The typography is interesting, having this hand written scribble-like font it appears raw and rough. This is fairly typical of the genre, although we may have expected to see something much bolder, a bigger statement from the punk rock genre, but this album represents the bands freedom and their intent to create meaningful music.

The three white bars for the 'E' is a reference to a tattoo they all have, representing the unity of the band, being just the three of them. This reference will only be understood by fans of he band, however a band like paramour is targeting a slightly more niche audience, being the punk rock.

The two males stare into the camera with blank expressions, which is typical of the genre. However, the female looks off screen, which is rather interesting. It implies her rebellious nature, this need to be different.

Additionally, she dresses alternatively to the rest of the band, where they wear black and she wears brighter white and blue clothing, along with her trademark bright orange hair. The consumer identifies with her most of all because of the feeling of uniqueness, with gives us a sense of belonging.

The bright coloured powders that cover the band members contradicts the black background and their careless attitudes. It gives this idea of excitement, hope and engagement with life. PARAMORE

The back cover is much brighter, where the black background is lit up with various colours. This gives a sense of hope and freedom. It exaggerates the powders that cover then on the front cover, it reminds us of their insubordinate attitudes to society.

The black background shows their desire to rebel against the typical conventions. Additionally it strips away any chaos, being symbolic of the authenticity and rawness of the album, which the consumer is drawn to.

Once again the font is this handwritten style which actually is really quite appealing to the consumer, as we feels its 'real'.

