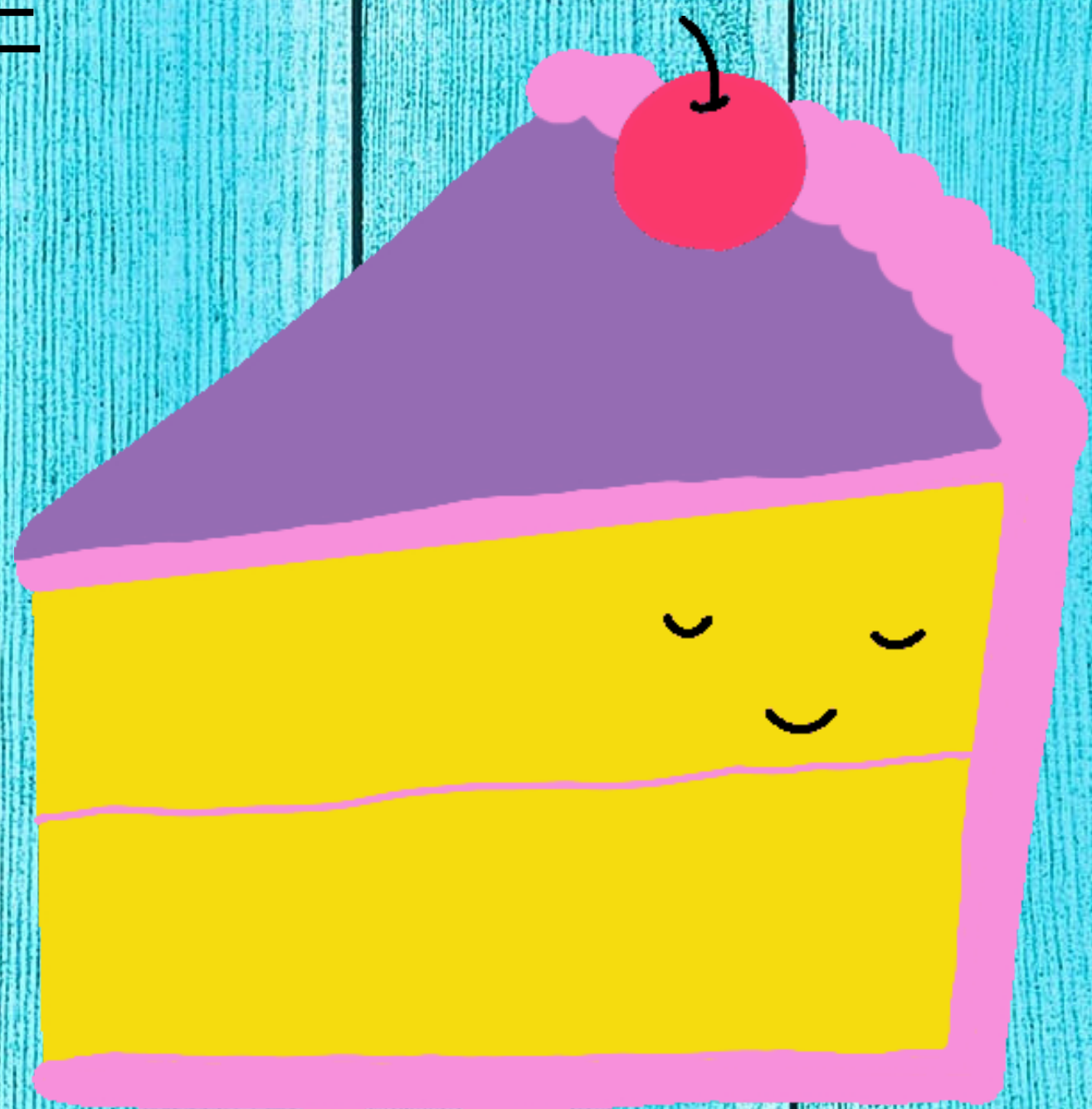




THE BEST HEALTHY
AND TASTIED CAKE

*Sweet
Dreams
CAKE!*



I CHOOSE THIS MULTITUDE OF VIVID AND PASTEL COLOURS, REPRESENTING FOR ME HAPPINESS, FRESHNESS AND LOVE FOR MY HEALTHY CAKES. AN EXPLOSION OF COLOURS THAT I HOPE WILL ATTRACT AS MANY CUSTOMERS AS POSSIBLE. WHO WILL WANT TO WALK IN THE WORLD OF THESE HEALTHY NUTRITIOUS GOODIES, AND THEY WILL NOT FEEL QUILT WHEN THEY ENJOY A CAKE. I HOPE THE PICTURES AROUSE THEIR DESIRE TO KNOW, TO EXPLORE, TO TRY SOMETHING NEW, FULL OF FRESHNESS, FLAVOUR AND THE SAME TIME HEALTHY. THE VISUAL IMPACT ON THE POSTER MATTERS A LOT, BECAUSE THIS IS THE FIRST THING THAT POTENTIAL CLIENT SEES AND IT MATTERS A LOT TO CAPTURE HIS INTEREST FROM THE FIRST. IN THE DISPLAYED TEXT, THEY CAN FIND THE NAME OF THE CONFECTIONERY AS WELL AS THE TYPE OF CAKES, SO THAT POTENTIAL CUSTOMERS WILL BE KNOW RIGHT AWAY WHAT TO EXPECT. THE TEXT WRITTEN IN SMALL LETTERS IS A SHORT DESCRIPTION OF THE PRODUCTS THAT WILL BE ABOUT TO BE DISCOVERED. AS WE CAN SEE, THE WORD "CAKE" IS WRITTEN IN CAPITAL LETTERS BECAUSE I WANT IT TO STAND OUT, TO CLEARLY SEE THE CONTENT OF THE BUSINESS. I CHOOSE THIS NAME "SWEAT DREMS CAKE" THINKING ABOUT THE FEELING OF BEAUTIFUL DREAM THAT I HOPE EVERY CUSTOMER WILL HAVE WHEN ENJOYING THE CAKE IN THE CONFECTIONERY OR IN THE COMFORT OF HOME, BECAUSE WE WILL HAVE THIS OPTION OF DELIVERY AT HOME AS WELL. THE COLOURS, THE PICTURES AS WELL AS THE TEXT REFLECT, THE OPTIMISM, THE ENTHUSIASM AND THE GREAT DESIRE IN OPENING THE BUSINESS.