

When creating these three graphics, the banner was easily the easiest as I've already made one before. However, in terms of new graphics, the square socmed post the easiest one. Multiple brand elements were used in creating these graphics like the colors, and fonts. The banner used all of the elements, the socmed post used some of the elements like colors and font, and the promo used the palette. I ensured readability and hierarchy by using colors and importance of headers and their description. This can be seen on the promo poster.