

# Level Up



A larger version of this photo is available on page 3

## Design Brief

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This is a web image (square) banner for <https://insitefulltea.com/jobs>. This square web banner, featured on the Jobs page, is designed to serve as a minimal yet eye-catching heading. Its purpose is to subtly guide visitors toward an upselling promo of another relevant page on the site.

### Design Type

Square (1080 x 1080 pixels) web banner

### Goals and Mission

Capture and distract the audience with a colorful and catchy, yet minimal heading.

### Target Audience

All page visitors, especially those in need of change

### Color Palette & Elements

InSiteFullTea's design palette includes black, dark grey, white, off-white, yellow, orange, and dark orange, with yellow-to-orange gradients. Letter and background elements only.

### Size Requirements

Square web image; 1080 x 1080 pixels

## Programs Used

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For this design, I used *Adobe Express* and *Photoshop*.

### Adobe Express

I utilized Adobe Express and incorporated Firefly features to generate the gradient and minimal background. After placing the text, I used the elements section to find and scale a vector arrow. This is the arrow you see extending from the letter 'U' as if it is part of the letter.

### Adobe Photoshop

Adobe Photoshop was used to clean up the look and ensure that the lines on the left of the background accurately matched the placement of the lines to the right, ensuring a continuous appearance.

## Design Explanation

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This design features a clean, minimal background accented by unevenly spaced lines that add a subtle touch of playful and eye-catching energy. The typography uses a modern, decorative font called 'Neighbor,' lending a fresh and stylish feel. A gradient of yellow to orange ties in seamlessly with InSiteFullTea's color palette, while still standing out to capture attention. Incorporating an arrow into the letter 'U' adds a subtle visual cue that enhances focus and complements the overall message.

