



pause.

a de-stressing campaign

pause.

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campaign

"Pause." focuses on stress: how it affects us, ways of managing it, and interactive methods that help you take a break. It aims to remind students to take a moment, even if it's 60 seconds, to pause, take a step back, organize yourself, and de-stress in order to stay healthy. Through soothing colors and visuals, a student can actively respond to these pieces and improve their state of mind.

audience

This campaign targets all American college campuses reaching out to all students who deal with stress on a daily basis. While educating people about the negative effects of stress, it engages students to participate in de-stressing activities.

fonts & colors

The colors used in this campaign are meant to help in the relaxing process of de-stressing. The hand drawn doodles and drawings invite students to add their own touch to the piece. To match this style, the title is handwritten. Throughout the campaign, Avenir is used to blend in with the simple forms in the pieces.

components

There are several different components in "Pause." The first is an informational poster series and an interactive mural. There are also two components based on testimonial messages and stickers that serve as a reminder. Finally, the campaign not only has a social media presence, but also features an app that brings these elements together in an interactive way.



poster series

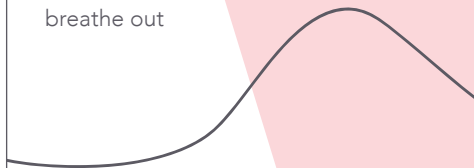
All three pairs of posters contain the same design style and informational element. The poster on the left proposes a way of de-stressing while the one on the right presents the viewer with a side effect. The pair is connected through the use of color, font, and the hand drawn portion. These posters would be presented on any part of campus where a student has a free moment such as transportation stops and lobbies.



pause.

de-stress through a
60 second meditation

breathe in
breathe out



stress has
a significant
effect on your
immune system

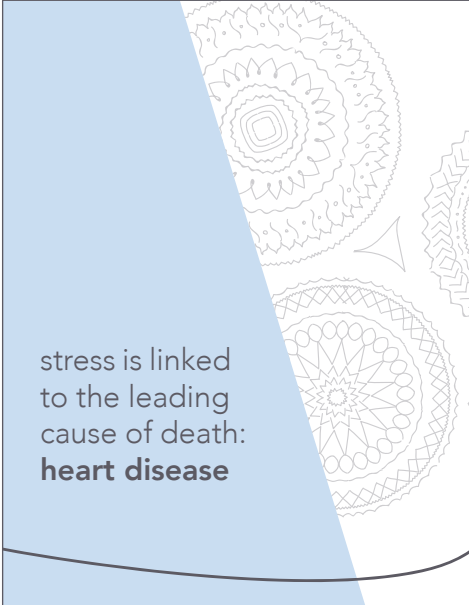


pause.

de-stress by
listening to **music**

play soothing
and calming
playlists



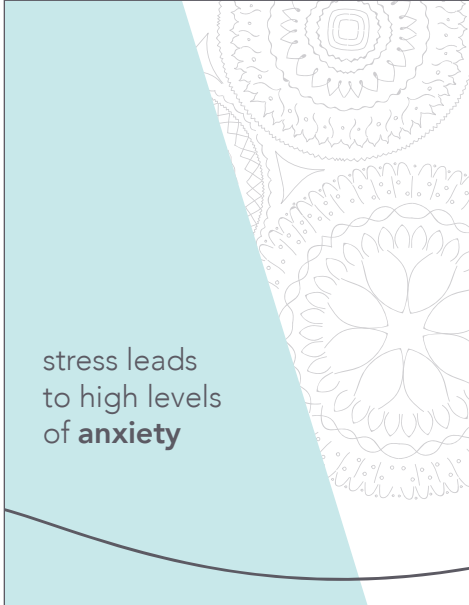


stress is linked
to the leading
cause of death:
heart disease

pause.

de-stress with
some **healthy food**

munch on
apple slices,
mini carrots,
and nuts



stress leads
to high levels
of **anxiety**

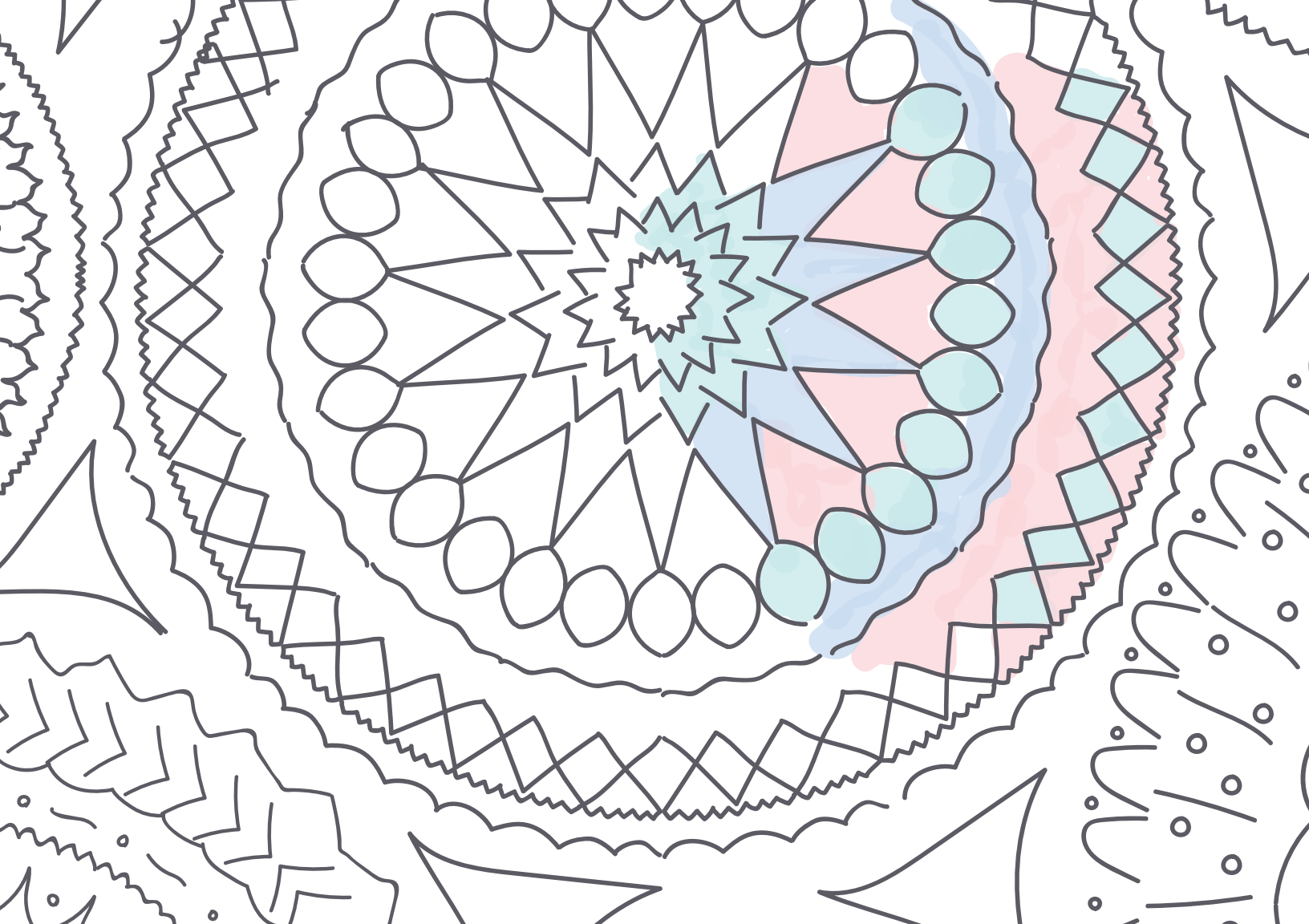


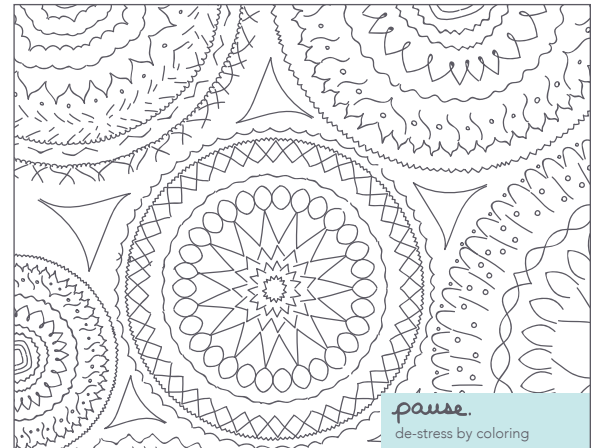
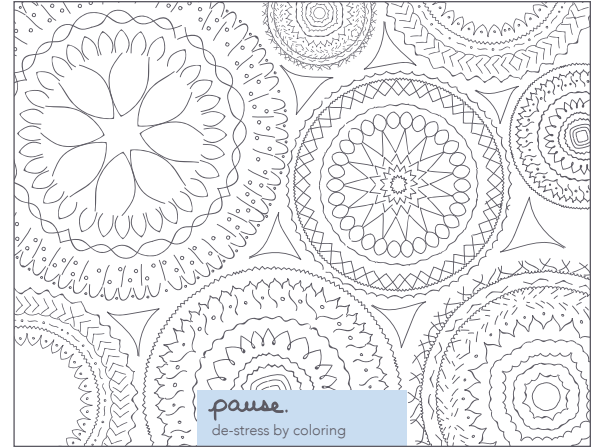
murals

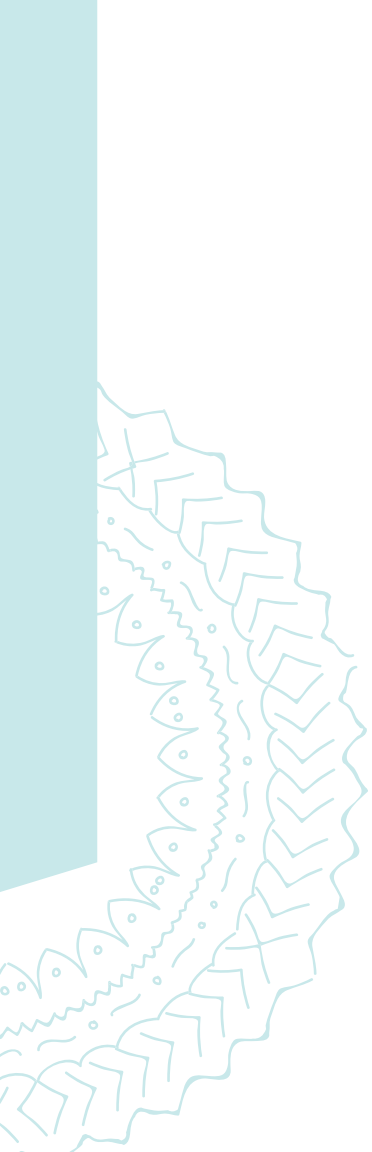
The community murals serve as an interactive element in the campaign. By engaging in this activity, users are not only de-stressing through coloring, but also contributing to a community art piece.

The murals would be placed around accessible areas on college campuses where students would be able to interact with them.









testimonials

The pad of testimonials serves as a reminder that everyone deals with stress in different ways. To learn from others, a student can read someone else's de-stressing methods and apply it to their own lives.

These pieces also have the same design style as the rest of the campaign including the logo, the hand drawn element, and the font.

you're not alone,
this is how others deal with stress.

"when college stresses
me out, I run, take a
shower, or stay active."

Paul, age 21

pause.

you're not alone,
this is how others deal with stress.

"when I feel like I have
no time, I practice yoga
or meditate."

Sarah, age 34

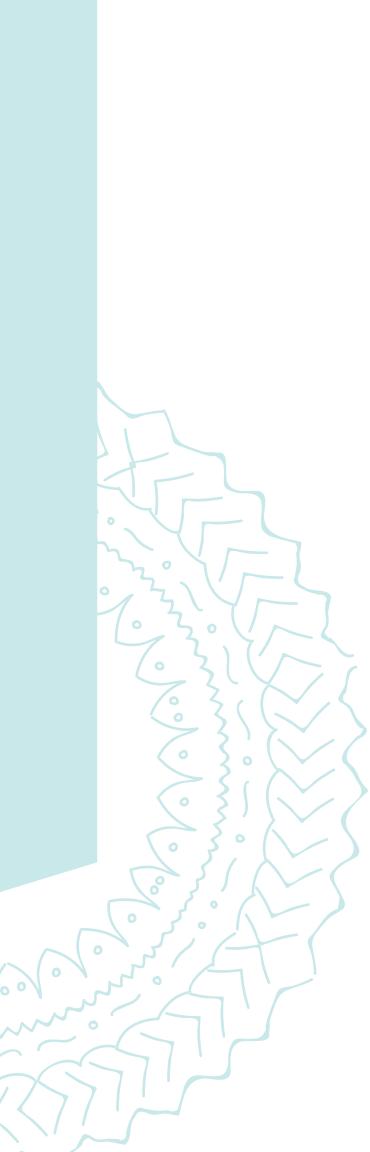
pause.

you're not alone,
this is how others deal with stress.

"jobs, money, and school
stress me out, so I paint my
nails or listen to podcasts."

Amy, age 19

pause.



calendars

One of the most common de-stressing tips is to organize yourself with some sort of to-do list or calendar. Thus, this calendar not only provides a space for that, but it also includes a testimonial section with other people's experiences when it comes to stress.

This product also contains the design style of "Pause."



May 2017

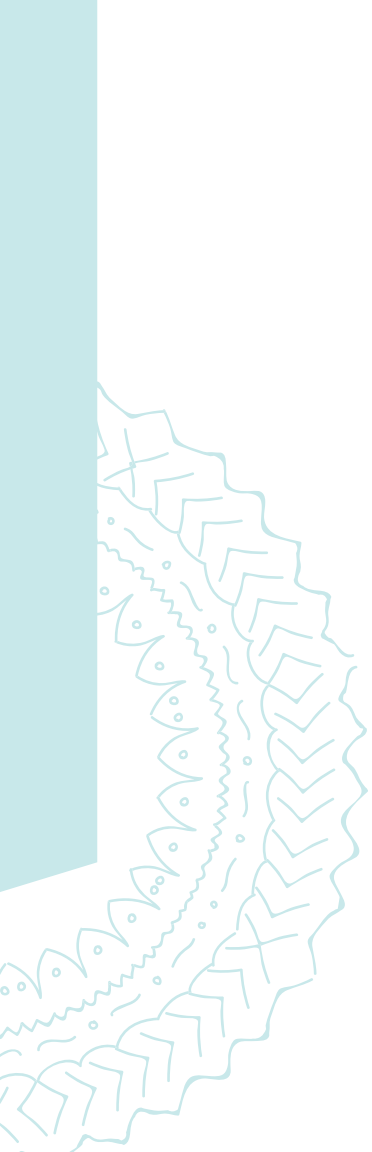
pause.

sunday	monday	tuesday	wednesday	thursday	friday	saturday
	1	2	3	4	5	6 take a break!
7	8	9	10	11	12	13 take a break!
14	15	16	17	18	19	20 take a break!
21	22	23	24	25	26	27 take a break!
28	29 memorial day	30	31	<p>you're not alone, this is how others deal with stress.</p> <p>"when I feel like I have no time, I practice yoga or meditate." Sarah, age 34</p>		

August 2017

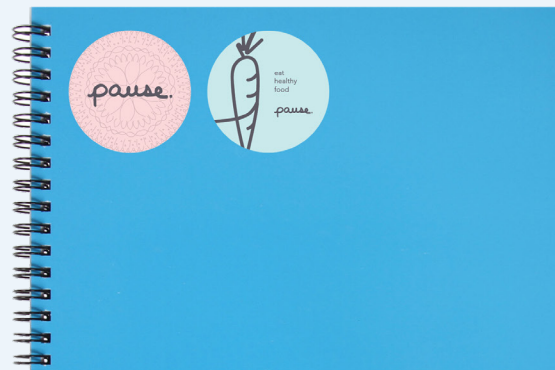
pause.

sunday	monday	tuesday	wednesday	thursday	friday	saturday
		1	2	3	4	5
						take a break!
6	7	8	9	10	11	12
						take a break!
13	14	15	16	17	18	19
						take a break!
20	21	22	23	24	25	26
						take a break!
27	28	29	30	31	<p>you're not alone, this is how others deal with stress.</p> <p>"jobs, money, and school stress me out, so I paint my nails or listen to podcasts." Amy, age 19</p>	



stickers

Although people learn about de-stressing methods and how to manage one's tasks and thoughts, these strategies are not always easy to remember. Thus, these stickers serve as a reminder to take a step back, pause, and breathe in order to stay healthy.





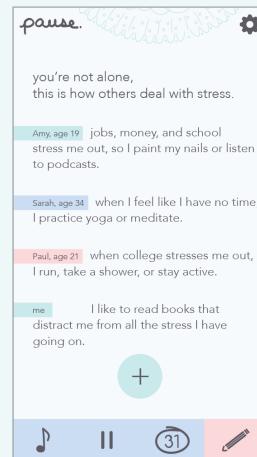
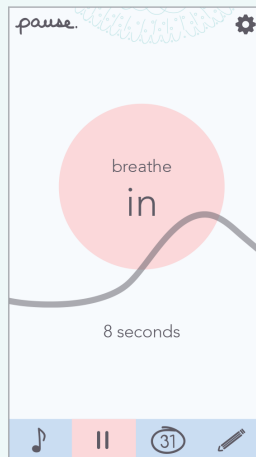
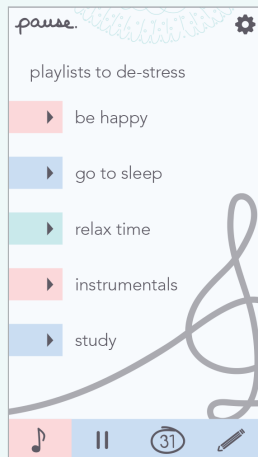




mobile app

The way to combine all of the de-stressing strategies and testimonials is through Pause's mobile app. This app not only has a quick meditation and calming playlist feature, but it also has an editable calendar and a blog page for people to interact with each other.

The interface is designed with the same design features as the rest of the campaign and it is intuitive and easy to use.

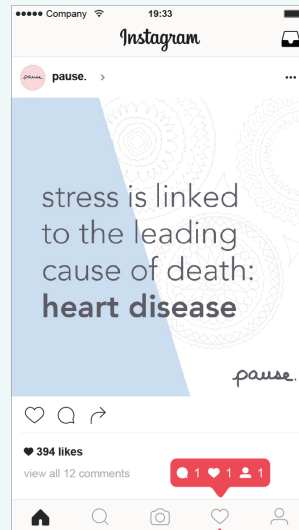
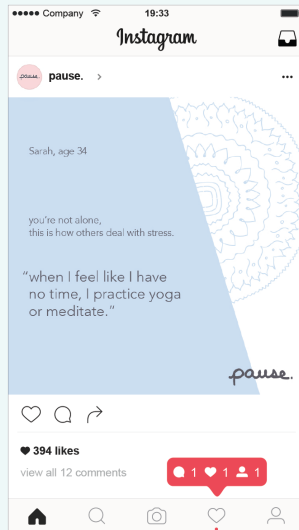
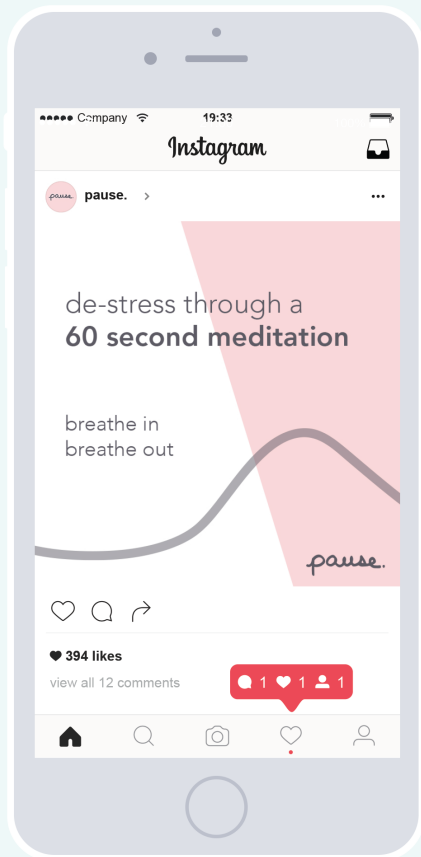




social media

Students can learn about de-stressing tips and strategies, as well as stress side effects from the whole campaign. However, the quick instagram posts offer a digital version of these pieces.

The posts are designed based on the campaign's fonts, logo, and design elements.



pause.





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