



Hazelnut Macchiato

The Murdock Grind

304 Nebraska St, Murdock, NE 68407

Hours of Operation:

Author's Note

I created a promotional poster for a new coffee shop in my school's town, Murdock, Nebraska. I chose to advertise one of my favorite drinks, which is the hazelnut macchiato. I also made sure to include their address and daily hours.

This advertisement could be used to promote their grand opening while also promoting a drink they have, their location, and hours of operation.

I started with a blank design on Canva to create my advertisement. I had an idea at first, where I wanted to make the glass jar transparent to show the wording through, but it didn't look how I wanted it to. So, I kept the drink's opacity at 100% and put "COFFEE" behind it. I then copied and pasted the word four more times, changing the opacity on each to create a gradient effect. I then added a cursive font that matched the vibe I wanted to promote the drink. Then, I made sure to choose a readable font (that still fit the aesthetic) to display the store's name and location under the drink name. Lastly, I took the open hours and lowered the transparency so I could add a darker label that read "Hours of Operation."

For the color scheme, I used browns that matched the picture of the drink. I did this so the advertisement could look well-rounded and less visually cluttered.