

AMERICAN QUEEN



Where the
food's the
star

SATISFY THE THE
TASTE AND
CURIOSITY

For all types of
people and at
affordable prices

Poster analysis

The creator of the poster wished to capturing attention of the future customers by the central image with a huge tasty burger, retaining awareness and opportunity for the food van to communicate their brand. Slogan on the poster is short and snappy to define what he is promoting and what is most important in the business and in the same time to keep it memorable.

Creator highlight the title American Queen with a dark blue (#173848) with a size of 50,8 and the handwriting Shirk hand. The color blue is representing the trust, confidence and dark blue is associated with deep expertise.

The two parallel sentences there are written in the same way to offer a harmony in the poster. The color bright red (#ff1616) is offering energy and draws attention and given intensity to the poster. The handwriting is Vast Shadow with a size 42 to give a better understanding of the slogans for customers and to don't be too loaded.

Middle sentence is writing with green color (#008037) to provide contrast with the rest of the poster and is associate with nature, fresh products and growth business also green is representing the color of money.

The background of the poster is a lime color (#c9e265) closely associated with confidence, high energy and is thought to promote freshness and creativity.

The conclusion, the creator use colors and handwriting with different colors and size to offer a harmony to the poster and promote the business through freshness creativity and love for the future customers.