

The background of the entire advertisement is a repeating pattern of light blue silhouettes of people walking in various directions, some carrying bags. In the top right corner, there is a white arrow-shaped box pointing to the right, containing the text 'walkit.com' in a bold, dark blue font, with 'THE URBAN WALKING ROUTE PLANNER' in a smaller, black font below it.

**walkit.com**

THE URBAN WALKING ROUTE PLANNER

# Maybe you could walk it?

Plan your urban  
walking route at  
[www.walkit.com](http://www.walkit.com)

Get a route map between any two points, including your journey time, calorie burn, step count and carbon saving. Quick, free, healthy and green.