

Mobile Auditing Poster

MB Auditing Solutions Poster



Scenario

Your client, MB Auditing Solutions, requires a poster for their first ad campaign. You, as a newly established freelance designer, have agreed to undertake this assignment.

Design Type

This project will be a virtual and printable poster.

Client Requests

Following the discussion with your client, comprehending their objectives and vision, and documenting the key points, you have collected the following information.

Goals and Mission

The goal for this design is to let the audience know that the company is mobile and ready for any climate.

Target Audience

The target audience for this poster ad will be small businesses who need help auditing financial discrepancies.

Color Palette

The company wants to give a modern approach to the design tactic: the more colorful and captivating, the better.

Elements

While the client had no specific requirements, we narrowed down to the following favorable elements: US dollar sign and computer or books.

Miscellaneous Requests & Reminders

The company's catch phrase is: 'We'll meet you there...' The ellipsis (three periods) is a part of the phrase. The client has stressed the need for emphasis on their mobility.