



## Design a poster:

1. Identify the goal of your poster.
2. Consider your target audience.
3. Decide where you want to share your poster.
4. Start with a professional poster template.
5. Pick a relevant or branded color scheme.
6. Include a clear call-to-action.
7. Use fonts to create a hierarchy of information.

**Headline for a poster:** The title should be brief than descriptive and summarize the most important results and findings.

**Grabbing poster:** Posters are often seen at a glance and from a distance. Because of that, it's often a good idea to go with a simplified design. Simple shapes and block colors will stand out from most backgrounds. Pair simple illustrations with big, bold font and you've got an eye-catching poster.



## Nice poster:

1. Start by sketching and planning.
2. Consider size and format.
3. Make it legible.
4. Decide on a Color Scheme.
5. Embrace minimalist design
6. Create contrast.
7. Make a statement with visuals.
8. Create space.
9. Embrace minimalist design.

**Brand logo:** Understand your brand.

Brainstorm words that describe your brand.  
 Sketch ideas based on these words.  
 Test your top sketches with your buyer persona.  
 Refine your chosen sketch.  
 Develop your logo's layout on a free design platform.  
 Pick versatile color options.  
 Choose a font.



**Slogan:** a slogan is a short phrase or tagline that represents an entire brand or campaign.