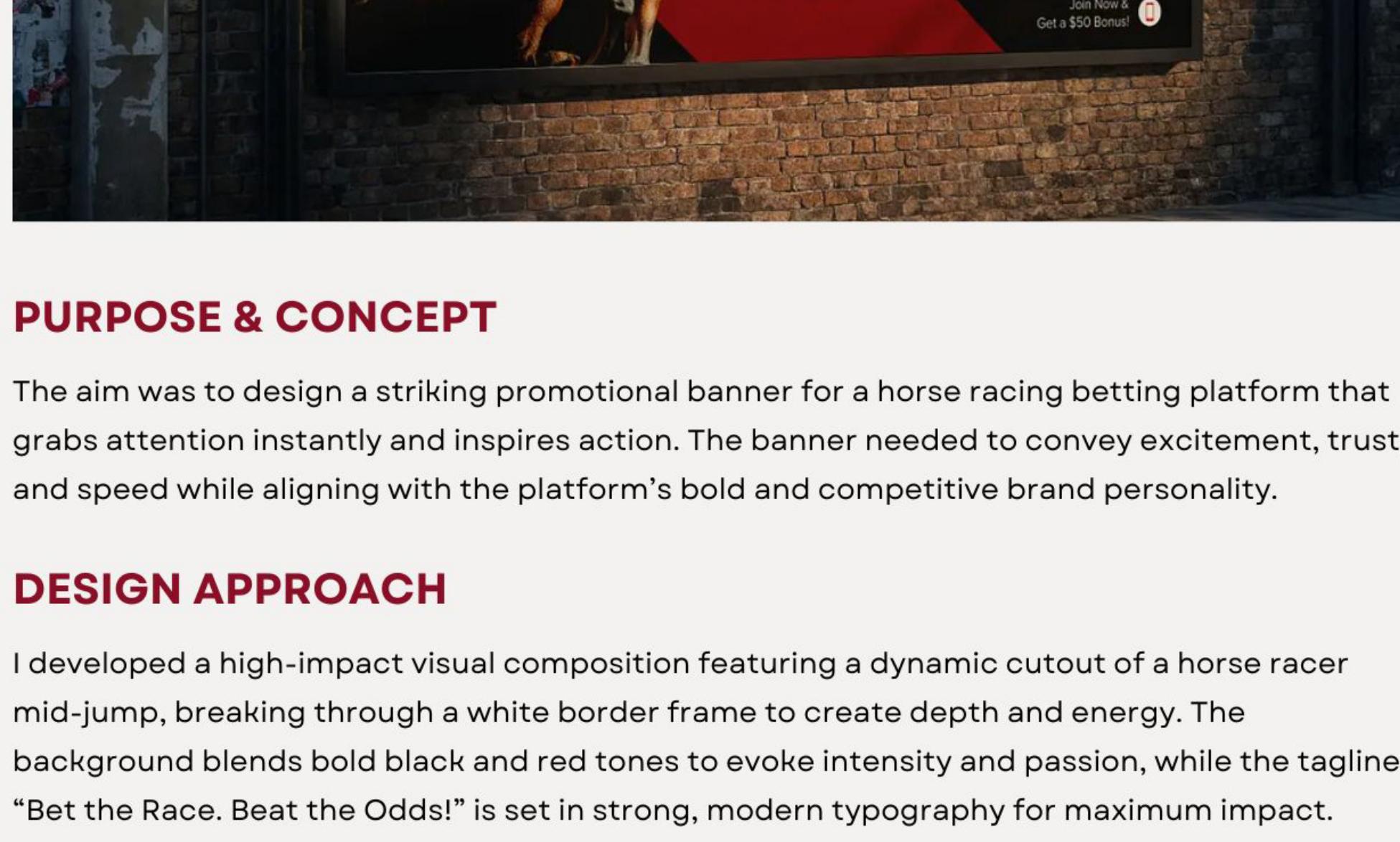


## BANNER DESIGN

# RACING BANNER



## PURPOSE & CONCEPT

The aim was to design a striking promotional banner for a horse racing betting platform that grabs attention instantly and inspires action. The banner needed to convey excitement, trust, and speed while aligning with the platform's bold and competitive brand personality.

## DESIGN APPROACH

I developed a high-impact visual composition featuring a dynamic cutout of a horse racer mid-jump, breaking through a white border frame to create depth and energy. The background blends bold black and red tones to evoke intensity and passion, while the tagline "Bet the Race. Beat the Odds!" is set in strong, modern typography for maximum impact. The subline "Live Horse Racing | Fast Payouts | Smart Bets" reinforces key selling points and is positioned for quick readability. Clean layout hierarchy ensures the visuals and text work together to guide the viewer's eye from the action to the call-to-action.

## RESULT

The final design delivers a powerful, energetic banner that captures the thrill of horse racing while highlighting the platform's core benefits. The dynamic imagery, bold typography, and strong colour contrast create instant engagement, encouraging viewers to place bets and experience the action in real time.

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## BANNER DESIGN

