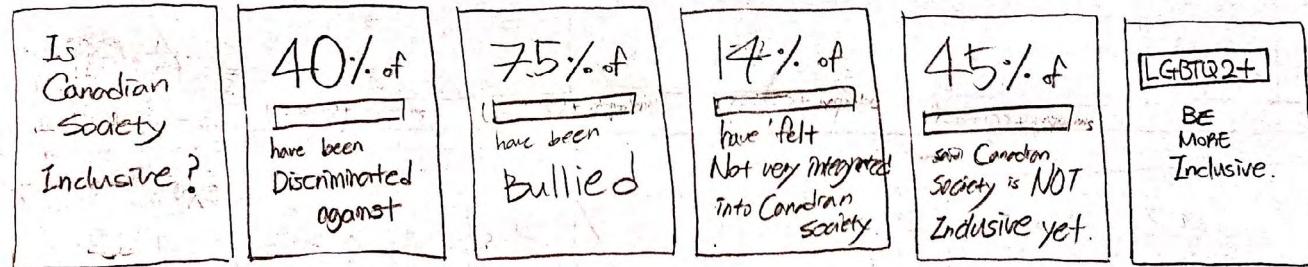
Try different textures, patterns, or play around with colours to get attention more effectively.

SKETCHES

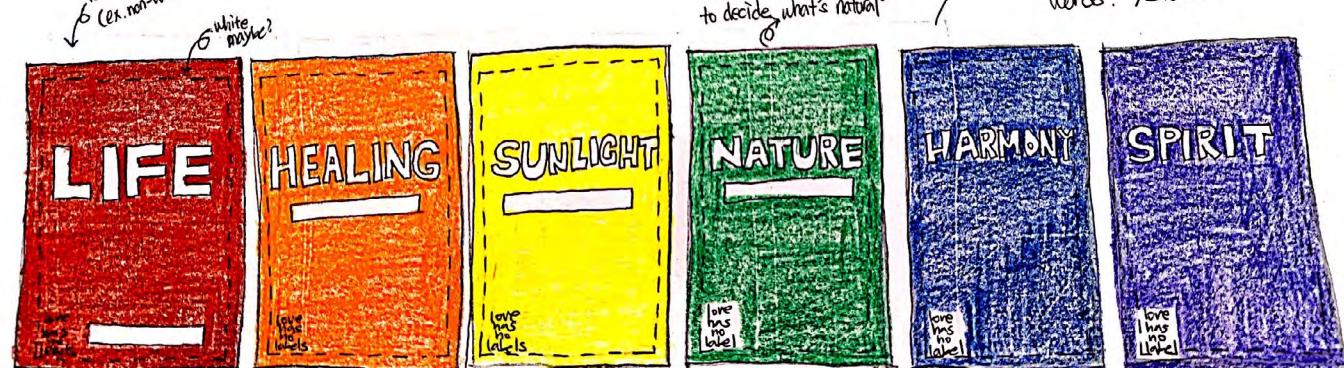
Associated
with the word
'marginalizing'.



Based on the
statistical
information.

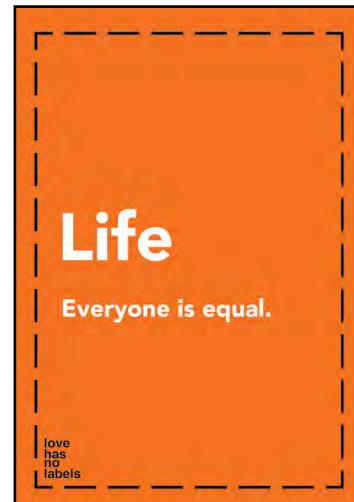


Focus on the
meaning behind
the LGBTQ+
rainbow flag.



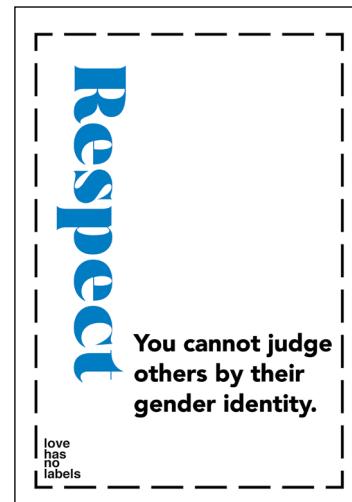
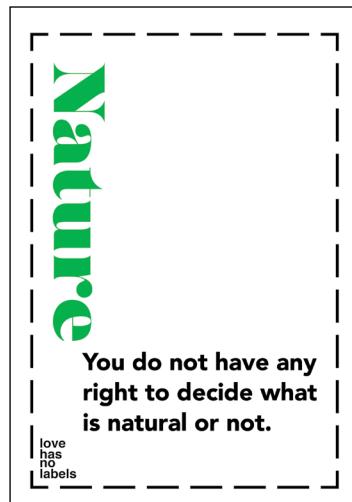
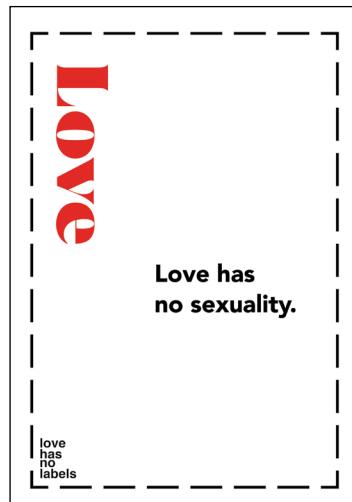
LAYOUT #1

- Too simple and it is easy to find posters similar to these everywhere.
- Needs more emphasis and impact.



LAYOUT #2

- Serif typeface is used and the main words are written vertically.
- The word with colour are weak to be a focal point.



LAYOUT #3

- Triangular shape with colour is a strong focal point of each poster.
- Text layout is too arbitrary, and the colours are flat.

