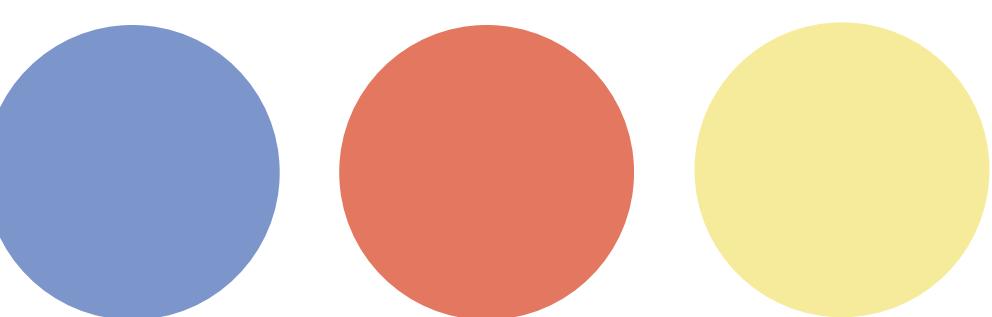


# Home abroad - CPH

This project consists in a series of three posters, which aim to showcase three different things that (in my opinion, as a foreigner living in the US) are lacking in the states, and that I've loved experiencing in Denmark. The idea is to cater to American college students, and incentivize visiting Copenhagen, for either vacation, doing an exchange program, etc.

I am hoping that by exposing them to these things I find so amazing about Copenhagen, they will be motivated to come here and explore.



**GRAPHIC ELEMENTS:**  
**Sketches + multiply effect**  
Graphic elements were designed to be cartoonish, a bit abstract and fun, in order to catch the viewer's attention. The dark brown outlines have the intention to make the design not overwhelming the viewer, and to make it a digestible poster to look at.

**COLORS**  
The colors were chosen based on my perception of the relation they have to the topics. Water is blue, Donkey Republic bikes are orange, and pastries yellow.

## TITLES TYPEFACE

## Text typeface

**TYPEFACES**  
The typeface for the titles was chosen to be fun and eyecatching, while having a modern vibe. While the text typeface was chosen to complement the titles and be more subtle.

**ARE YOU A SWIMMER?**

Copenhagen is your city!

You can wear any type of swimsuit, or feel free to free the nips!!

There's more than 5,440 miles of coast in Denmark!

The best months for swimming are from July to September. But danes swim all year round!

**WANNA BECOME A TRUE COPENHAGENER?!**

Then start biking at the worlds best bike city!!

9 out of 10 danes own a bike

49% of commuter trips are cycling

51% by other means of transportation

**PASTRY LOVER?**

Oh man... you're gonna love Copenhagen! Or should I say CopenHEAVEN?

You can get them from 8 kr to 65 kr!

Most eaten pastries:

**POSTER 1: Swimming**

This poster aims to catch the attention of people who like to swim or would like to swim more, and gives them fun facts about swimming in Copenhagen and Denmark.

**POSTER 2: Biking**

The main purpose of this poster is to appeal to people who like biking or would like to bike more, and incentivize them to do so in Copenhagen.

**POSTER 3: Eating**

Finally, this poster wants to catch the attention of people who like pastries, and incentivize them to come to Copenhagen because of the large variety of high quality baked goods.

