BRAND IDENTITY

GUIDELINES

Digital guidelines

Online advertising

Bannering

Job advertisements

A case study to recruit KE@Work students for two Business Intelligence projects.

Figure 76: Basic poster grid

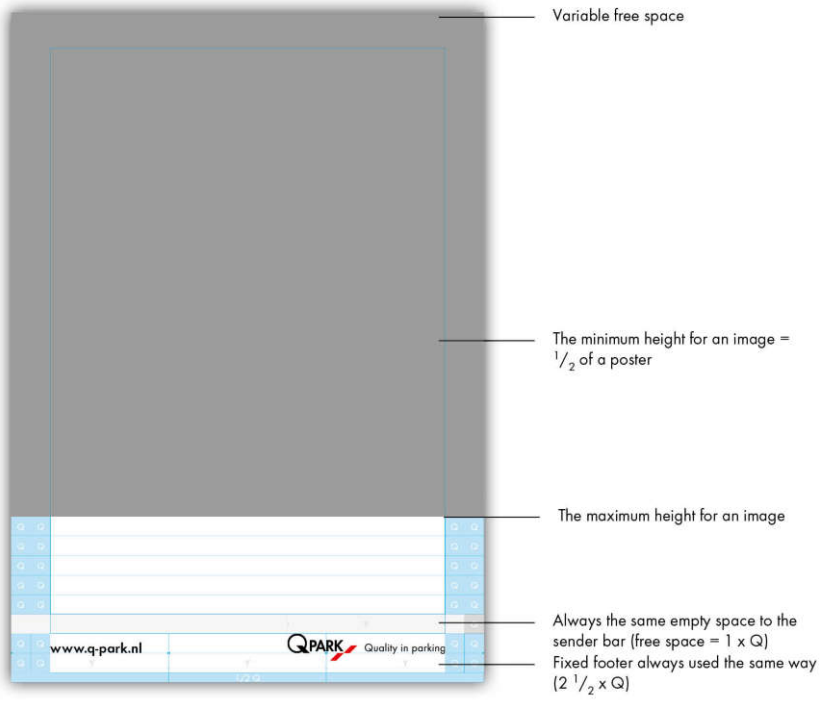
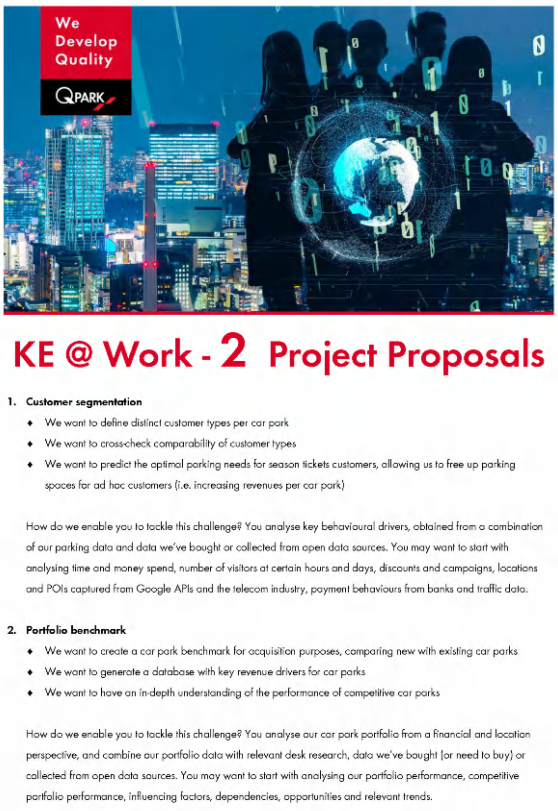


Figure 75: Job advertisment - Recruitment case study 1



Tangible guidelines

Commercial posters

In graphic design a grid is a structure that consists of a series of guide lines which are used to structure the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

Basic poster grid - three levels

We have defined three levels for posters:

- main message only
- main message with subheading
- main message with subheading and body copy for extra information

The size of the main visual is at least half of the poster height.

I.e. the three levels of information are never more than half of the poster height.