

**Original
Ad**

ELAINE'S
BAGELS

An ad that
keeps it Simple



BLUEBERRY.
ONE OF MANY FLAVORFUL BAGELS.

**ELAINE'S
BAGELS**

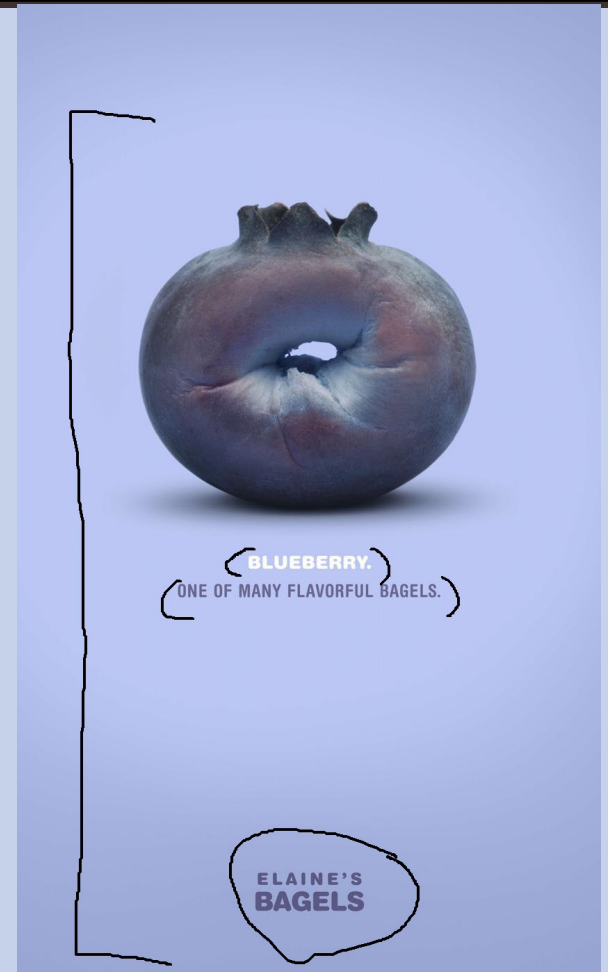
Design

The wording is spread out and in center alignment with the begal. The word blueberry is close to the bagel.



Color

The background and all wording as well as the image are blue with one white word.



Typography

The fonts are both san serif and there are two of them.



BLUEBERRY.

ONE OF MANY FLAVORFUL BAGELS.

**ELAINE'S
BAGELS**

**New
Ad**

Design

The design is similar to the original in its shape and the distance of the items.



Color

Pink replaces blue as the main color to accent the new cherry flavor.



Typography

I chose two sans serif fonts one thick
and one thin.



CHERRY.
ONE OF MANY FLAVORFUL BAGELS.

ELAINE'S
BAGLES

ELAINE'S
BAGELS