

Rent-a-car.com

The Best Car Rental Services

Rent-a-car.com provides affordable, secure and transparent services for small to medium businesses



Rent-a-car.com is a nationwide company that provides services for small and medium businesses, which in the future, this company will become a brand in the global car rental industry.

In the above poster, I chose a range of colours that not only represent the points of interest of the company but also to send a strong message about the company.

I will start by talking about the colours I chose for this poster.

The first colour I chose is black for the company name because this colour denotes seriousness, independence and professionalism.

The next colour chosen is gold, because this colour represents the superior quality of the services offered and the luxury cars.

I also chose the red colour for the car because this colour denotes energy, passion and desire.

Against the background of the picture with the car, we can see different colours, white clouds, blue sea, grass that is green and brown sand.

I will talk about the background colours and, I will start with the white colour of the clouds, this colour expresses purity and perfectionism.

Sea blue expresses confidence, reliability and independence, being a pleasant colour by all genres.

The green colour of the grass expresses balance and freshness, wellness and development.

The last colour is brown, the colour of sand, this colour is focused on security and protection on the goods and services offered by my company.

In conclusion, the purpose of this poster is to send a clear message about the company to future customers.