

Harley Davidson Ad Campaign



Original Ad

Harley-Davidson has influenced the motorcycling world.

This Ad Campaign was produced by The Creative Circus and focuses on women motorcyclists.

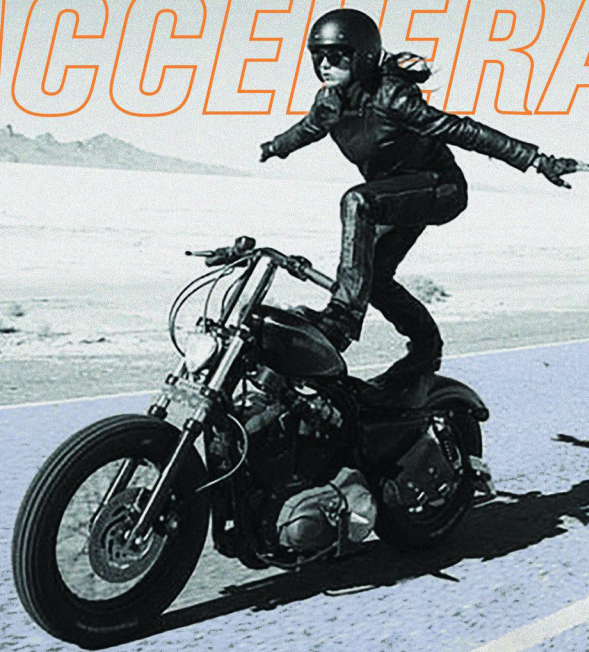


The designers used the concepts of self care and empowerment for their audience of women.

INHALE.
EXHALE.

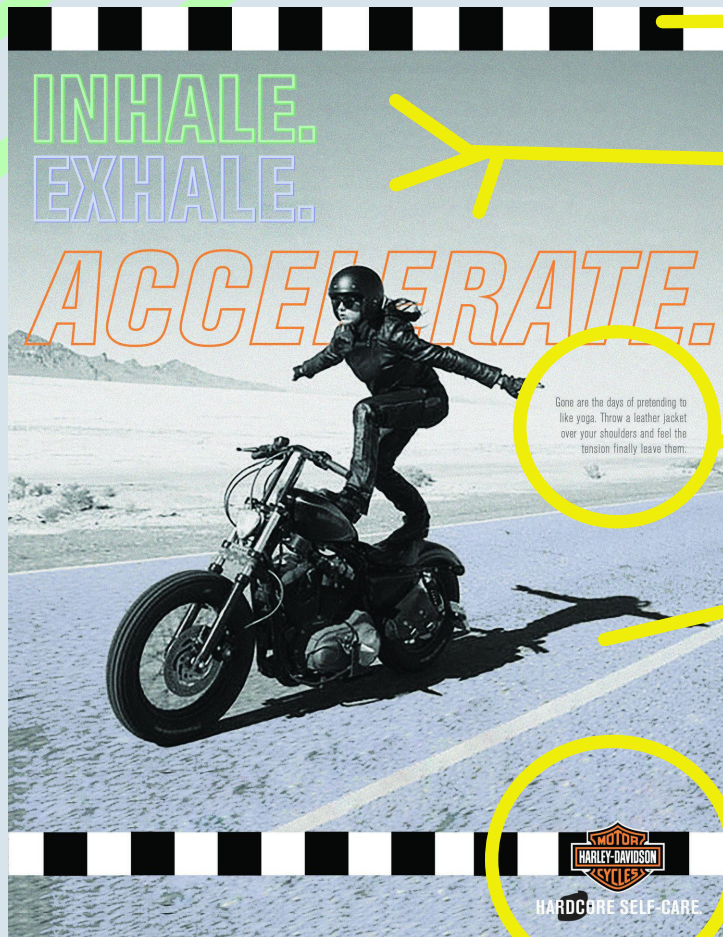
ACCELERATE.

Gone are the days of pretending to
like yoga. Throw a leather jacket
over your shoulders and feel the
tension finally leave them.



HARDCORE SELF-CARE.

Design



Checkerboard borders

Repetition of header font

Alignment of subheader

Contrast of motorcycle
against road

Proximity of the logo

Typography

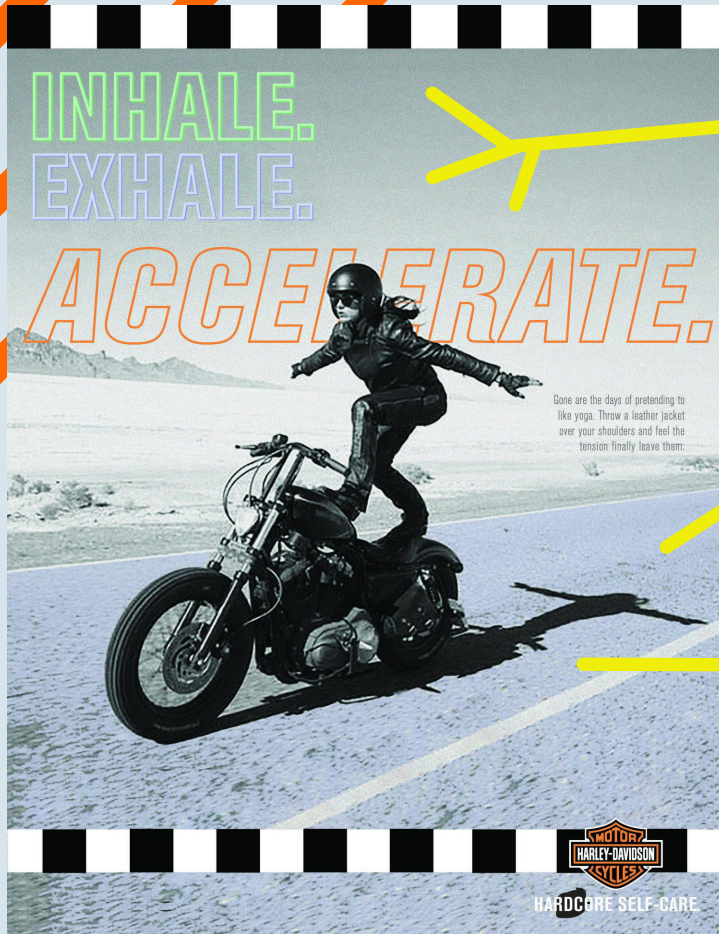
Stroke capitalized font

Final word in header is **italicized** to indicate speed

San serif subheader



Colors



Electric colors

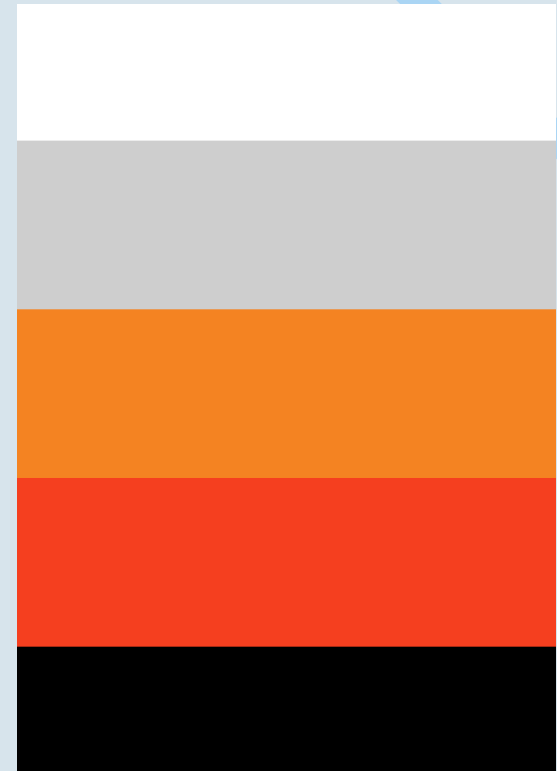
Purple tones
against pavement

Contrast from motorcyclist
and pavement

Palette



Original Ad colors



Harley Davidson colors

New Ad

I wanted to reuse the checkerboard borders and electric heading colors.

I wanted a more blue based photo than purple because they are similar in color.



In my subheader I continued the narrative of empowerment.

RELAX. RIDE. *REPEAT.*

There's a new way to unwind and let off the steam of the day. Throw on your helmet and hit the road. Show them who's boss.



Colors & Contrast

Electric color palette

Different greens
give **contrast**

Blue undertones

Checkerboard borders



Palette



New Ad colors



Original Ad colors



Harley Davidson colors

Typography & Repetition



Stroke capitalized font

Italicized, overlaid text

San serif subheader

Blue and purple contrast

Thank you!

