



RAINBOW RECREATIONAL FISHERY

***Fishing is not only
a sport, is a way
of life...***

Facebook poster

In realizing this advertising poster I put my mind and soul so I can transmit to future customers that outside activities are healthier ,more relaxing and that fishing (angling) is a way of life that everyone should adopt. I decided to post it on the social media, one force dominating modern-day society, Facebook, main reasons being that all my audience is on this social network, the ads are cheap, the targeting capabilities of Facebook are remarkable, is effective to promote directs down the channel and allows me to find new qualified leads easily.

The image used in the poster give to the viewers a vision of where the fishery is located and how it looks. I have chosen an image that is applicable to my product or service, used an image that is sunny and eye-catching, avoiding images with small details and text.

In the poster created, the main colour which is predominant is green- a cool colour, suitable for calm, mature and professional business. Some of the associations I tend to make with the colour green are finances, the environment, nature, health, good luck, growth, wealth, balance and blue usually considered as a masculine colour but also bring in the eye of the customer calmness, tranquility, refreshing and peace. The logo I made it with the colours of the rainbow to bring to the viewer joy and happiness when they are looking at the poster.

The fonts used can influence my viewers opinion of my brand before they ever have a real interaction with the brand. As soon as a person sees the logo, they'll form an immediate impression of how my business behaves, therefore I have used two types of fonts: Sans Serif for the business logo and Script for the quote on the bottom of the poster.