

Mobile Auditing Poster Design



A larger version of this image is available on page 3

Design Brief

MB Auditing Solutions is seeking a modern, minimal, and slightly abstract poster design for an upcoming marketing campaign. As a mobile financial auditing service for small businesses, the poster should visually represent the company's flexibility and mobility—emphasizing that they are willing to meet clients wherever they are. The creative direction is open, with no restrictions on colors, fonts, or design elements

Design Type

Poster Ad for financial auditing company

Goals and Mission

Create a poster design that emphasizes the company's flexibility and mobility.

Target Audience

Small businesses are the target audience and clientele

Color Palette & Elements

The client did not specify any preferred layouts or color schemes, allowing full creative freedom. For this approach, I plan to create a digital art element that visually represents the company, emphasizing themes of flexibility and mobility. I will experiment with color by using the eyedropper tool to sample various tones until I find a background color that complements the overall composition and reinforces the brand message.

Size Requirements

Poster size; roughly 3300 x 5100

Programs Used

I used *Adobe Express*, *Illustrator*, and *Photoshop* to complete this design.

Adobe Express

I used Adobe Express to create the file size, generate the bottom image, insert the car element, and insert the text—including the text aligned underneath the car element.

Adobe Illustrator

Adobe Illustrator was used to create an element that looks like a roadway.

Adobe Photoshop

Photoshop was used to clean up and perfect the image.

Design Explanation

The bottom half of the design features an AI-generated image created with mobility, changing locations, and key elements representative of a financial auditing service in mind. After generating the image, I used the eyedropper tool to sample light tones and selected a complementary background color that blends seamlessly with the visual.

To maintain balance and avoid the image overpowering the design, its opacity was reduced. Key elements such as the roadway and car visually convey the company's mobile nature, while the accompanying text—'We'll meet you there'—reinforces this message.

The typography remains clear and professional, while incorporating a friendly and approachable tone. A soft yellow highlight, sampled from the image as well, was added around the headline to establish visual hierarchy and guide the viewer's focus.

MB Auditing Solutions

Mobile Auditing Services



We'll meet you there...



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