Advertisement Signage Design Brief

Objective

To design a signage that is as thick as a strawboard (230 gsm/0.22mm). This signage is to be kept at the cashier counter (Preview provided at the bottom of the document).

Text Content

The signage 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 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 signage 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 signage should be crafted from a **thick** material suitable for indoor conditions, as it will be placed at the cashier counter.

Placement

Consider the placement of the signage 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 of what our competitors have that you could use to guide your creation process;

This is an image of the signage of our competitor.
Use this to guide your decision making process.

Pay With Crypto

miraclepay.com

miracle pay

Pay With Crypto

miraclepay.com

miracle pay

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