

How to create a poster for an event happening on the **CULTURE COAST**

HEADER:

Content: "CULTURE COAST"

Typeface: Trade Gothic Bold Condensed + Serifa 75 Black, all caps.

Layout: Full width, from margin to margin.

Aligned to the top margin.

This element is outlined.

BODY:

Content: "A HAPPENING: INSIDE THE BLUE TAPE"

Typeface: Serifa 65 Bold + Trade Gothic Condensed No. 18, all caps.

Layout: full width, from margin to margin.

Content: Title of the event/happening

Typeface: Trade Gothic + Serifa, all caps.

The weights can vary depending on the width of the words.

The idea being to create a contrasted composition.

Layout: full width, from margin to margin.

Content: Date

Typeface: Serifa 75 Black + Trade Gothic Bold Condensed No. 20, all caps.

Layout: full width, from margin to margin.

Content: Address

Typeface: Trade Gothic Bold Condensed No. 20, title case.

Layout: full width, from margin to margin.

These 4 elements have to be tightly stacked on top of each other, evenly spaced and positioned at the center of the poster.

FOOTER:

Content: "CURATED BY" followed by the name of the curator.

Typeface: Trade Gothic Condensed No. 18 + Trade Gothic Bold Condensed No. 20, all caps.

Layout: Aligned to the bottom margin, flushed left.

It should be as wide as the word "A HAPPENING"

BACKGROUND:

Graphic element: Geometric shape made out of 27pts blue rules (CMYK: 70/30/0/0).

The shapes have to look handmade to evoke the idea of the blue tape.

