

Poster Design Requirements

Background: Our company provides a global ecommerce platform. Our team is launching a major product to our customers. This poster will celebrate/mark the launch.

Goal: To have a visually exciting artifact to commemorate our product launch. We would like every team member to be recognized and to have the ability to leave their mark (signature).

Content:

Items to include:

Title : Shopify Plus V1 Launch

Date : April 6, 2020

Illustration: Graphic that is symbolic of launching a new and exciting product

Names: we will need space for about 130 names (font can be very small (10pt))

Logo: employ the Shopify Plus Logo, and RnD Team logo

Space: There should be enough space for all team members to sign the poster

Themes:

- Excitement
- Bold
- Success/accomplishment
- Momentous

Specifications:

Size - 24" x 36"

Orientation - Vertical

Colours - any

Attach: Shopify Plus Brand Guidelines and Plus RnD logo.

Other posters we think are great and inspire us (below)

RISE
ABOVE
THE
VERTICAL



PRODUCT LAUNCH

FWDB2B.COM / CONFERENCE

FWD: B2B PRESENTS "STORYTELLING AND THE CUSTOMER JOURNEY" FEATURING BOB BUISSEBACH COMMUNICATIONS CONSULTANT, AUTHOR, AUTHOR
TIM FREETH HEAD OF INDUSTRY FOR BUSINESS AND INDUSTRIAL MARKETS, GOOGLE | LAURA PATTERSON PARTNER, MANITEX, DISRUPTED CONSULTANT | JON MILLER CEO, EVAGIS (EX-FOUNDER, MANITEX)
KATIE MARTELL CO-FOUNDER AND CEO, CRYSTAL | PAUL GILLIN CEO, SOCIAL MEDIA SUPPORT | SUZANNE LAYNE EXECUTIVE DIRECTOR, THE INSTITUTE FOR THE STUDY OF BUSINESS MARKETS

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11.5.15

BMA PHILLY COOPREY



— R N D —

2020

KICKOFF

