San Francisco
Office of Economic and Workforce Development

LATE NIGHT TRANSPORTATION MARKETING CAMPAIGN DESIGN CONCEPTS
CONCEPT 2

NIGHTRIDER
LATE NIGHT BUS SERVICE

NIGHTRIDER
LATE NIGHT BUS SERVICE
CONCEPT 1 - COLOR

A

AllNighter

B

AllNighter

C

AllNighter
WHEN IT'S TIME TO GO HOME, TRUST THE OWL.

AllNighter
10:00PM-5:30AM
20+ BUS LINES
Serving San Francisco, the East Bay and Peninsula

LEARN MORE AT LATENIGHT.511.ORG
WHEN YOU RISE & SHINE FOR THE
EARLY SHIFT, TRUST THE OWL.

AllNighter
10:00PM-5:30AM
20+ BUS LINES
Serving San Francisco, the East Bay and Peninsula

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20+ BUS LINES
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CONCEPT 1

WHEN IT'S TIME TO GO HOME, TRUST THE OWL.

LEARN MORE AT LATENIGHT.SF.ORG
CONCEPT 1

WHEN YOU RISE & SHINE FOR THE EARLY SHIFT, TRUST THE OWL.

AllNighter

10:00PM - 5:00AM
20+ BART LINES
Serving SFO, San Bruno, East Bay and Peninsula

LEARN MORE AT LATENIGHTSF19.ORG
NIGHTRIDER
LATE NIGHT BUS SERVICE

WHEN YOU RISE & SHINE
FOR THE EARLY SHIFT,
TRUST THE OWL

10:00PM-5:30AM
20+ BUS LINES
Serving San Francisco,
the East Bay and Peninsula

MISSION

LEARN MORE AT
LATENIGHT.511.ORG

DOWNTOWN OAKLAND

HAYWARD
NIGHTRIDER
LATE NIGHT BUS SERVICE

WHEN YOU NEED A RIDE ACROSS THE BAY AFTER LAST CALL, TRUST THE OWL.

10:00PM-5:30AM
20+ BUS LINES
Serving San Francisco, the East Bay and Peninsula

LEARN MORE AT LATENIGHT.511.ORG
CONCEPT 2

NIGHTRIDER
LATE NIGHT BUS SERVICE

WHEN YOU RISE & SHINE
FOR THE EARLY SHIFT,
TRUST THE OWL

10:00PM-5:30AM
20+ BUS LINES
Serving San Francisco,
the East Bay and Peninsula

MISSION

LEARN MORE AT
LATENIGHT.511.ORG
CONCEPT 2

NIGHTRIDER
LATE NIGHT BUS SERVICE

WHEN YOU NEED A RIDE ACROSS THE BAY AFTER LAST CALL, TRUST THE OWL.

10:00PM-5:30AM
20+ BUS LINES
Serving San Francisco, the East Bay and Peninsula

LEARN MORE AT
LATENIGHT.511.ORG

DOWNTOWN OAKLAND
LOWER POLK
MISSION

by Getty Images
CONCEPT 2
CONCEPT 2

WHEN YOU NEED A RIDE ACROSS THE BAY AFTER LAST CALL, TRUST THE OWL.

30 MINUTE SERVICE
SERVING SAN FRANCISCO, THE CASTRO, AND Haight

LCASH MORE AT LATE NIGHT, 511.066