

The image shows the interior of a transit bus at night. The seats are blue, and the overhead lighting is dim. A large white 'T' logo is centered in the middle of the image, overlaid on the bus's interior. The text 'KEEP THE T RUNNING' is written in large, bold, white capital letters across the center of the image, with the 'T' logo serving as the letter 'T' in the phrase. The background shows the bus's interior structure, including poles and handrails, and the view through the windows at night.

KEEP THE T RUNNING

Boston is ranked no. 6 for lowest percentage of car ownership in the country: 33.8% of households in Boston do not own vehicles compared to just 5% of all American households. This means that **over a third of Bostonians have no means of transportation outside of the MBTA's operating hours.**

If the MBTA provided continuous service, similar to the service in other cities such as New York, it would allow nightlife to flourish in Boston, offer an alternative to drunk driving, and better serve residents who don't have access to a vehicle.

Boston needs late-night public transportation.

Bostonions are the target audience,

especially those who have reasons to be out late at night, such as college students, car owners who like to frequent bars, and those who work night shifts.

I'm asking them a simple question: **How are you getting home tonight?** The answer could be the MBTA, if only it had continuous late-night service.

The location for this campaign is the Greater Boston area, and the rollout will take place as soon as possible, as it is currently an election season.

The campaign name is Keep the T Running, referencing the language that Bostonians use when talking about the MBTA.

KEEP THE  RUNNING

KEEP THE  RUNNING

Typography

Stolz is a bold and rounded typeface that is similar to subway type, such as Gill Sans, Helvetica, and Akzidenz Grotesk, but has slightly more rounded and friendly features.

KEEP THE  RUNNING

I created a logotype that uses Antarctic Headline and the existing MBTA logo.

Headings

Subheadings

Body text, with the occasional **bold type to highlight** a statistic or other important fact.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZ

abcdefghijklmn
opqrstuvwxyz

Color

I used neon colors paired with dark colors, as a reference to nightlife and to keep the tone of the campaign exciting and energetic. When using fields of color, I am keeping to the colors of the existing MBTA lines: blue, red, orange, and green.



#000000

BLACK



#FFFFFF

WHITE



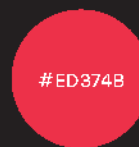
#F4783D

OAK GROVE
ORANGE



#79C151

COPLEY
GREEN



#ED374B

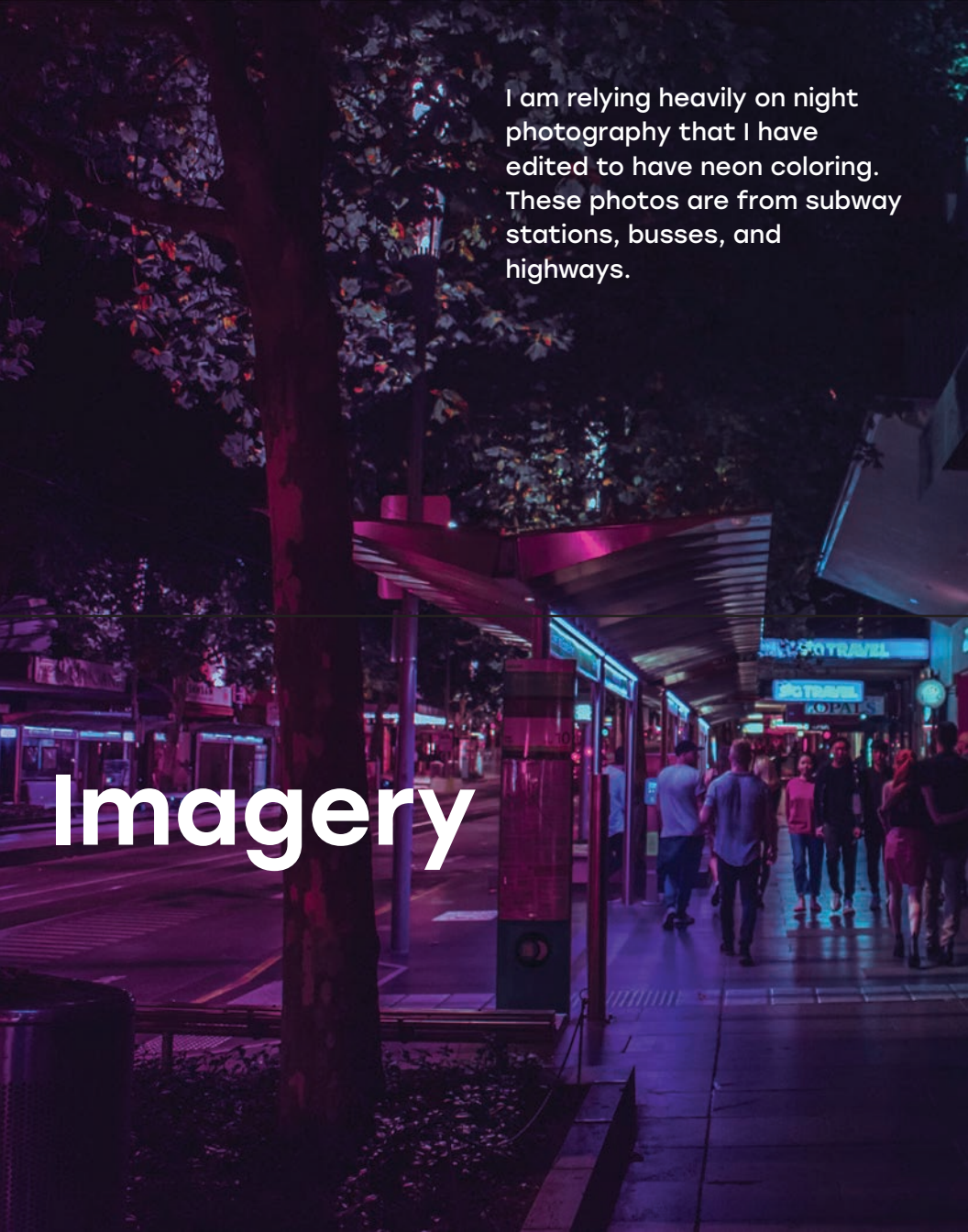
KENDALL
RED



#63C5D5

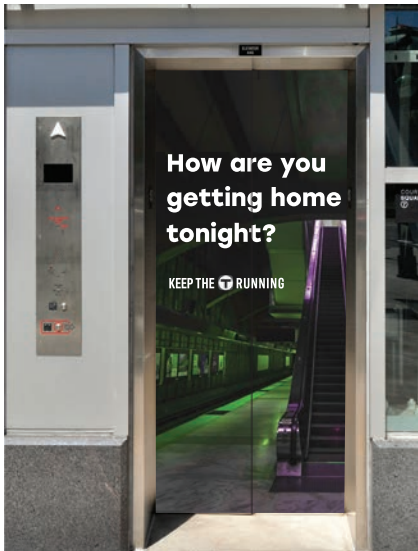
AQUARIUM
BLUE



A night street scene with a bus stop and pedestrians. The scene is heavily lit with neon colors, primarily purple and blue. A large tree is on the left, and a bus stop shelter is in the center. People are walking on the sidewalk to the right. In the background, there are signs for 'TRAVEL' and 'HOTELS'.

I am relying heavily on night photography that I have edited to have neon coloring. These photos are from subway stations, busses, and highways.

Imagery



My first series includes messaging on bar coasters, subway elevator doors, a billboard, and posters on the street and in T stations.

Awareness

How are you getting
home tonight?

KEEP THE  RUNNING.

While some parts of this series are 3D pieces and others are more two dimensional, they all serve the same purpose of calling attention to the issue of limited MBTA service hours.



Action



My second series is more interactive than the first, allowing viewers to become the participants in the campaign. I have a series of social media polls inviting Bostonians to answer questions about their own experiences with late night transportation, and a sticker made for use on laptops.

