

# Car Headlight Awareness

## Design Concepts

## Objectives

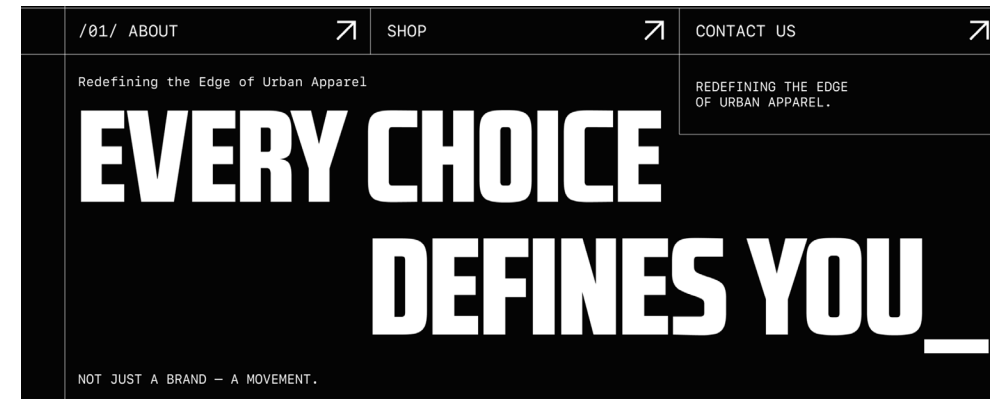
With a serious tone,  
encourage the public to use their  
car headlights appropriately.

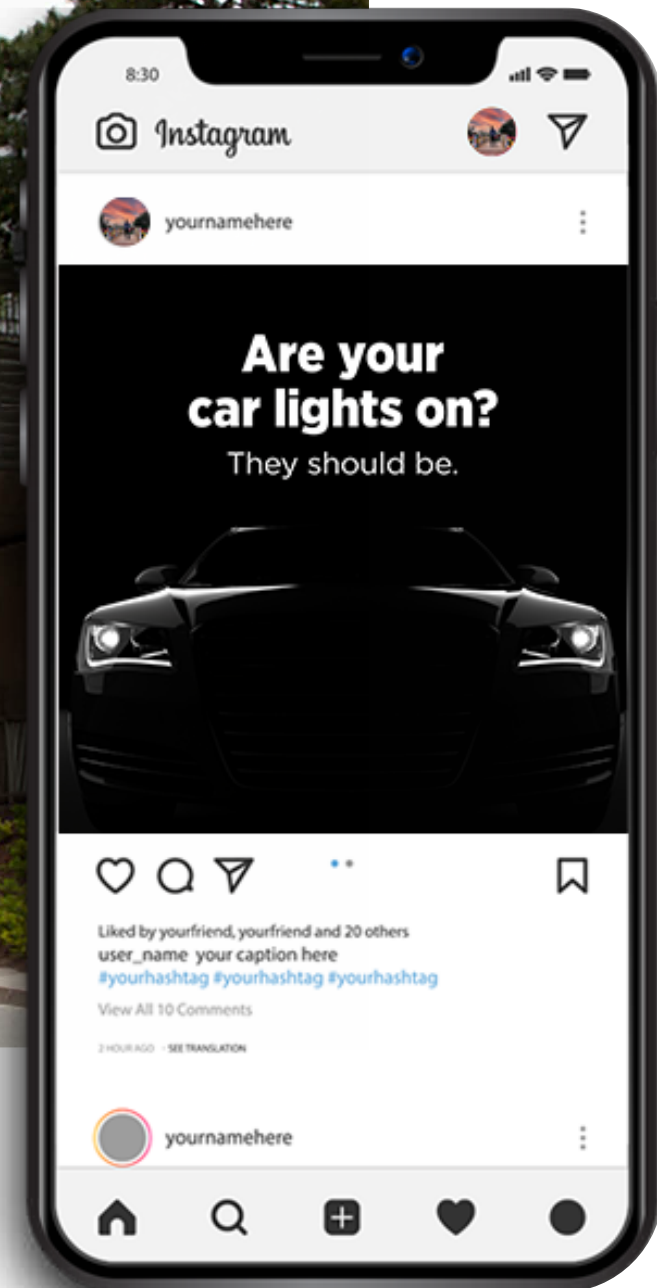
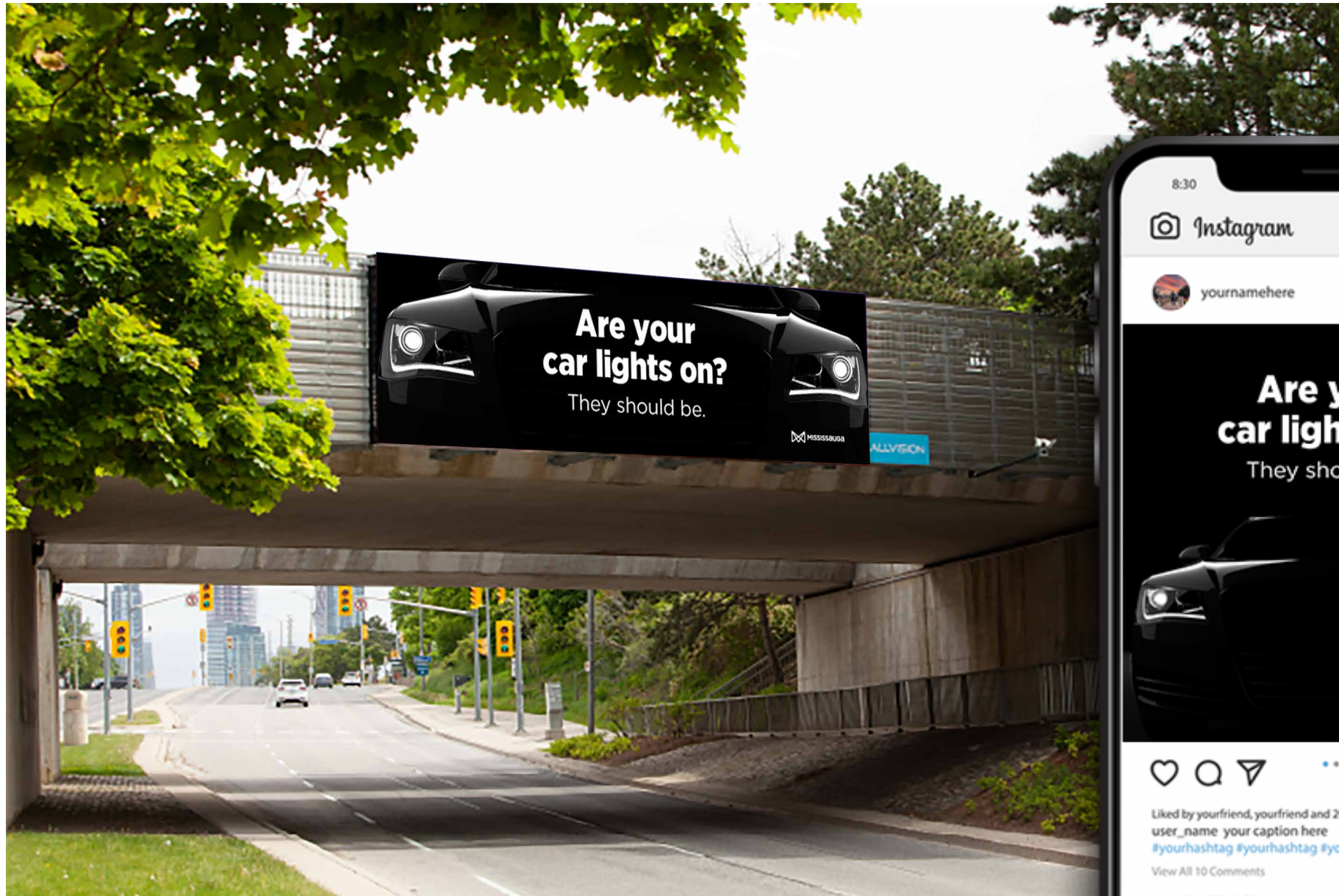
**Concept**

# Inspiration

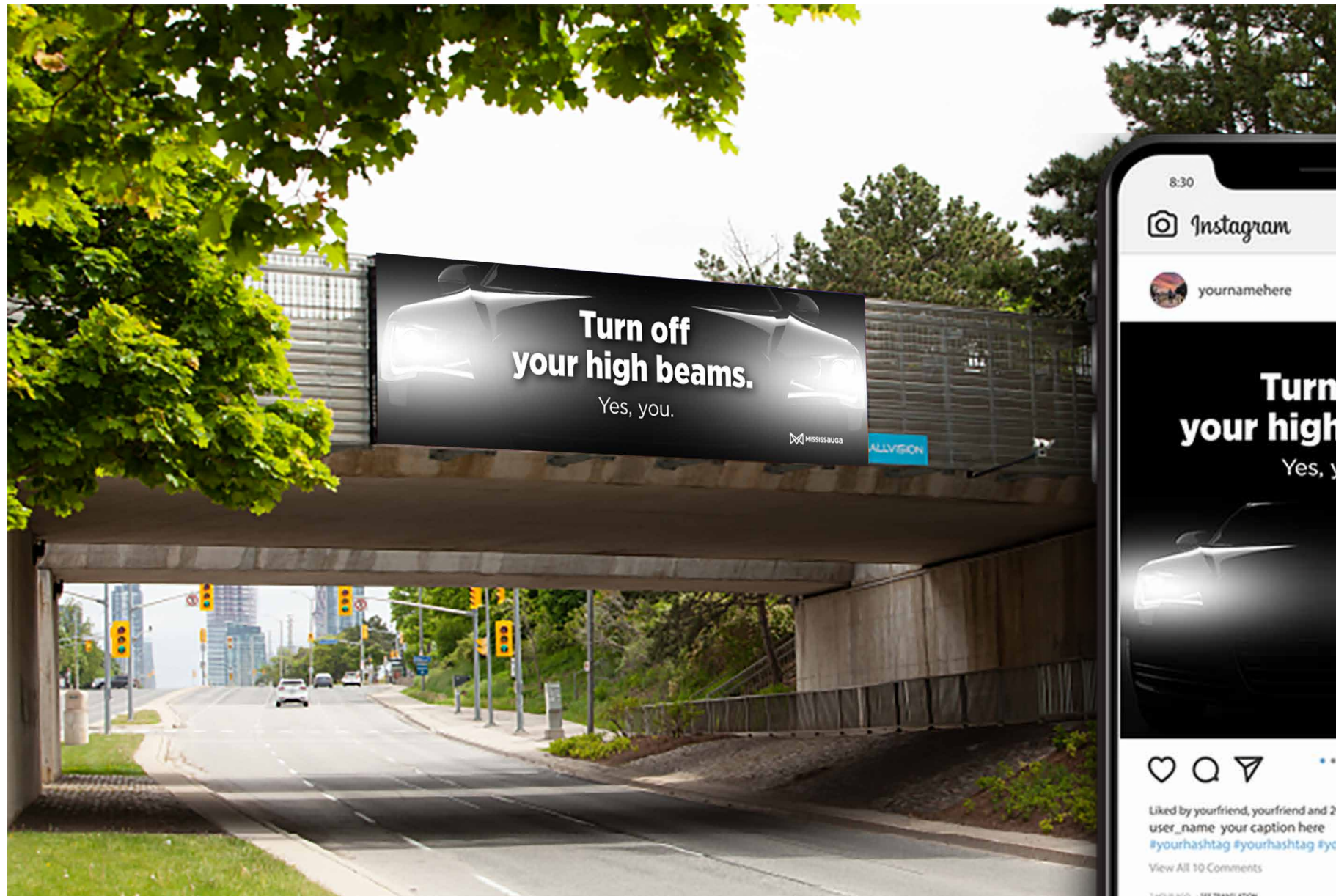
Minimal, impactful imagery

- A clean layout and straightforward content ensures viewers understand the message right away
- Black and white colour scheme reflects driving at night









**Thank You!**