Advertisement Sticker Design Brief

Objective

To design a visually stunning sticker that will be placed at the doors and windows of stores, restaurants and so on.

Text Content

The sticker should prominently feature the text "**Pay With Crypto**" along with the website name "**miraclepay.com**". The text should be clear, legible, and eye-catching to instantly communicate the message to passersby.

Typography

Consider using either of the fonts used on the website; Roboto font or the Barlow font which are both available on Google fonts (www.fonts.google.com). The font size should be large enough to be seen from a distance.

Colors

Use colors that are associated with the company, such as; eminence, deep purple, vampire black, lotion and so on (information on the colors listed are provided below). The text color should contrast with the background color to ensure readability.

- Eminence;
    - Hex code: #662483
    - CMYK values: C - 22, M - 73, Y - 0, K - 49
    - HSB/HSV values: Hue - 282, Saturation - 73, Brightness Value - 51
    - RGB values: R - 38, G - 13, B - 49
- Deep Purple;
    - Hex code: #4D1761
    - CMYK values: C - 21, M - 76, Y - 0, K - 62
    - HSB/HSV values: Hue - 277, Saturation - 76, Brightness Value - 38
    - RGB values: R - 77, G - 23, B - 97
- Vampire Black;
    - Hex code: #0B0B0B
    - CMYK values: C - 0, M - 0, Y - 0, K - 96
    - HSB/HSV values: Hue - 0, Saturation - 0, Brightness Value - 4
    - RGB values: R - 4.3, G - 4.3, B - 4.3

- Lotion;
  - Hex code: #FAFAFA
  - CMYK values: C - 0, M - 0, Y - 0, K - 2
  - HSB/HSV values: Hue - 0, Saturation - 0, Brightness Value - 98
  - RGB values: R - 250, G - 250, B - 250

Imagery

Images of popular crypto currencies should be incorporated to reinforce the message. The images should be clear and easily recognizable. You may also add patterns if need be.

Size and Shape

The sticker should be large enough to be noticeable but not so large as to be obtrusive. The shape can be a standard rectangle or a custom shape (like polygon used to create our logo) to make it more interesting.

Material

The sticker should be made of a durable material that can withstand outdoor conditions, as it will be placed on a window or door outside.
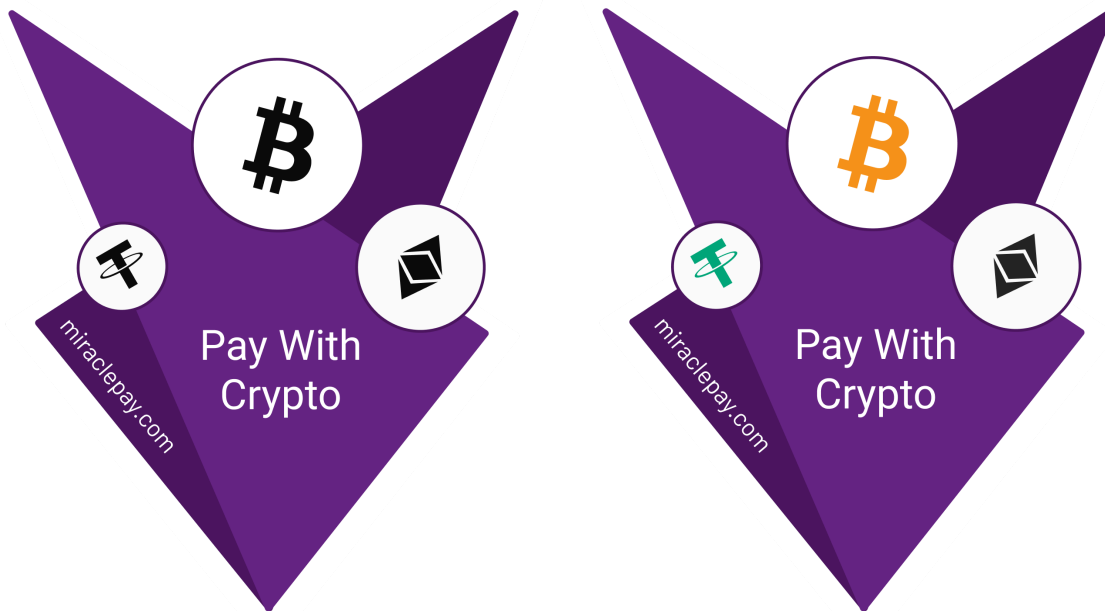
Placement

Consider the placement of the sticker when designing. It should be designed in a way that it can be effectively viewed at eye level.

Preview & Considerations

We created a preview of what we need and also added a sample of what our competitors have that you could use to guide your creation process;

This is the sample of our competitor's sticker.
You can use this guide your decision making

This is the preview of what we came up with. You can use this to guide your decision making process.