

Overview

This guide provides structured steps to design a promotional poster for boAt Lifestyle. It helps ensure brand

1. Define Poster Purpose

- Choose one: Product Launch, Sale/Offer, Event, or Brand Awareness.
- Example: '50% OFF All Wireless Headphones – This Weekend Only!'

2. Poster Size & Layout Options

- A4 (8.3 × 11.7 in): Flyers or print inserts
- A3 (11.7 × 16.5 in): Display posters
- 18 × 24 in: Large format marketing posters
- 1080 × 1920 px: Digital vertical poster (Instagram Story, Reels, etc.)

3. Branding & Visual Elements

- Colors: Use official brand colors (Red, Black, Electric Blue, Neon Green)
- Fonts: Montserrat for titles, Lato for subtext
- Logo: Include in a prominent position
- Enhance with icons, wave patterns, or bold visuals of products

4. Content & Call-to-Action

- Headline: Bold, eye-catching line (e.g., 'Now Available!')
- Subtext: Product name, promo details, date/location if relevant
- Contact info: Website URL, email, or phone number
- CTA: 'Buy Now', 'Shop Online', 'Register Today' etc.

5. Visual Design Best Practices

- Maintain white space for clean layout
- Use alignment grids to balance text and images
- Ensure strong contrast and font readability
- Avoid overcrowding — keep design clear and focused

6. Export Guidelines

- Print: PDF (CMYK, 300 DPI)
- Digital: PNG/JPEG (RGB, 72 DPI)
- Editable: Save in AI or PSD format
- Include mockups for visual presentation

Checklist Summary

- ✓ Purpose defined and headline created
- ✓ Correct poster size selected
- ✓ Brand colors, logo, and fonts applied
- ✓ Key message and CTA included
- ✓ Saved in print and digital formats
- ✓ Mockup preview created for review