

# Nike Ad Campaign



Track Your Progress

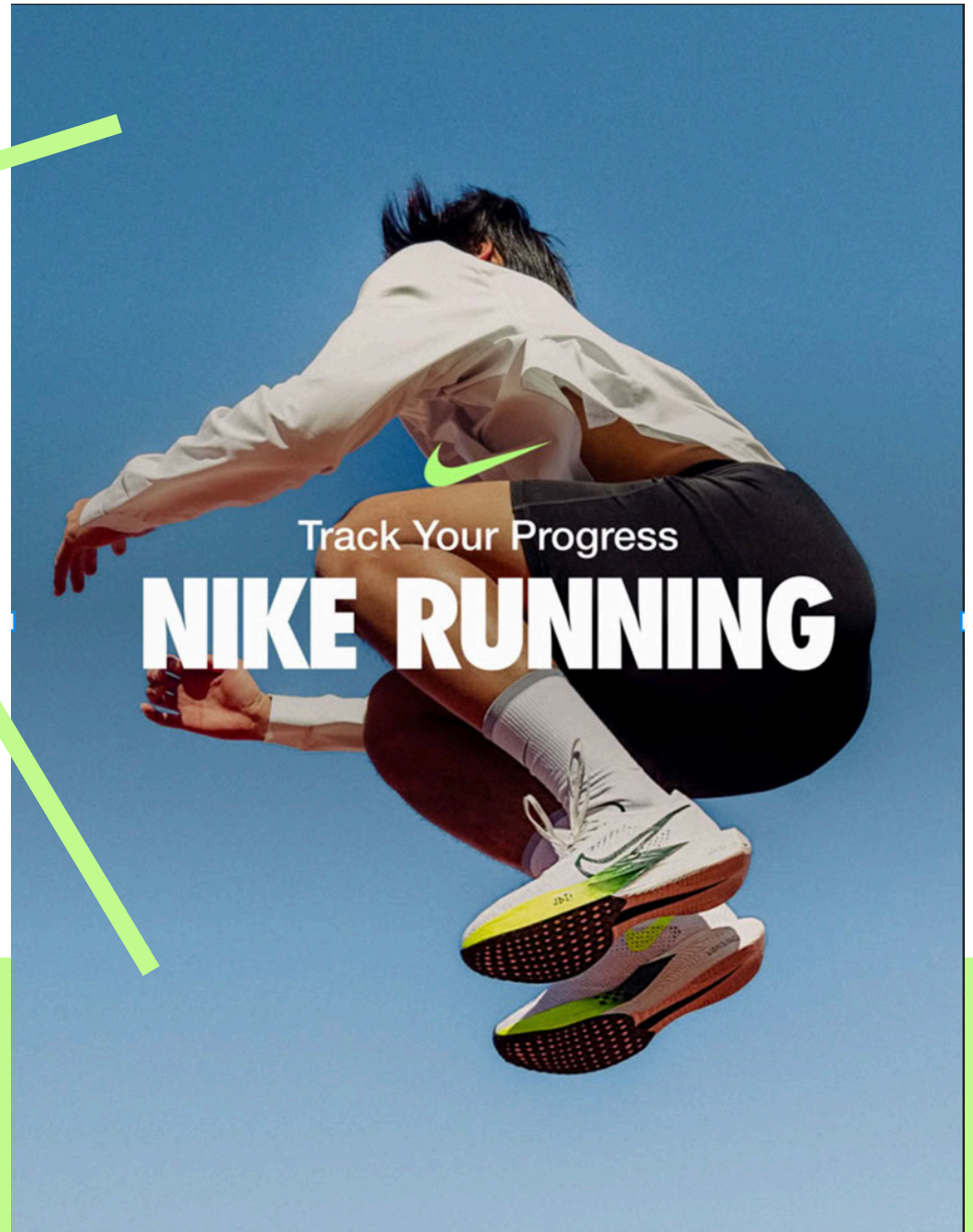
# NIKE RUNNING

**Let's  
Break  
It  
Down**

Original Ad

## PROXIMITY & SIMPLICITY

Proximity shows connection and the simplicity of one person on a blue background focuses on message.



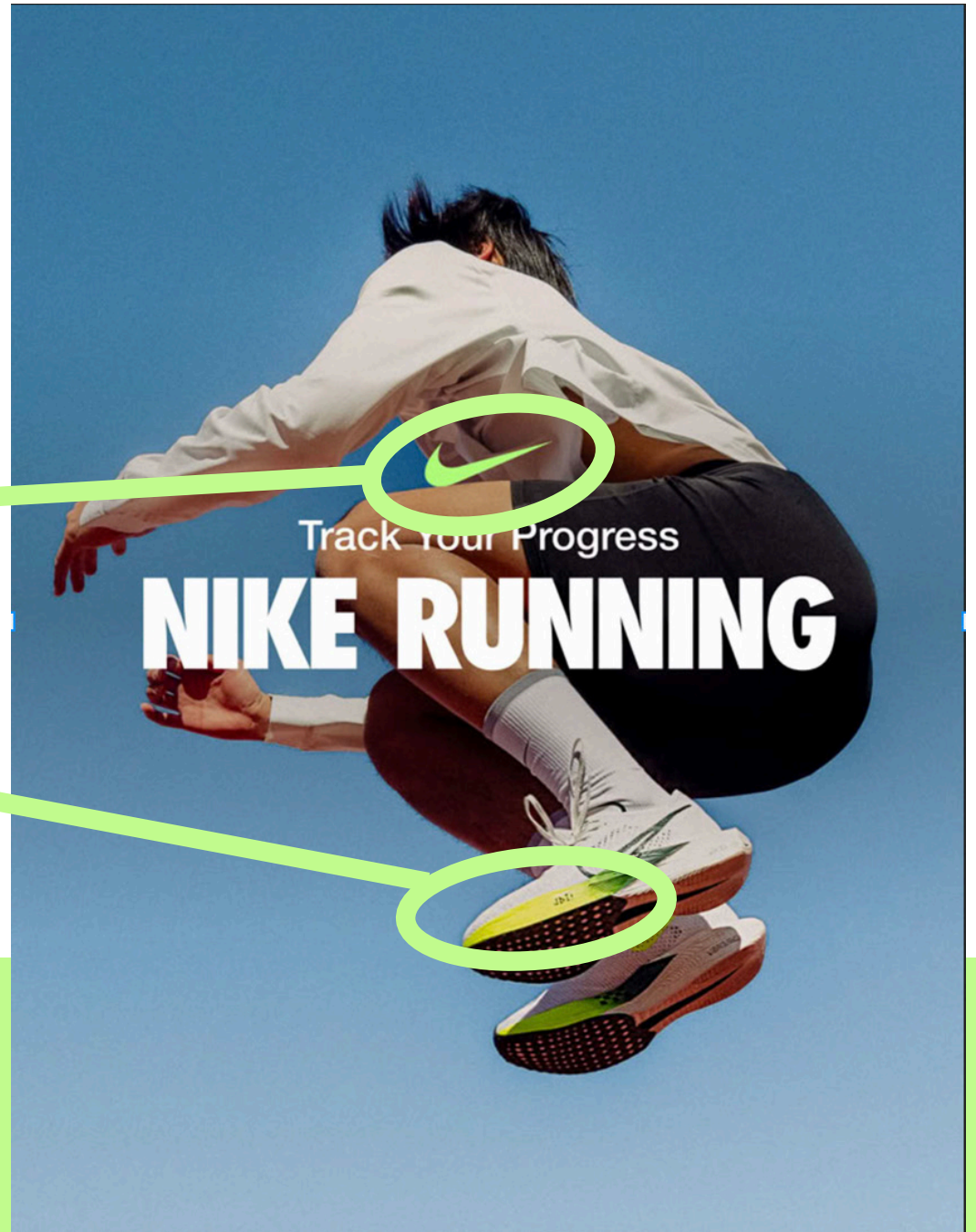
# Design



## BRIGHT GREEN

The matching bright green logo and shoe color shows unity and helps it stand out.

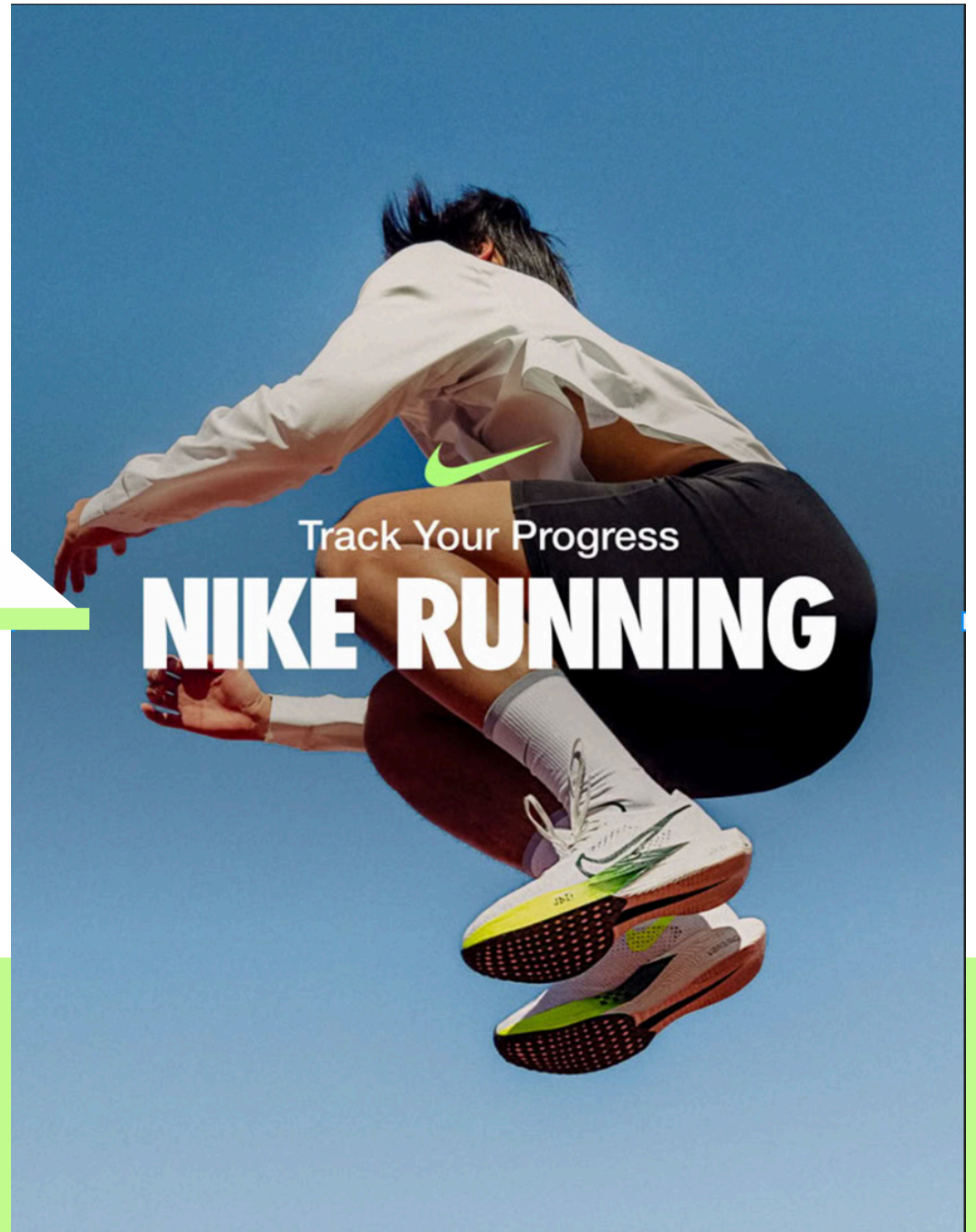
# Color



## **SANS-SERIF BOLD TYPE**

We see full capitalization of the brand and then normality with the message.

# Typography



**Let's  
Break  
It  
Down**

**New Ad**

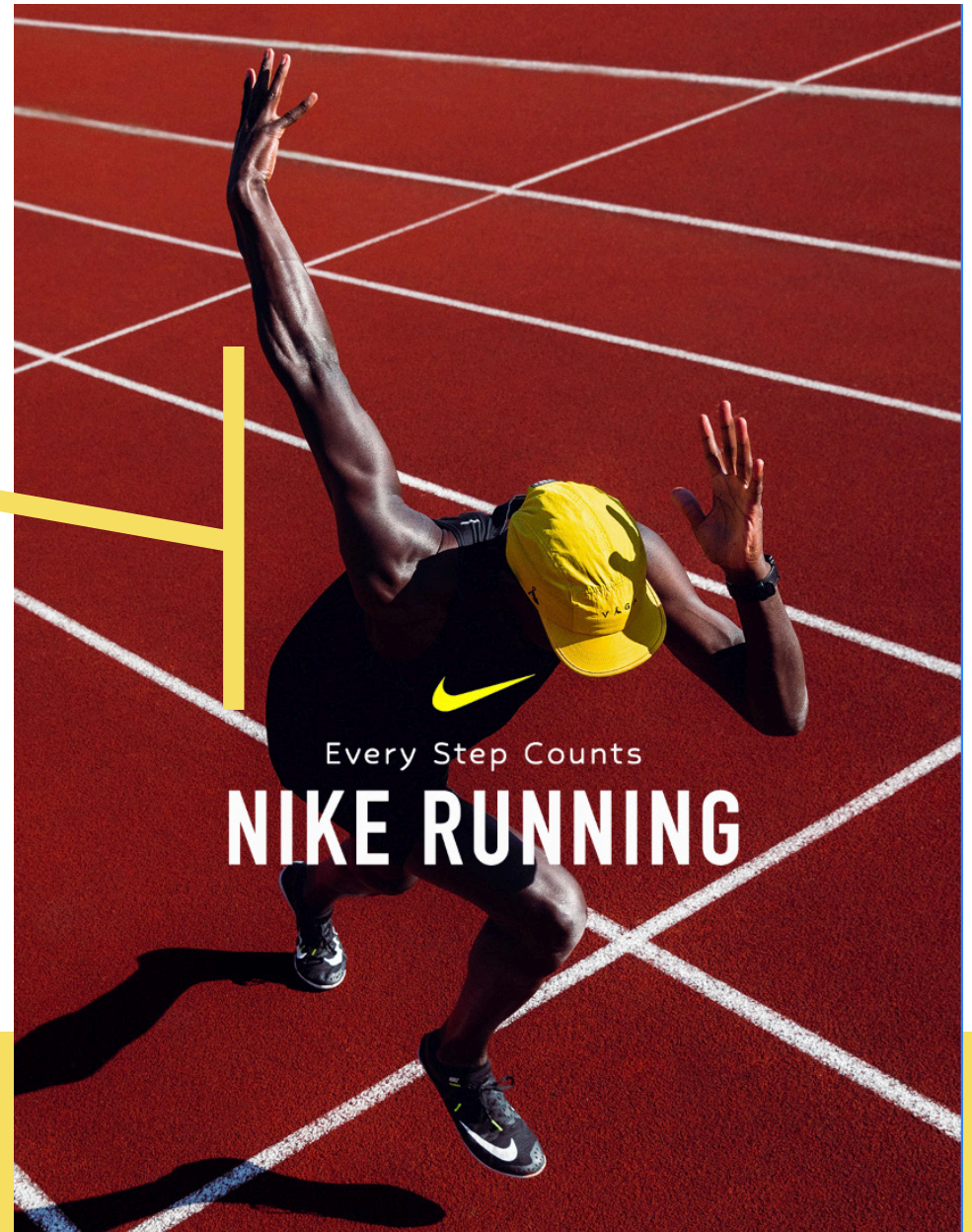


## REPETITION & FOCUS

Repetition of track lane lines feels intentional.

Focus is on sole runner.

# Design



## BRIGHT YELLOW

Brings focus to logo and hat.

Stands out from red track and black clothing.



# Color



**SANS-SERIF  
BOLD TYPE**

Adds exaggeration to  
brand name and can  
be seen clearly.

# Typography

