

Restaurant Serviette Holder Sticker Design Brief

Objective

To design a captivating sticker that will be placed on the serviette holders of restaurants. The stickers should give the viewer an idea of how the miracle pay system works. (Preview provided below)

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 a phone scanning a QR code from the POS should be used along with images of popular crypto currencies such as Ethereum Bitcoin or USDT 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 should be rectangular. (An image has been provided below to guide you when make this decision)

Material

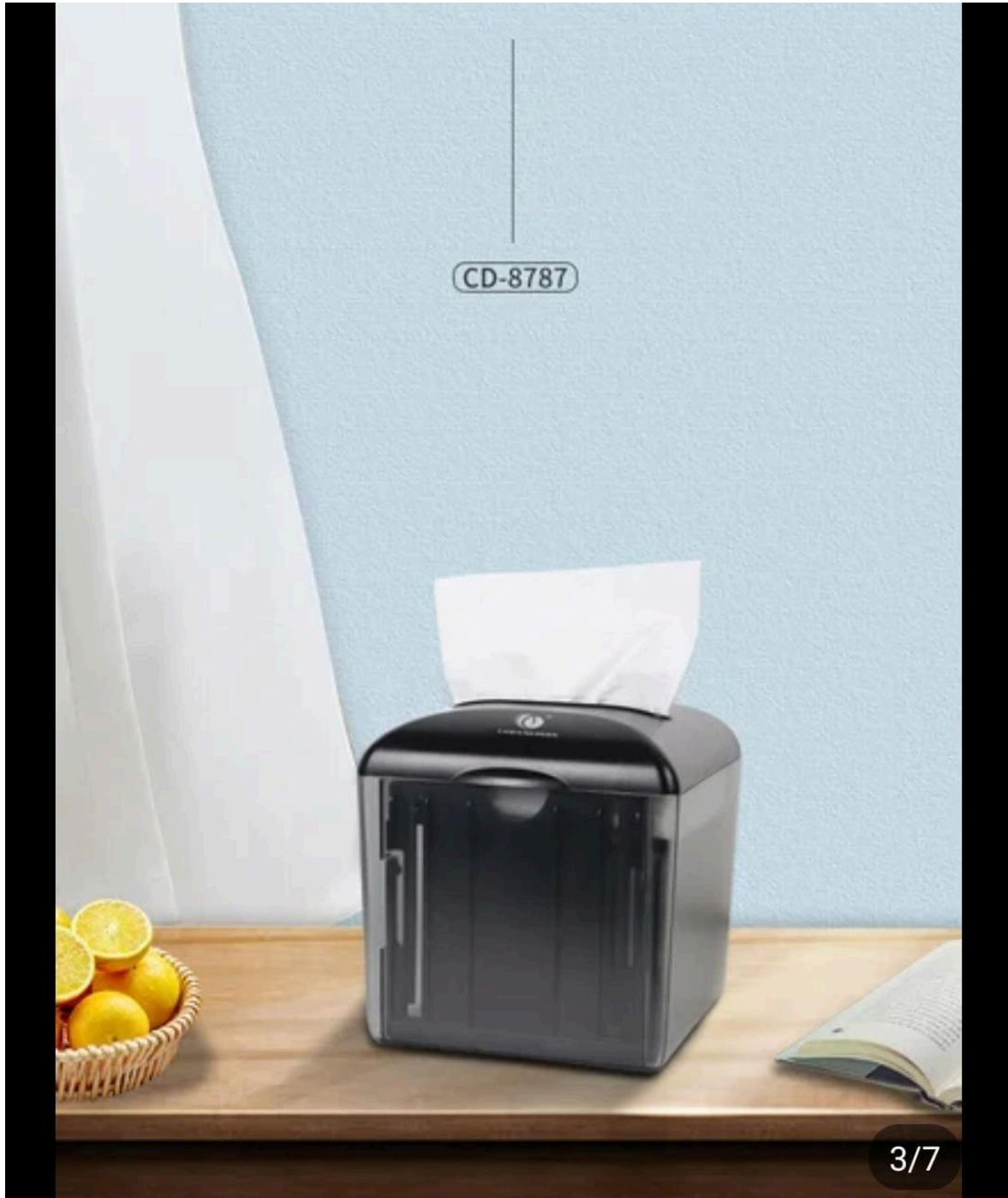
The sticker should be made from a material suitable for both outdoor and indoor conditions (Specifically for restaurants), as it will be placed on the side of the serviette holders on each table in the restaurant..

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 and from a distance.

Preview & Considerations

We created a preview of what we need and also added a sample image of how the serviette holders look;



This is an image of the serviette holder. The sticker is to be placed on any one of the edges of the serviette holder.



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