

MaryJulya Cake's



Home made cakes

MADE FRESH EVERY DAY

Made with love

I choose this colour for my poster because it is taking you with the mind to something sweet, fun, invites you to enjoy life.

Pink has the effect to relax people and the studies reveal that the person

that is relaxed spends more. Even some people think pink is for women only I

use a pale pink to do not make men feel like it is not for them.

When you see the poster,

your mind is taking you to the nice thoughts, makes you smile. I keep the same palette

of colours because I want to keep it simple, easy to read, not too many elements

that can give you "headache". The name of the company is visible and clear, the

picture is a sample of the cake you can find in the shop. I did not want

people to be confused when they read the poster. Simple is the best.

Using pink shows that the brand is modern, daring, inventive.

Exactly what I want my poster to tell to the people.

Choosing this colour and keeping

simple the poster I want people to see my place as a happy place, a place that

brings smiles on their faces. Not putting too

many pictures I think it is going to make them want to come to see what else