



### **Signifier**

Bright colours: yellow & red

Negative space

Big inviting face which appears happy

eyes are off frame

red background

the stroke thickness around text

The orange around edges

### **Signified**

The colour red grasps your attention much similar to a stop sign. It resembles danger, or attention.

The use of negative space creates a face outline. The face looks groomed, similar to the victorian period. This brings a connotation of traditional values and respect.

The face also looks similar to the product being advertised.

The use of the slanted edges draws your eyes down the image, similar to how the product goes down upon consumption.

The orange parts around the edges resemble Pringles cutting through the packaging but also a motion of the container spinning around.

Finally, the text has a curved baseline similar to the curve of a Pringle.