



don't be blue

# Cause

## Blue Light is Harmful

Don't Be Blue aims to confront the issue of device addiction and encourage people to recognize the harmful effects of blue light. As society relies more and more on screens, it can be hard to create distance between them and our health. Over time, blue light can cause a lot of damage to our eyes and screen time should be limited when possible to avoid this. The Don't Be Blue campaign aims to use visual language to relay the message of taking a break from our devices.

# Audience

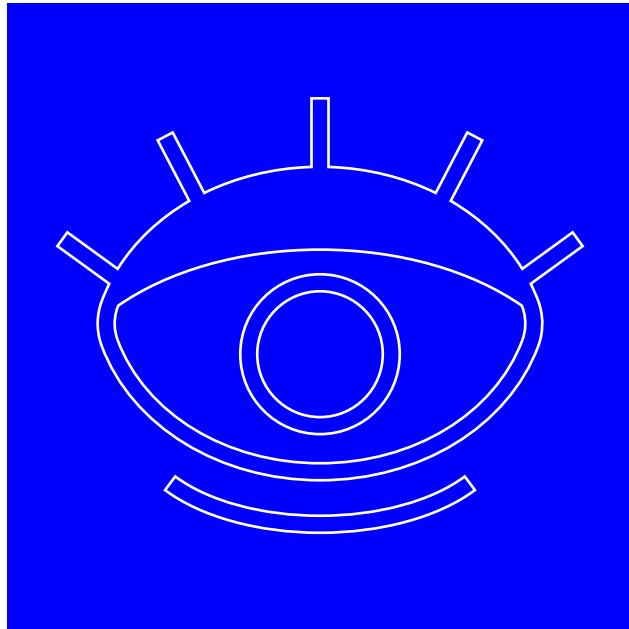
## Device Addicts

The audience of this campaign is young adults and college students who have to spend a lot of time on their devices either for work or school. Although this screen time is difficult to limit nowadays, we do have the agency to take a break from our devices outside of school or work. Many young people are intertwined with their devices and this campaign tries to warn them of the negative effects, both physical and mental.

# Call to Action

## Put Down Your Phone

The call to action here is to take a break from our devices and to be more aware of the time we spend on them. By seeing the intense imagery in this campaign, the audience will have the space to have a moment of introspection about their phone use and whether or not it is benefiting them. The language is aggressive, but ultimately in support of the viewer's best intention which is to put their health first.



# Logo and Wordmark

## Shield Your Eyes

Don't Be Blue has a pictorial logo and a stylized wordmark which can be used in tandem or separate from each other. The logo of the eye is illustrated to look strained in reference to how our eyes are negatively impacted by blue light. The logo is outlined, mimicking the sleekness of the rest of the visuals in the campaign. The wordmark, similarly, is blurred representing a loss of vision from overuse of screens.



# Typography

Tech-Forward

SF Pro Display Thin  
for headers.

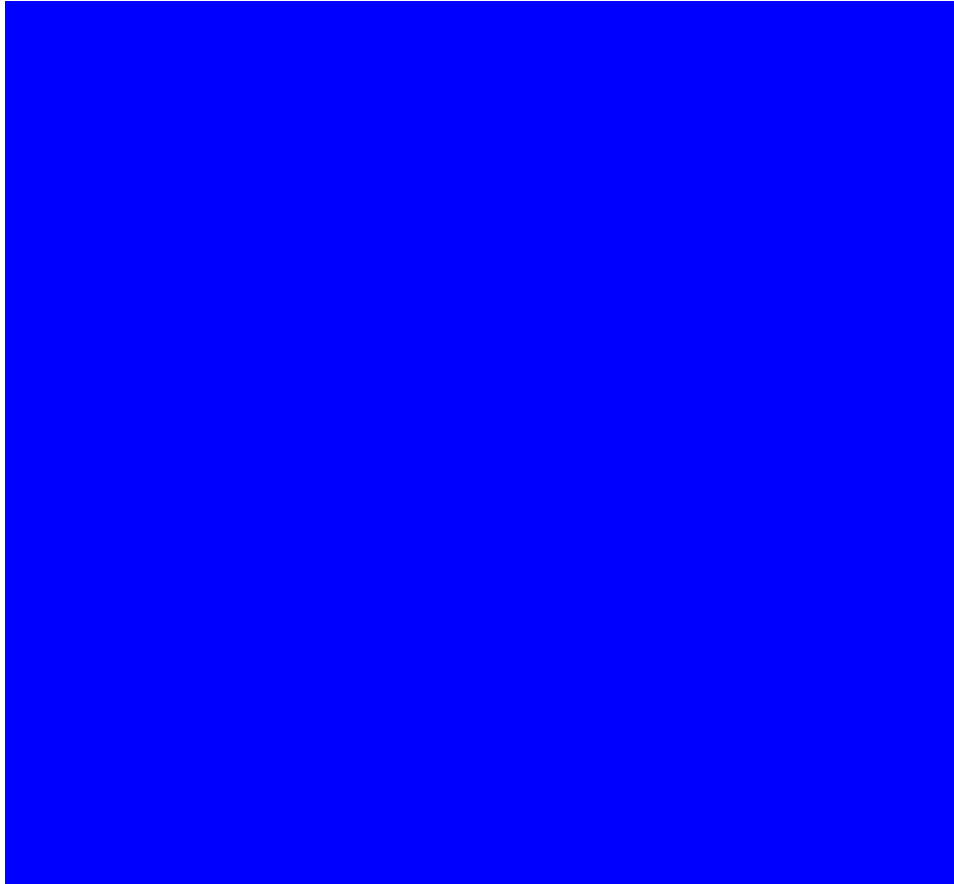
Text blurred at 11px for the wordmark

Titling Gothic Wide Light  
for body text.

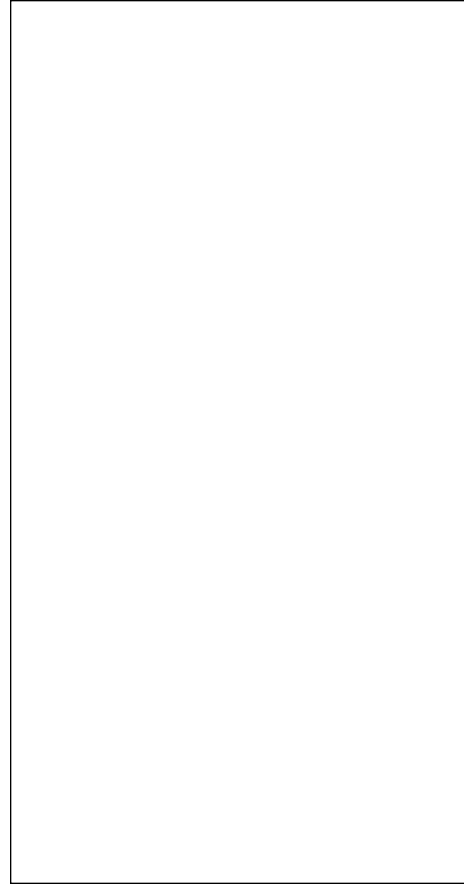
SF Pro Display is the same typeface that Apple uses across all of their products. This clean, thin san-serif gives the campaign the same elegant and modern look that many big tech companies employ.

Titling Gothic Wide is a nice juxtaposition to the very professional-feeling SF Pro Display. This typeface is a bit funkier, which brings an edge to this campaign.

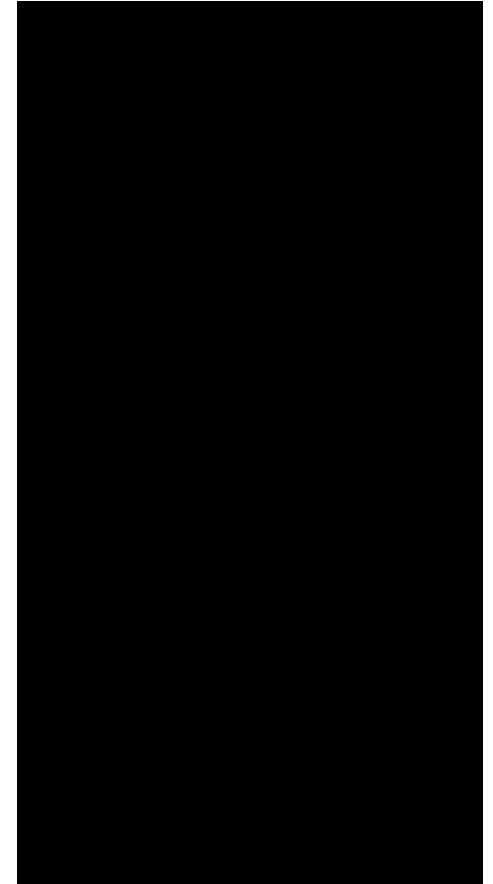
#0000ff



#ffffff



#000000



# A Simple, but Piercing Color Palette

Bright, Bold, and Blue

Obviously, blue is the main character in this color palette. This sharp, almost neon blue echoes the visual abrasiveness of phones and other devices. White and black serve as supporting colors to compliment the blue and let it shine.

# Poster Series

An Invasive Look at Ourselves

The photography in this poster series is an expository look at what our phones do to us at the extreme. The models are lifeless and entranced by the devices that they are hidden behind. The wordmark has supporting taglines and the logo is creatively placed to emphasize the aspect of eyes.





# Urban Poster Mockups

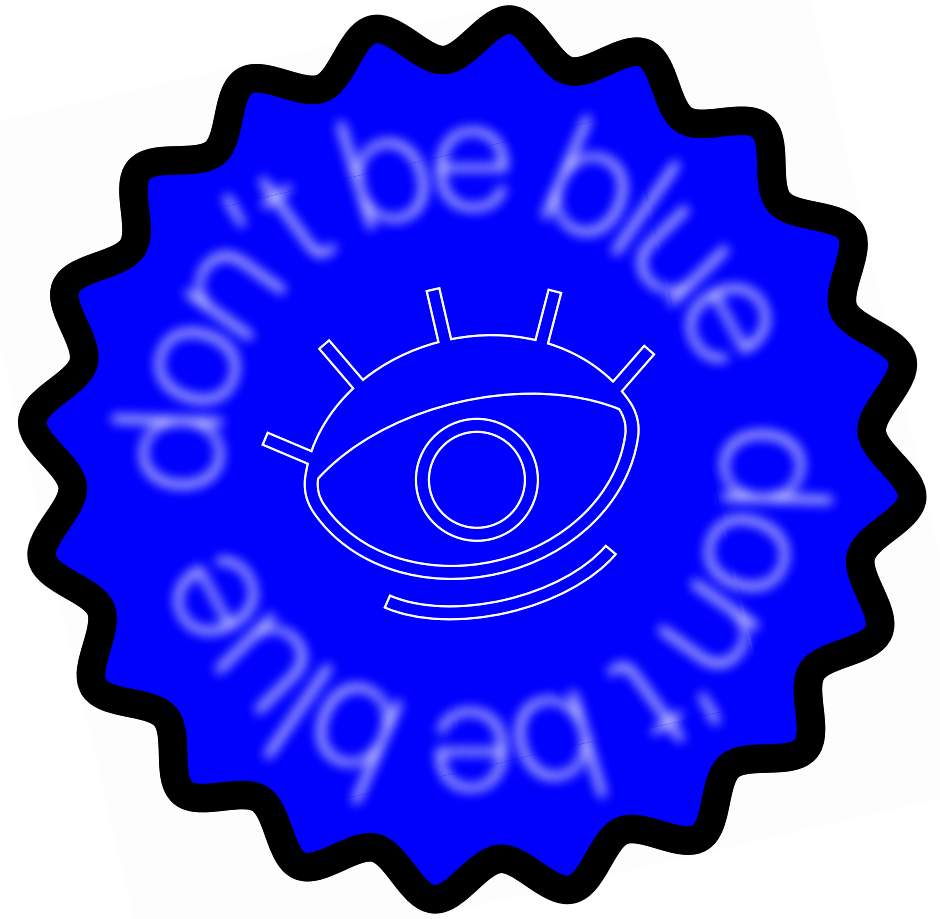
## Taking it to the Streets

These posters are intended to be put up on the streets of a bustling city where most passersby are stuck in their devices. Hopefully, these stark posters would catch the attention of someone and make them rethink their habits.



# Technology Sticker

A Physical Reminder



This printed sticker is a supporting brand element that could live on the actual pieces of technology that the campaign is targeting. They could serve as a reminder for those who chose to be more conscious of their screen time.



# 3D Blue Light Installation

Flashing Lights!

The 3D element of this campaign is a blue light installation that features blue neon lights. Being placed in a dark tunnel or in the subway, this glowing sign would mimic the light that emanates from our phones.

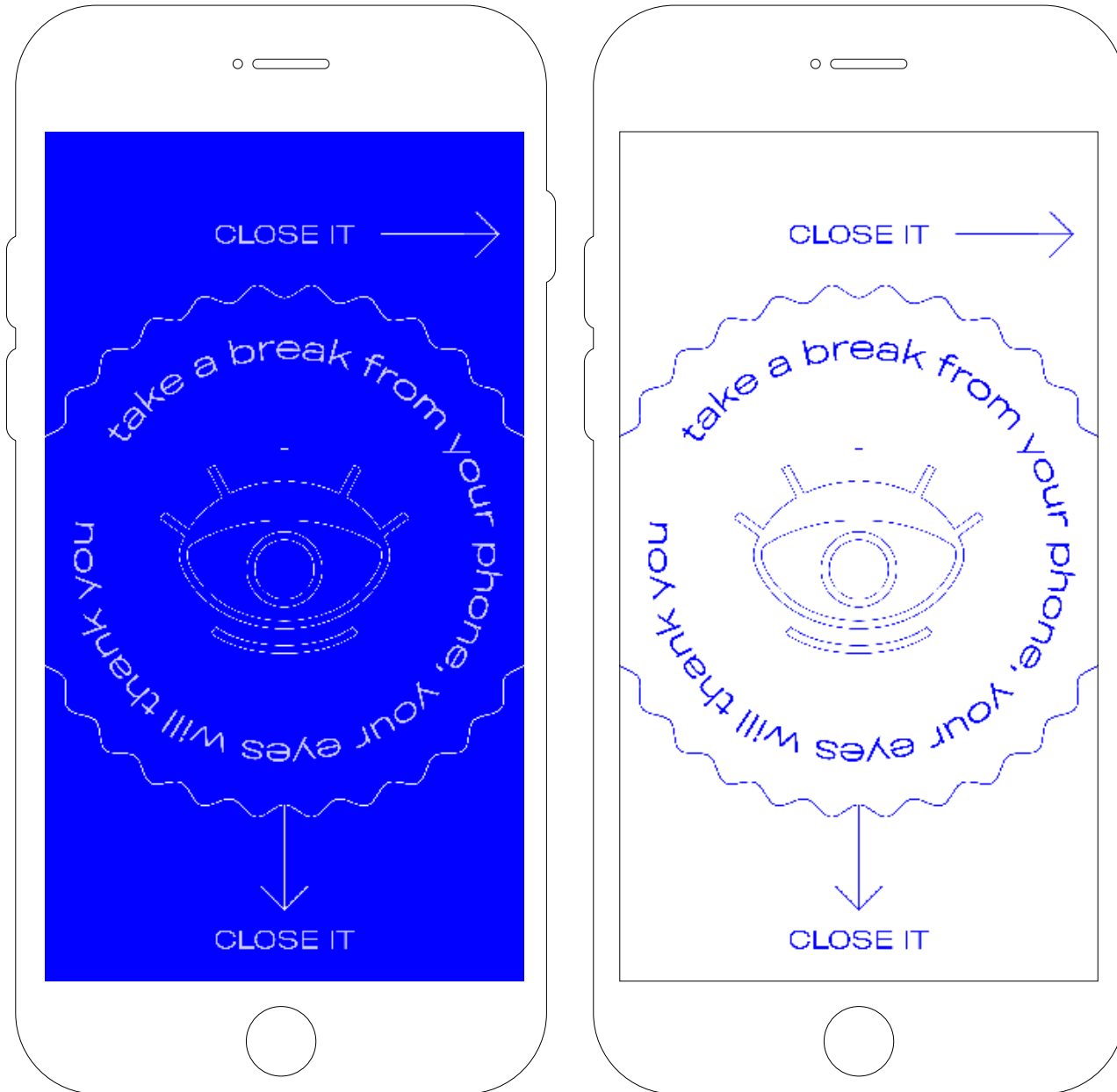


# Device Background

## A Digital Reminder

Just like the sticker serves a reminder to take a break from your technology, this background does the same for those who wish to use it. This background allows for a moment of self-reflection for those who are about to open their phones.





# Animated Social Media Screens

## Stop Scrolling

These visually overwhelming screens would appear amidst a social media user's screens as they scroll through. The two screens flash back and forth between each other and the text spins, echoing the harsh effects of screens on our eyes.

# Video Bumper

In Your Face

Finally, this video bumper serves to capture the essence of the Don't Be Blue campaign. It is a quick, bright, and stimulating video which hopefully encourages phone users to take a break for their mental and physical health.



Made with ♥ by Roman Distefano