

# MARKETING POSTER



If you are presenting your project, a marketing poster is always an eye catcher.  
Design a poster for the presentation of your idea during a booth!

*Keep it short and simple*

The average viewing time is only 3-5 seconds. If possible, highlight only one element. In case of doubt: Less is more!

- Key message: Use not more than 5 words to pass on your message!
- Where should the viewer look at first? Where second? Think about the course of gaze of your poster.
- Be colorful! Your poster should be one in a million.
- Create a logo for your service/product/idea – make it recognizable!
- Use the viewer's emotion: always positive!

Make viewers curious about your idea and attract them to know more about it.



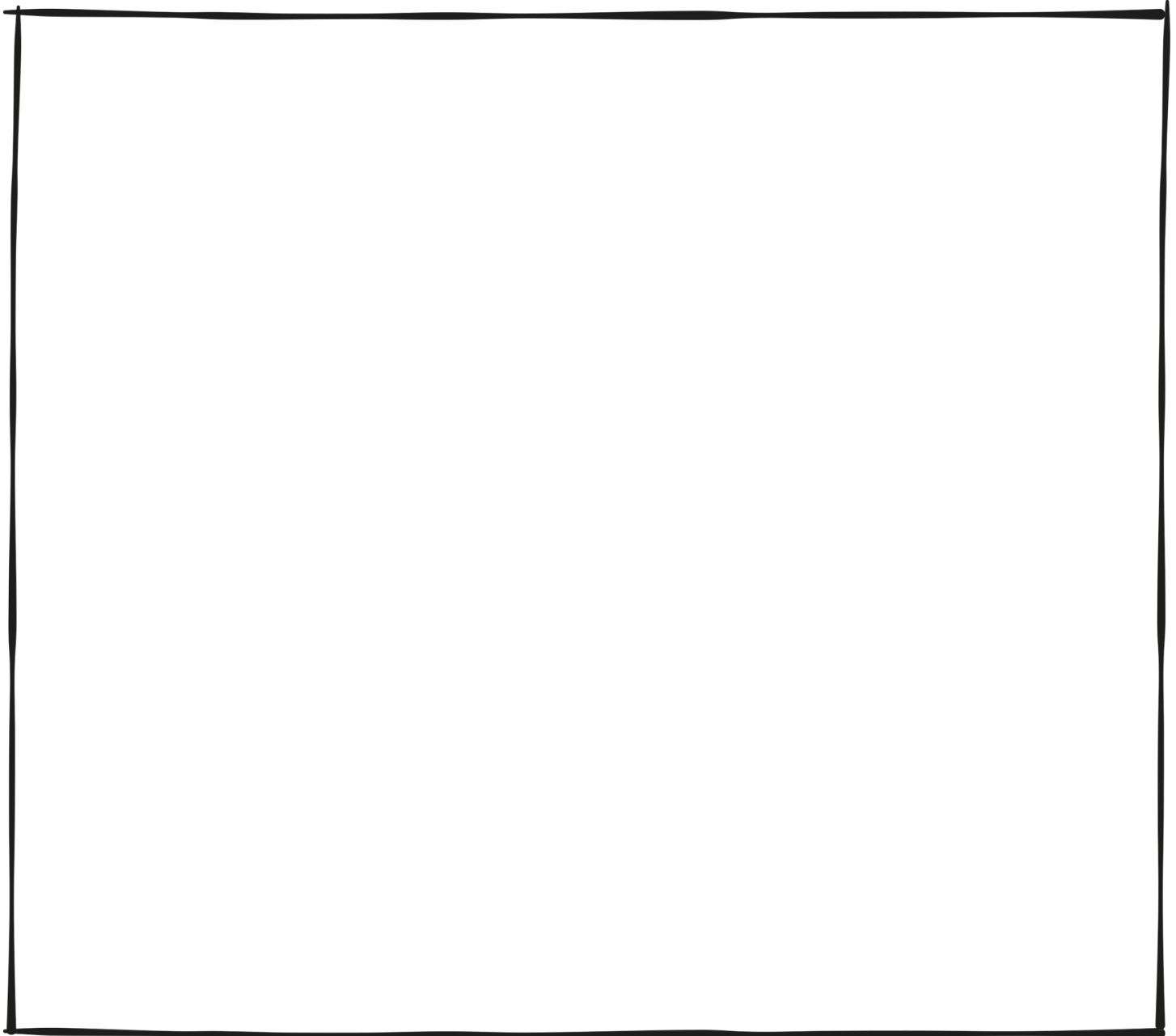
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770063



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