IF
NOT
NOW
then
WHEN?

Explain

Font Pairing & Hierarchy

- Uses bold sans-serif fonts for maximum readability and visual impact.

- The phrase is broken into multiple lines to emphasize key words:
  - "NOT NOW" in black bold draws instant attention.
  - "WHEN" and the question mark (?) in red bold act as a call to action.
  - "then" is smaller and lowercase — plays a connector role without overpowering the main message.

Spacing & Alignment

- Tight line spacing (leading) between stacked words helps form a compact, unified block.

- Smart use of diagonal layout split (red & white background) creates visual contrast and directs the eye naturally from top-left to bottom-right.

Psychological Effect

- The color red symbolizes urgency, action, and energy, urging immediate action.

- The large question mark (?) visually reinforces the challenge or decision implied by the quote.