Inspiring women to be active, take on new challenges, and conquer personal goals



#BETTERFORIT

#### A DEEPER EXPLORATION

## ORIGINAL AD



The girls have a high contrast to their background.

They are aligned and working together.

# **IYPOGRAPH**



The words are big, bold, and eyecatching.



The colors of the type and the clothes are bold and vibrant against an otherwise dull background.

#### A DEEPER EXPLORATION

## NEW AD

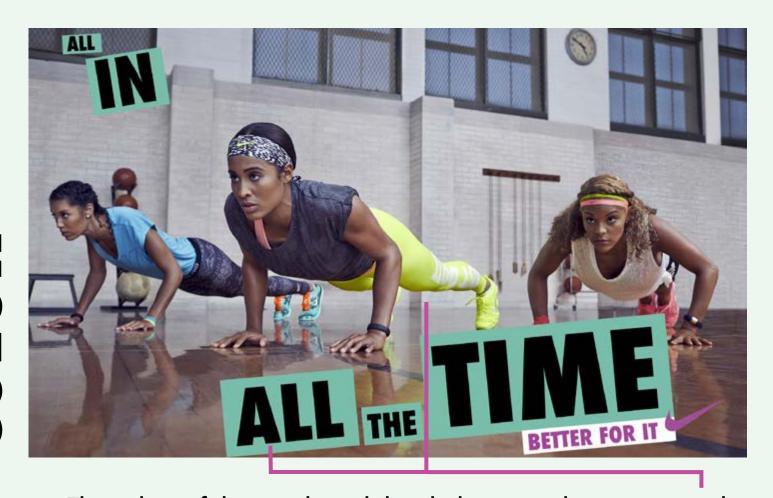


The girls again have a high contrast to their background. There is an obvious focal point.

# **IYPOGRAPHY**



There are still big, bold letters to catch your eye immediately.



The colors of the words and the clothes are vibrant against the darker background.

