

Concept Poster

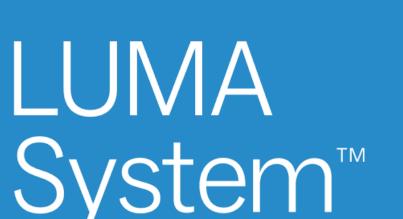
A way to illustrate the main points of a new idea

In order to pitch a great idea to your colleagues or customers, it might help to think like ad man William Bernbach, who said, "Advertising doesn't create a product advantage. It can only convey it." An effective Concept Poster is a powerful way to promote an idea and rally support for its development. It's also a great way to garner feedback that will improve the proposed solution. Since this is a poster, you'll want to keep it highly visual, using drawings, images, and words that clearly and concisely articulate the important aspects of your concept.

Benefits

Promotes a vision of the future
Helps you build a business case
Gains support from decision-makers
Provides a road map for moving forward



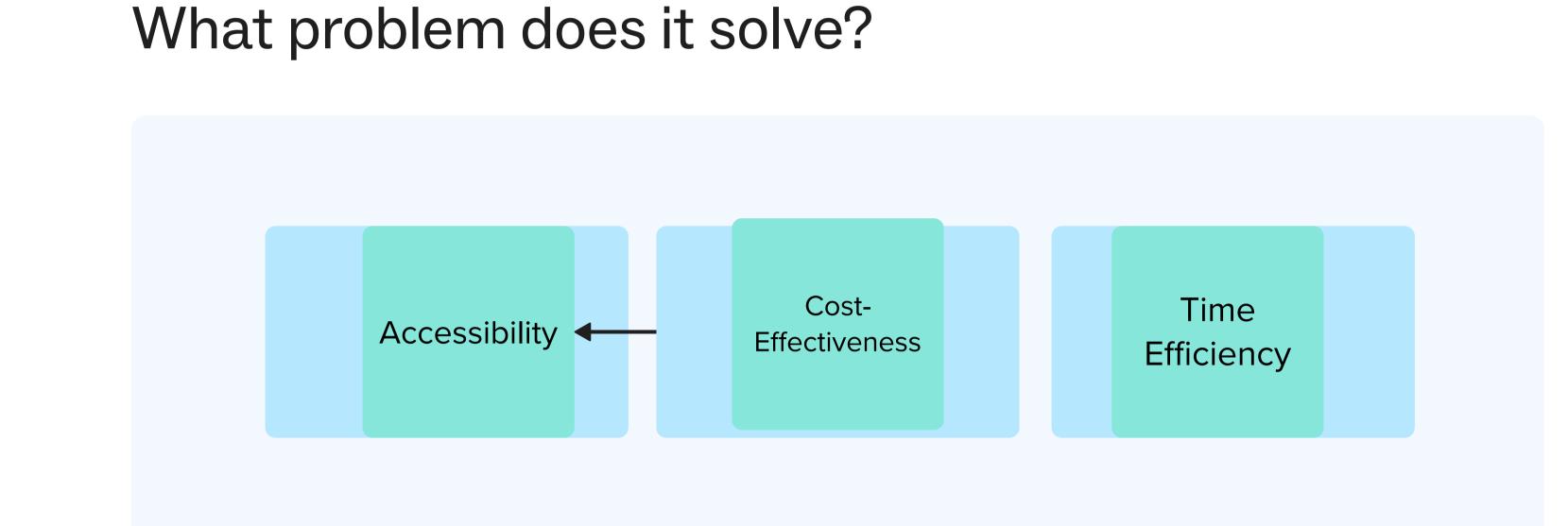


Desing a brand logo using canva

Healthy Today Happy Tomorrow

consider the target audience for which the logo is being created.

| Identify the industry, business type, and any specific characteristics of the audience that should be reflected in the logo



What's the big idea?

to empower individuals and small businesses with the ability to create a strong, unique, and professional visual identity for their brand or business without the need for advanced design skills or expensive resources.

How does it work? What are some key features and benefits?

- 1. Define Your Brand : Before you start designing, have a clear understanding of your brand's identity, values, and target audience. What message and image do you want your logo to convey? This is a crucial step in brainstorming as it guides your design choices.
- 2. Log in to Canva : Sign in to your Canva account or create one if you don't have an account
- 3. **Set**ect a Design Type : In Canva, choose "Logo" as your design type to access logo design templates. You can also create a custom design by specifying the dimensions.
- 4. Explore Template: Browse through the available templates to find one that resonates with your brand
- 5. Consteptize Your Template: Once you've selected a template, start customizing it.
- 6. Add Graphics and Elements: Canva has an extensive library of graphics, icons, and elements that you can use to enhance your
- 7. Togo graphy: Choose fonts that match your brand's personality.
- 8. Colors: Select and customize the colors of your
- 9. Lægoaut and Composition: Adjust the layout and composition of your logo to create a visually pleasing and balanced design. Experiment with different arrangements of elements.
- 10. Feedback and Collaboration: Canva allows for easy collaboration. If you're working with a team, you can share your design and gather feedback or contributions from others.

What can we prototype and test?

11. Save and Download: Once you're satisfied with your logo design, save your

Featwoek: User-Friendly Interface, Templates Galore, Customization Tools, Graphics Library, Font Selection. benefits: Cost-Effective Branding, Time Efficiency, No Design Experience Required, Inspiration and Guidance.

Inspiration and Guidance Inadequate Research Overcomplicated Design:

Why might it fail?

