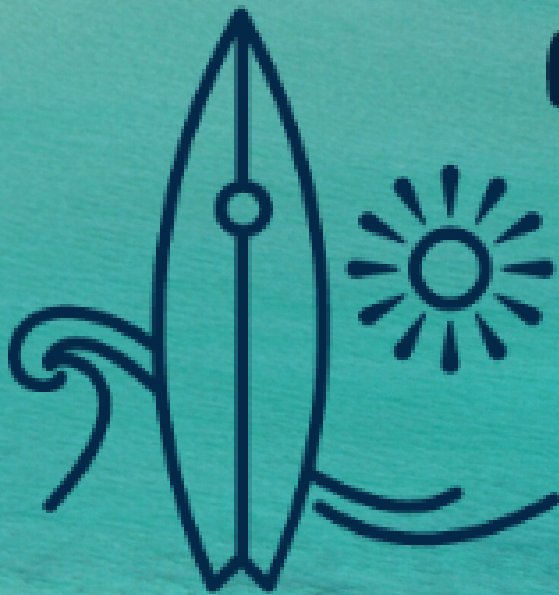


El Mar Noire



*Life is better by the
sea*



After conducting the marketing research, one of the facts revealed was the fact that a vast number of people is attracted to water sports and we've decided to launch a campaign in order to promote the services that El Mar Noire offers to its guests.

Therefore we have created a poster which will be distributed on social media and not only. The poster is full of symbols and color. El Mar Noire, the name of the business is a fusion between El Mar (Spanish for The Sea) and Noire (Black in French), both of the languages used having Latin origins , exactly like the Romanian language, because the location of the business is actually in Romanian but we aim to attract tourists from all over the world. The image representing the logo is formed out of three elements: the sun (because the weather is almost always sunny in this area, and the sun is always sought after by holiday goers), the sea waves (because the location is very close to the beach and the sea, and the waves offer a prospect of excitement considering possible activities), and finally a surfing board (hinting to the fact that we are offering the rentals of nautical equipment and the opportunity to book lessons with trained instructors) . The color of the font chosen for the front logo is dark blue because this is the actual color of the Black Sea.

The background represents the waves of the sea in an attempt to get you to think about a holiday and visualize the seaside. In order to bring the poster to life I have added a few professional pictures representing a few of the water sports offered to our customers.