

CONTENT MARKETING



Design a Product Spotlight Infographic

SCENARIO

BUHI

As a product marketer for Buhi Supply Co., you have been asked to create a product spotlight infographic for the new Leo Backpack.

Infographics can be time-consuming and resource-intensive to produce, but they are engaging and interactive content marketing tools. This infographic will be used internally as a training tool for the Buhi team and externally on social media, email, and blog posts about the new product. Your supervisor has provided you with essential design elements to help you design an infographic.

To optimize the visual impact of an infographic and maximize its shareability, you should implement these seven best practices (found in “Content Marketing Strategies”):

- 1 Limit text
- 2 Utilize headings
- 3 Develop a visual connection between content
- 4 Take advantage of your space
- 5 Add icons and lines or arrows
- 6 Decide on a color scheme (use Buhi’s brand colors)
- 7 Include the brand and logo



Leo Backpack Product Information

3 SIZES Small, Medium, Large

4 COLORS Green (#ABBBA7) Emerald (#2E5050)
 Gray (#4D5656) Black (#000000)

FEATURES

- Luggage trolley sleeve
- Solid fabric liner
- 15” laptop sleeve
- Minimalist, sleek design
- Front pocket

SUBMISSION

Design your infographic in Canva and submit it as a PNG and PDF.

For more resources on designing effective infographics, pair this exercise with Chapter 7 of the [“Content Marketing Strategies” courseware](#) and follow the ideal visual content marketing standards.



BUHI DESIGN ELEMENTS

BUHI LOGO

BUHI

BUHI COLORS



#298089



#ABBBA7



#CAC5BD



#4D5656



#283747



#2E5050

PRODUCT IMAGES

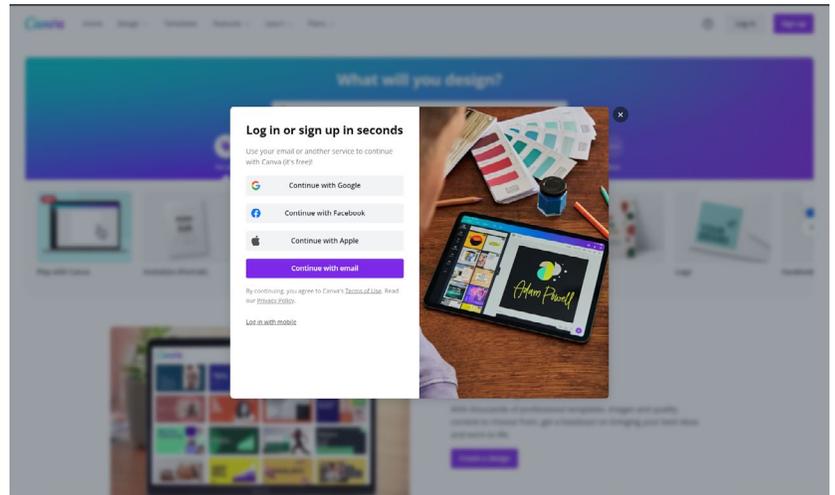


[Click here to download the images](#)

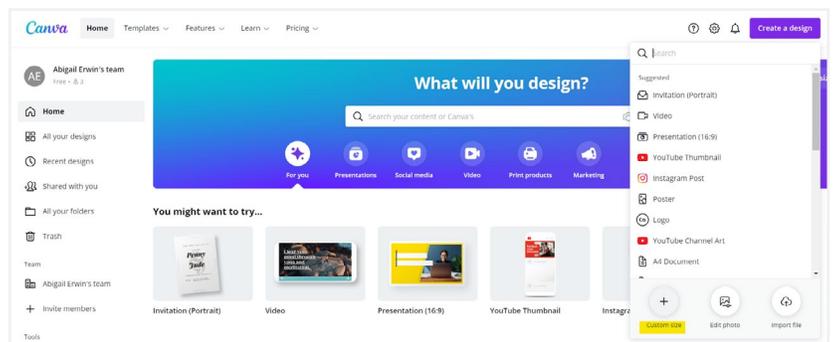


CANVA INSTRUCTIONS

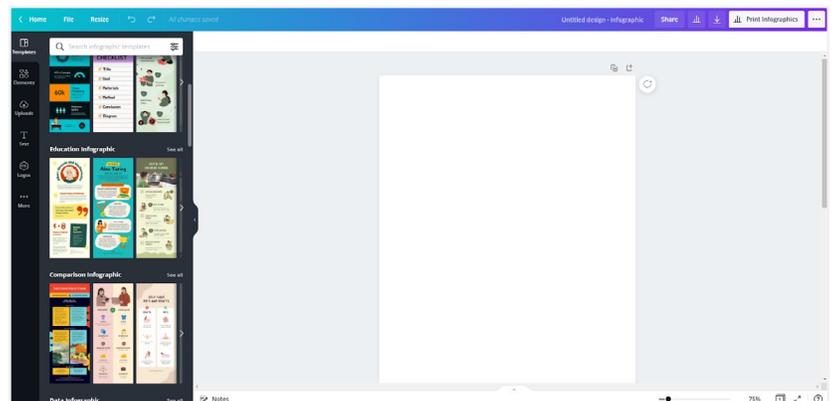
1. Log in or create an account on [Canva.com](https://www.canva.com).



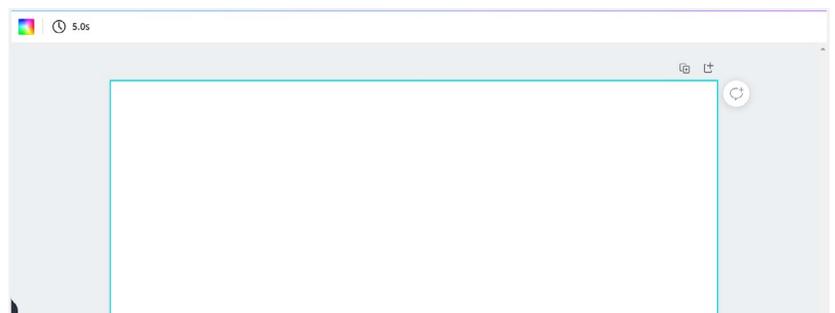
2. Click “Create a design” and choose “Custom size.” Input the width and height of your pop-up in pixels (px). For this assignment, use a size of 800 x 2000 px.



3. Click “Create new design.” You’re ready to get started.



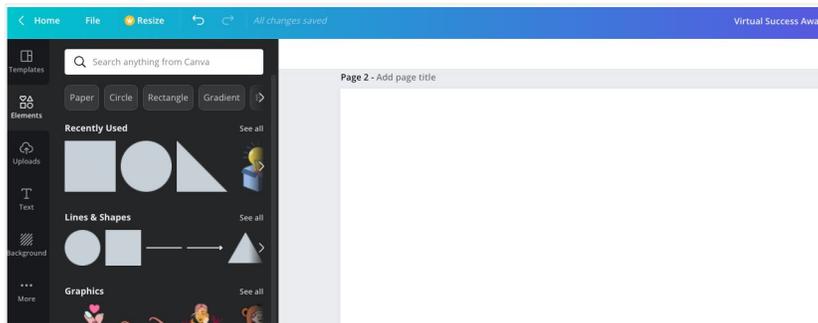
4. Once you select a design template from the sidebar, a color wheel will appear in the top left corner. Search for the colors you’d like to use or create your own design.



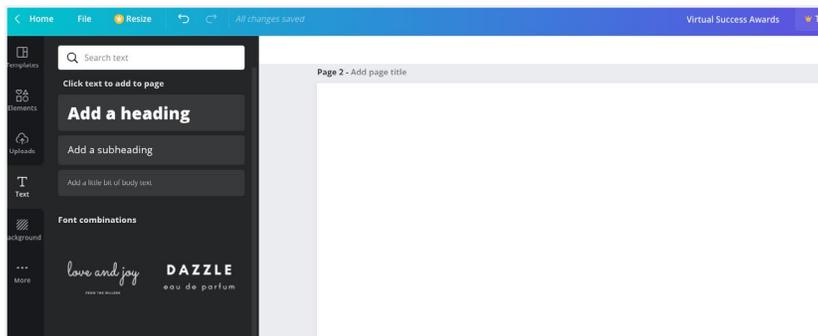


CANVA INSTRUCTIONS

5. To add shapes, graphics, lines, charts, and frames to your infographic, open the “Elements” tab in the sidebar.



6. To add text, open the “Text” tab on the left. You can use font combinations provided by Canva for inspiration or use the text search bar to find different options.



7. Once you’re finished, give your infographic a unique name and then click “Download.” You will need to download your file as both a PNG and PDF.

