

## 50+ Poster Designs, Format & Examples

A poster is one of the most basic and most common promotional materials out there. A good poster can drive sales, boost brand exposure, and contribute to an event's success. And the best thing about it is that you control how simple or ornate it can be. Unleash your creativity by creating one today!

### **To create a poster design of your own, follow these simple steps:**

- Browse through dozens of creative designs and ideas.
- Customize it the way you want and download it in your preferred file format.

Whether you are a total newbie or a seasoned artist, you are sure to find something that suits your needs among these 50 plus [poster templates](#) and designs. Or maybe you have been sitting on an idea for a while. Now is the right time to bring that idea to life! Follow the easy and simple format guide and your poster is sure to be a winner!

## 1. Business Poster Design

The [business poster template](#) below keeps it simple yet professional by including only the key information and just a hint of red.



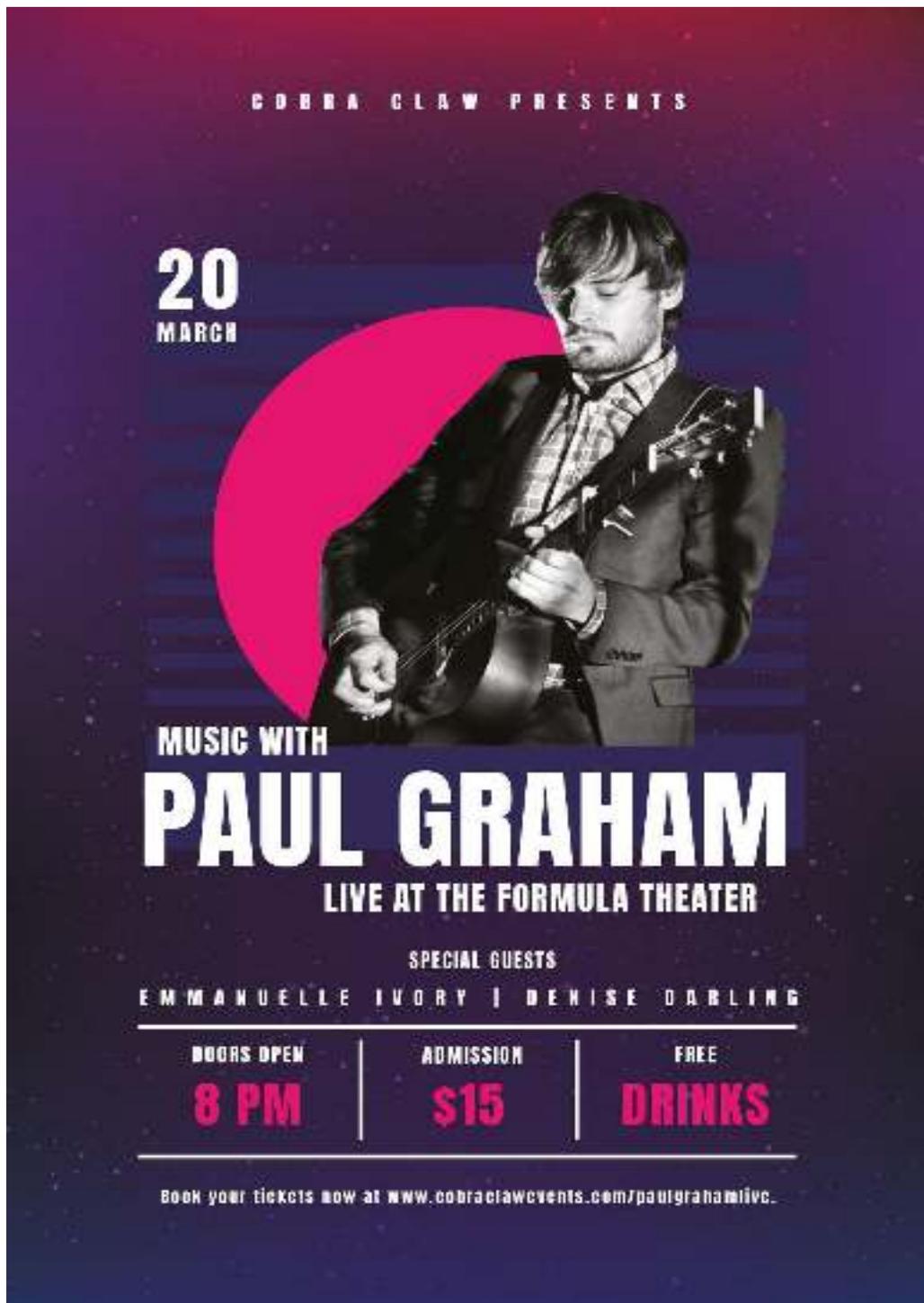
## 2. Christmas Poster Design

Nothing says the holidays more than Santa Claus, his elves, mistletoes, and presents! The [Christmas poster template](#) below gives off a rustic vibe yet still is upbeat and playful.



### 3. Concert Poster Design

A fun and colorful [concert poster](#), like the one below is sure to grab attention. Don't forget to include the event's date, time, and ticket price!



COBRA CLAW PRESENTS

20  
MARCH

MUSIC WITH  
**PAUL GRAHAM**  
LIVE AT THE FORMULA THEATER

SPECIAL GUESTS  
EMMANUELLE IVORY | DENISE DARLING

DOORS OPEN <b>8 PM</b>	ADMISSION <b>\$15</b>	FREE <b>DRINKS</b>
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BOOK YOUR TICKETS NOW AT [www.cobraclawevents.com/paulgrahamlive](http://www.cobraclawevents.com/paulgrahamlive).

## 4. Conference Poster Design

The pedestrian design in the background and clever use of geometric shapes makes this [conference poster](#) example stand out.



October 21, 2029

Register Online at [MMCorp.com](http://MMCorp.com).



## 5. Construction Poster Design

The use of an urban landscape as backdrop adds an elegant touch to this [construction poster template](#).

A construction poster design featuring a city skyline at sunset. The background is a dark blue gradient with a cityscape silhouette. The text is in yellow and white. The main headline is 'Trust Only In The Best'. Below it is the tagline 'The most trusted construction company in the world.' There is a yellow circular icon with a black silhouette of a construction worker wearing a hard hat. To the right of the icon is the text 'Our Services' in yellow, followed by a list of services: 'Building constructions', 'Building maintenance', and 'Construction planning'. At the bottom, there is a dashed white box containing the text 'For more information Contact 222 555 777'.

# Trust Only In The Best

The most trusted construction  
company in the world.



**Our  
Services**

Building constructions  
Building maintenance  
Construction planning

For more information  
Contact 222 555 777

## 6. COVID-19 Poster Design

The global rollout of vaccines is not an excuse to be complacent. It is still important to enforce health and safety protocols, as seen in the [COVID-19 poster](#) below.

*www.familyclinic.com*



**JOIN THE FIGHT AGAINST COVID-19!**

A red rectangular poster with three white circular icons and corresponding text. The first icon shows hands being washed with soap suds. The second icon shows a person wearing a blue face mask. The third icon shows two people with a double-headed arrow between them, indicating social distancing.

Wash your hands often with soap and water  
Use alcohol-based sanitizers

Cover your mouth with a tissue or bent elbow  
while coughing/sneezing

Avoid and limit social gatherings and practice  
social distancing

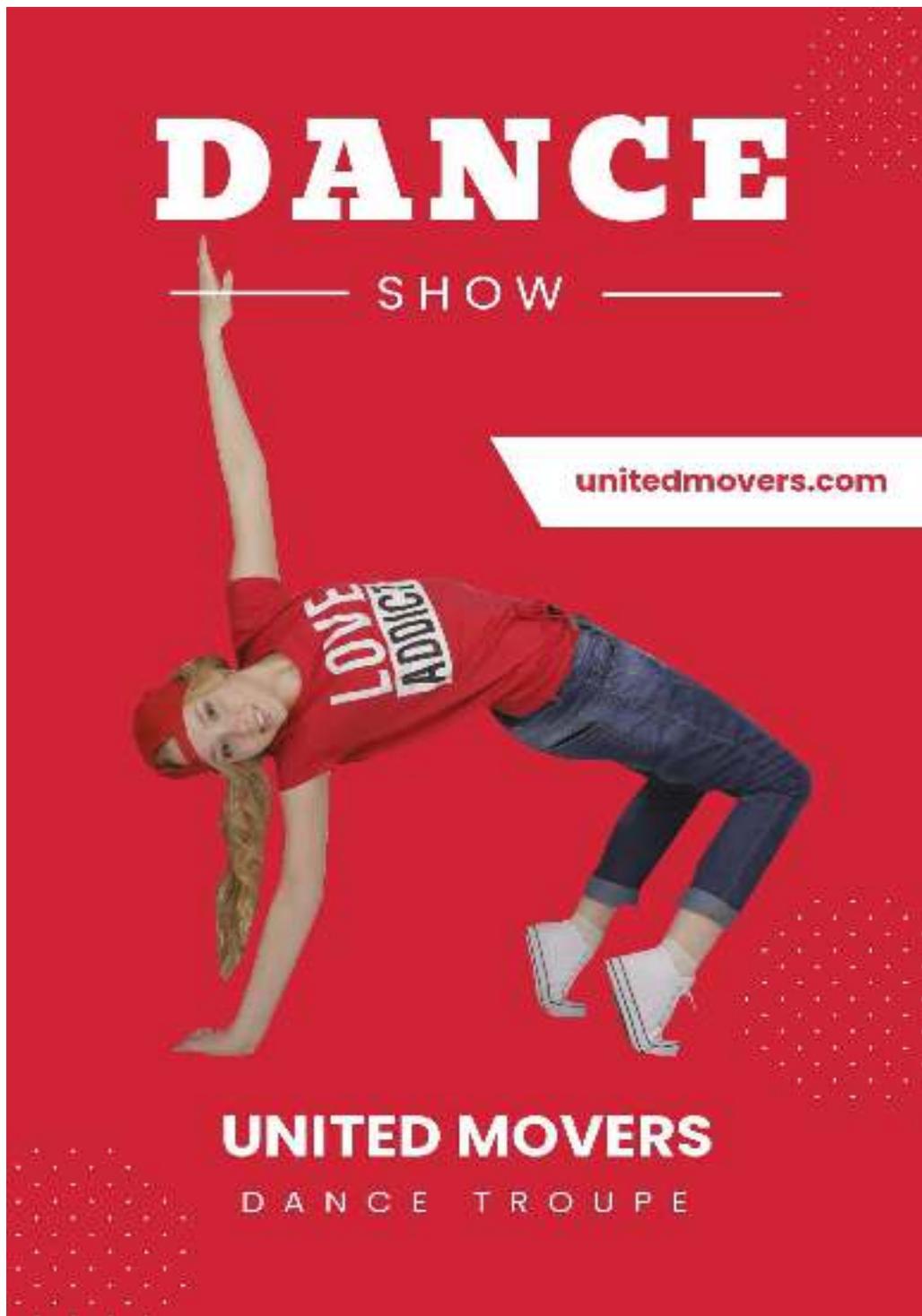
## 7. Creative Poster Design

Simplicity does not mean it cannot be creative. The HR [creative poster template](#) below keeps it nice and simple with black and white images and a blue accent.



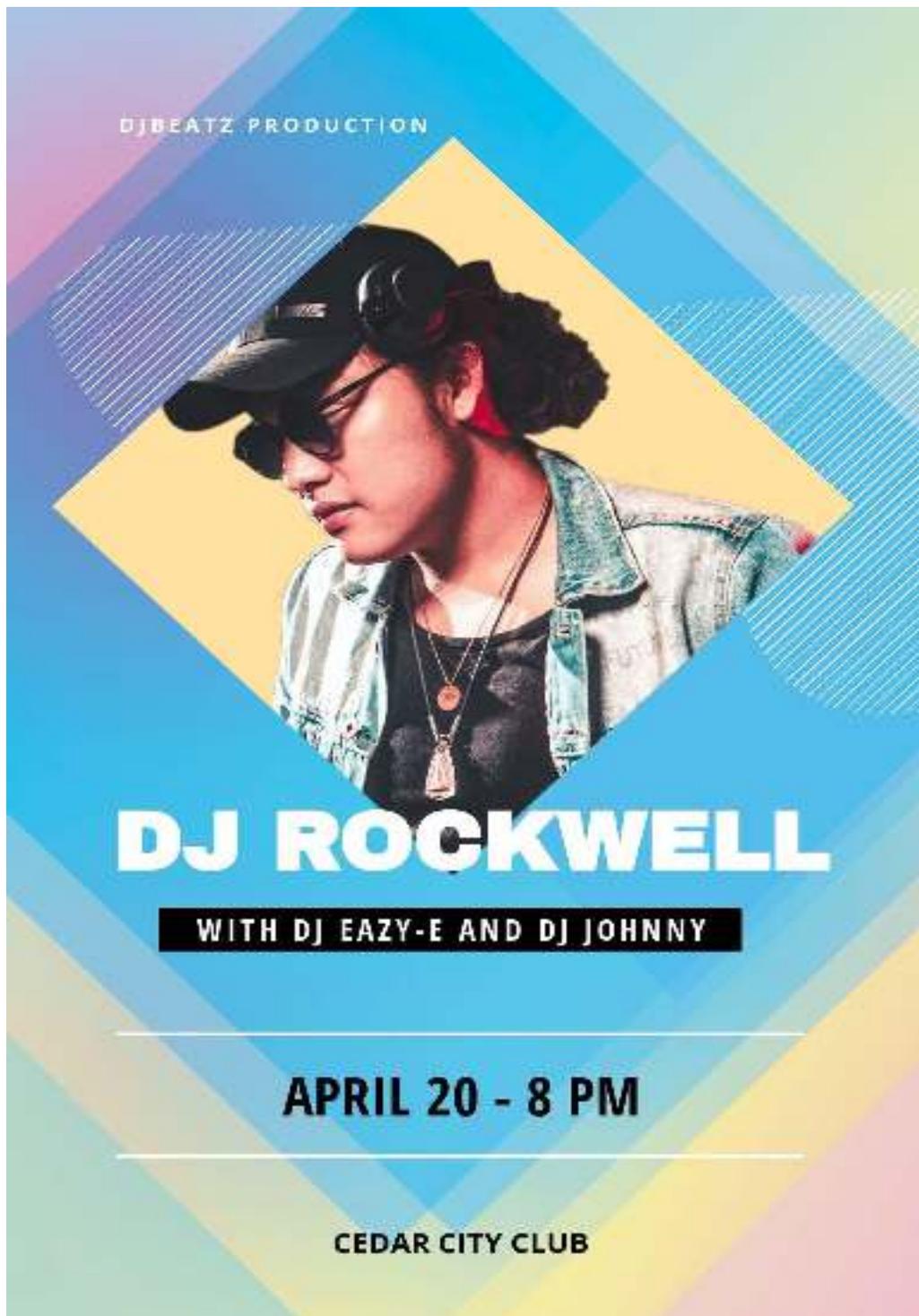
## 8. Dance Poster Design

Capture movement and enthusiasm the way this [dance poster](#) below does. The red background adds passion and urgency.



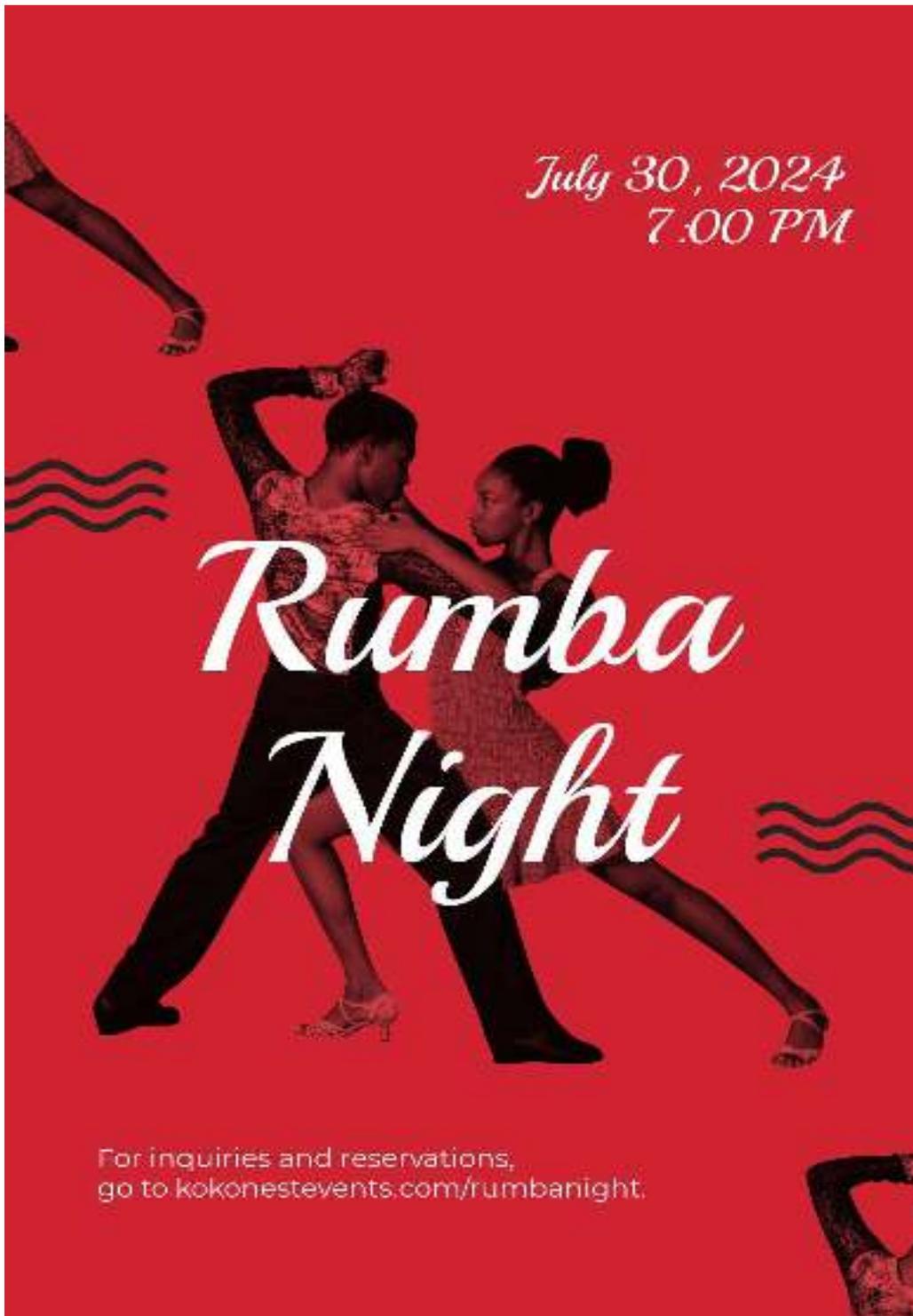
## 9. DJ Poster Design

The [DJ poster](#) template below features an undeniable focal point that immediately draws attention.



## 10. Event Poster Design

Make sure your poster contains information on how and where to inquire for bookings and reservations. Take a cue from the [event poster template](#) below.



## 11. Holiday Poster Design

Tweak your [holiday poster](#) by incorporating non-traditional colors. Instead of the usual red or green, a soft pink color instantly makes the poster below stand out from the rest.



## 12. HR Poster Design

Create an inviting job fair or expo poster by sticking to professional and clean-cut designs. The [HR poster](#) example below means business with its background photo of a model in a modern suit.



United States  
Employment

**Job Expo**

For more information,  
you may visit  
[info@jobexpo.com](mailto:info@jobexpo.com)

3347 Dane Street,  
Spokane, WA 99201  
509-232-0667

**9 AM - 4 PM**

**12.20.2022**

Join us at **Cherry Blossom Gardens**

## 13. IT & Software Poster Design

The [software poster](#) example below cleverly uses a reflection in the background and also includes a brief but purposeful mission statement.

The poster features a background image of two women in a modern office setting, looking at tablets. The image is reflected in a glass surface, creating a symmetrical effect. The text is overlaid on the image and a solid blue gradient at the bottom.

**Visionary  
Minds, Inc.**

# Software Development At Its Finest

**Name your  
vision, and we'll  
bring it to life**

We, Visionary Minds, are a group of passionate and talented software developers with a mission to craft top tier programs to our clients. Whatever your business needs, we have the right people to deliver your demands. Your business might be the next recipient of our knowledge and expertise.

**Contact Us**

209-752-7330  
2558 Freed Drive, Stockton,  
California 95202  
youremail@companyname.com /  
yourwebsite.com

**Follow Us**

Visionary Minds  
@VisionaryMinds

## 14. Menu Poster Design

Advertise delicious food by including high quality, appetizing photos. The [menu poster](#) example below lets the food imagery do all the talking.



## 15. Modern Poster Design

This [modern poster](#) for a hotel is informative and pretty to look at. Showcase your establishment's amenities so potential guests can know what to expect.

### Silver Globe Hotel



**Luxurious rooms  
for an affordable  
price.**

Spacious rooms  
Swimming pool  
Child-friendly playground  
Flower garden  
Buffet restaurant

**4989 Hayhurst Ln.,  
Detroit, MI 48226**

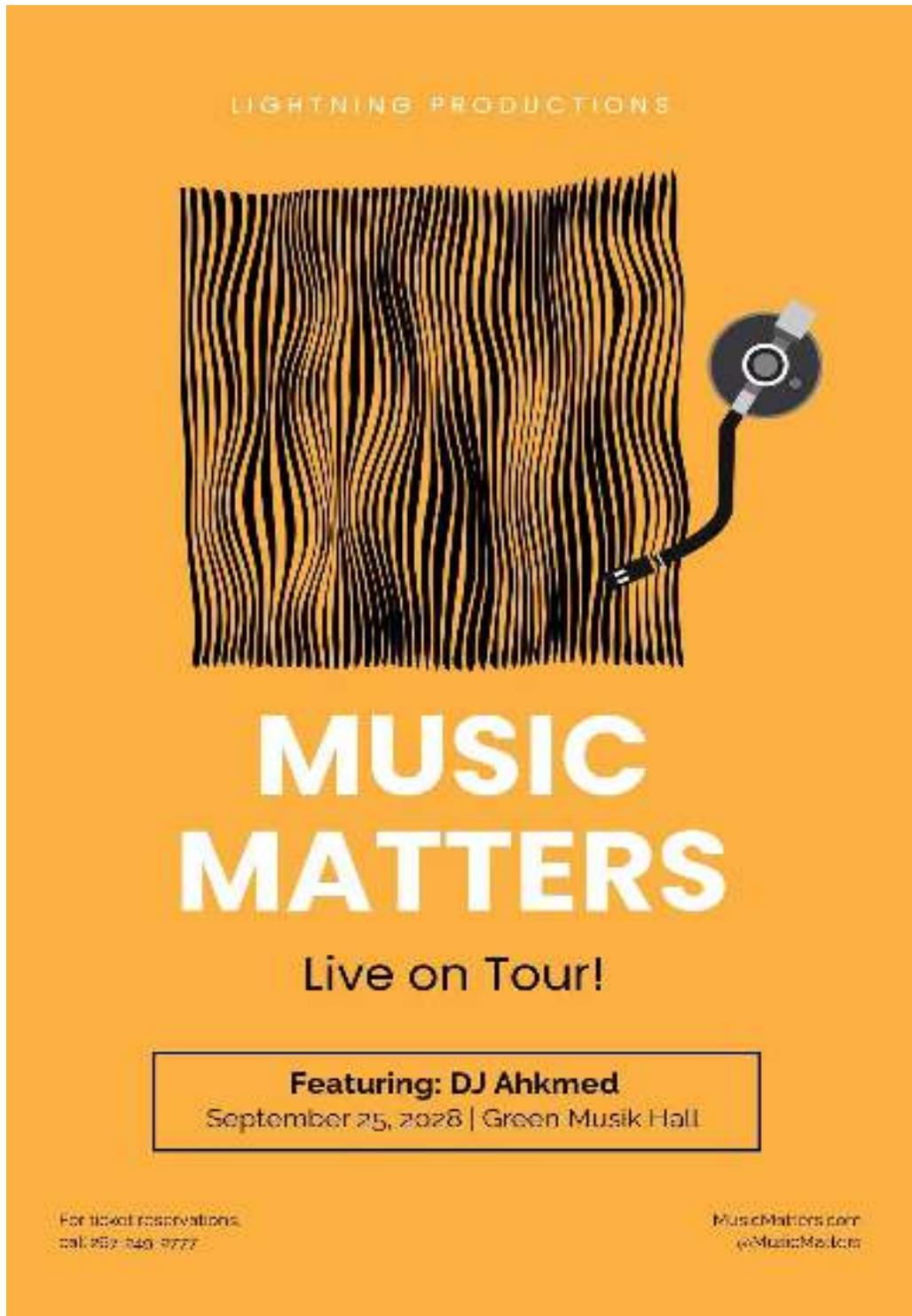
**248-764-7439**

#### Our Amenities:



## 16. Music Poster Design

Music is the universal language in this cool and edgy [music poster template](#). The yellow background adds a carefree and playful vibe.



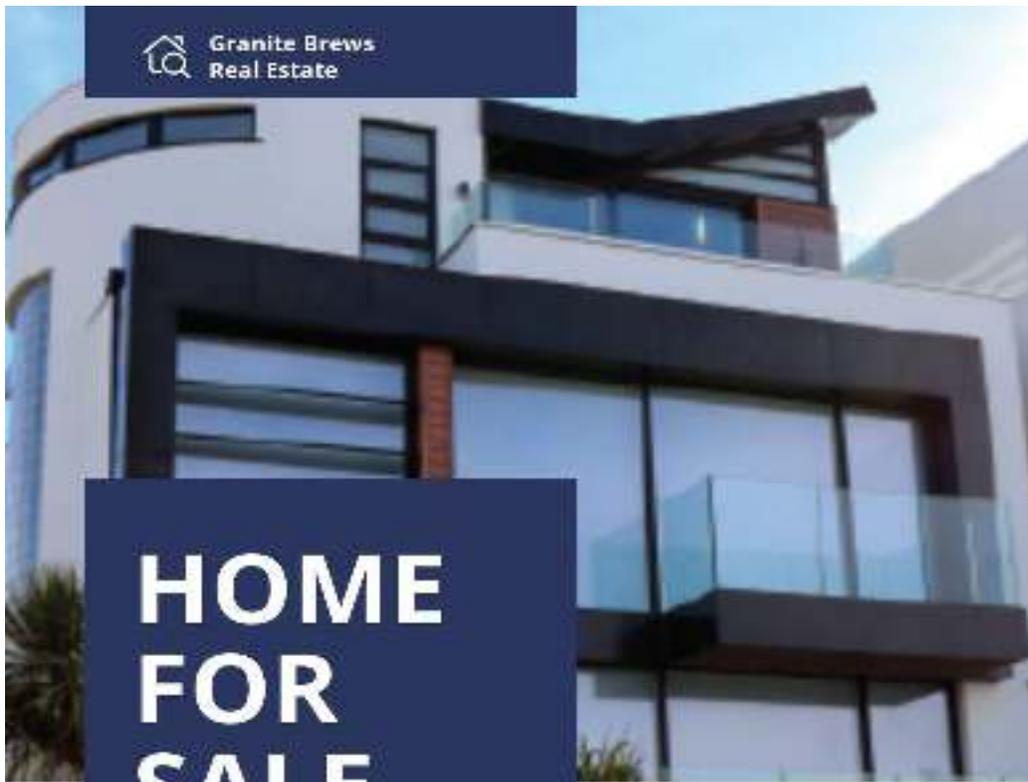
## 17. Music Concert Poster Design

Classic black and white for this classical [music concert poster](#) below. You can't go wrong with timeless and classic designs such as the one below.



## 18. Real Estate Poster Design

The [real estate poster template](#) below offers not only a full description of the product, but different angles and perspectives of the house as well.



Granite Brews  
Real Estate

# HOME FOR SALE

Call: 267-271-7103

2315 Nancy Street, Durham,  
NC 27703

[www.granitebrewrealestate.com](http://www.granitebrewrealestate.com)

**Features:**

- Well ventilated rooms
- Two garages
- Master suite on the first floor
- Stainless steel appliances
- Front-side patio



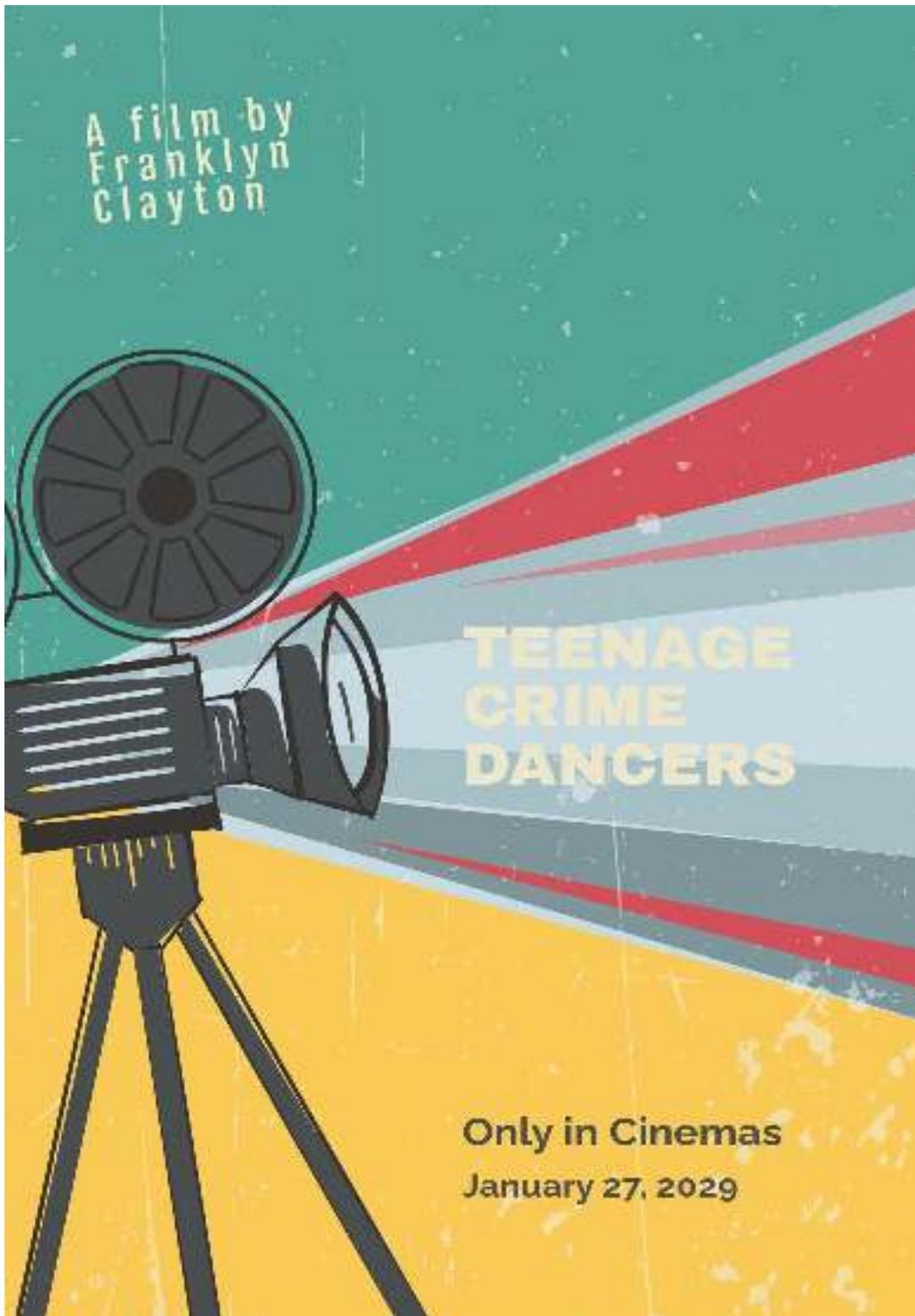
## 19. Restaurant Poster Design

The [restaurant poster](#) example below gives off a fun and island-like aura as it features the restaurant's happy hour drink menu.



## 20. Retro Poster Design

There's always something engaging about [retro posters](#). The film poster below uses animated and bright colors to draw attention.



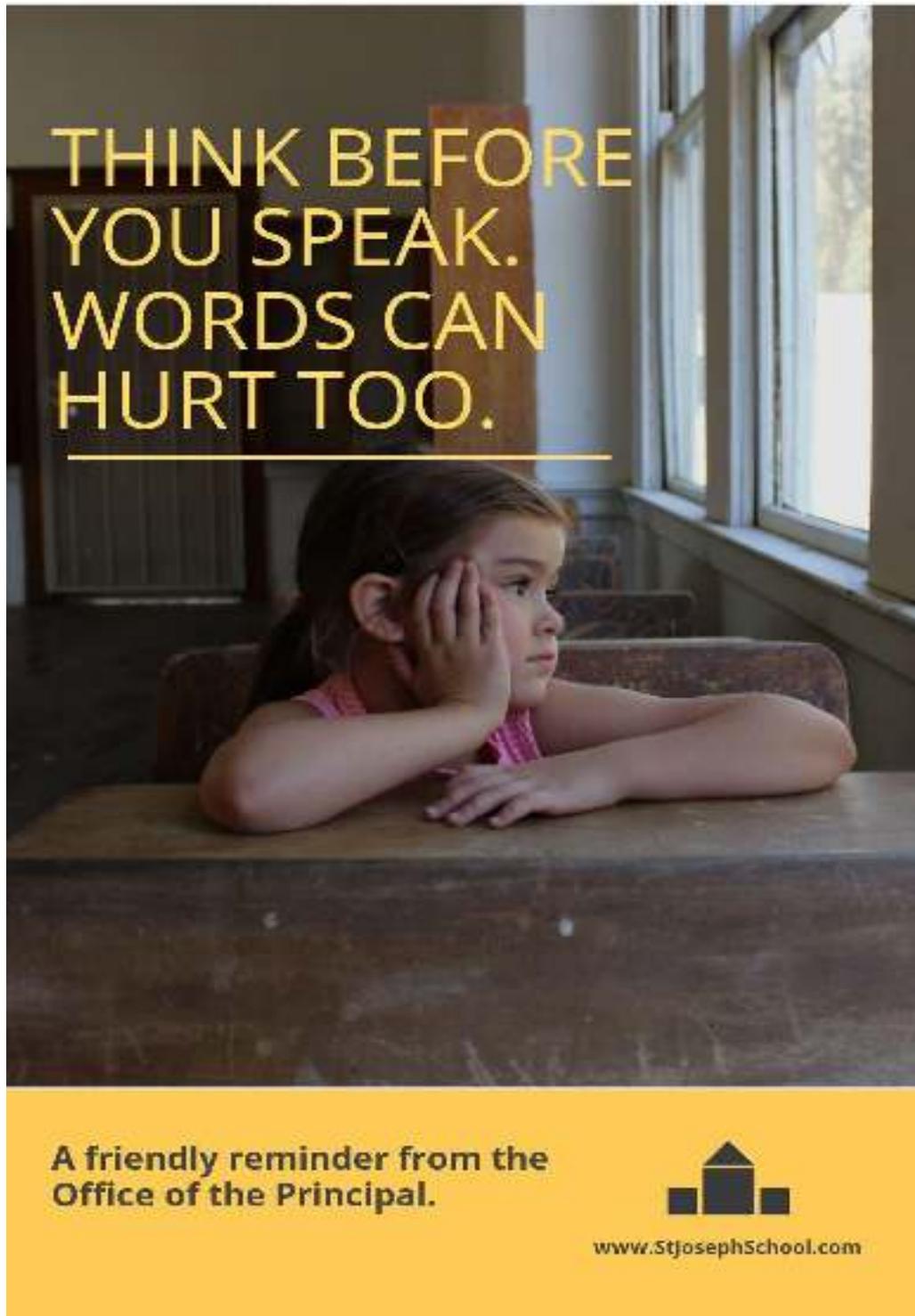
## 21. Sales Poster Design

For all your promotional discounts, make sure to emphasize the figures. Use big text and loud font, as seen in the [sales poster](#) example below.



## 22. School Poster Design

Kids need adults to teach them the right things. Light the path for them by reminding children of what matters. Take a cue from this [school poster](#) below.



## 23. Simple Poster Design

Simplicity is vastly underrated. Having too much going on can sometimes backfire; take a cue from this [simple poster template](#) below that's no-fuss and no-frills.



# One click to capture a moment.

We commit to taking the best photos.

**WE CATER TO:**

- Wedding Ceremony & Reception
- Graduations
- Birthday Parties

For more information, visit [petuniastudios.com](http://petuniastudios.com)

**CONTACT US**

56G Bloomdale Bldg., Seyfried St.,  
Denver, CO 80202  
921-019-1929



## 24. Travel Poster Design

Have a focal point in your design to highlight the best travel photos. The [travel poster template](#) below is sure to stir some serious wanderlust feelings.



**WE PUT PARADISE  
ON YOUR TRAVEL MAP**

BOOK NOW! (230) 535-1814  
or visit [tetrisravels.com/booking](http://tetrisravels.com/booking)

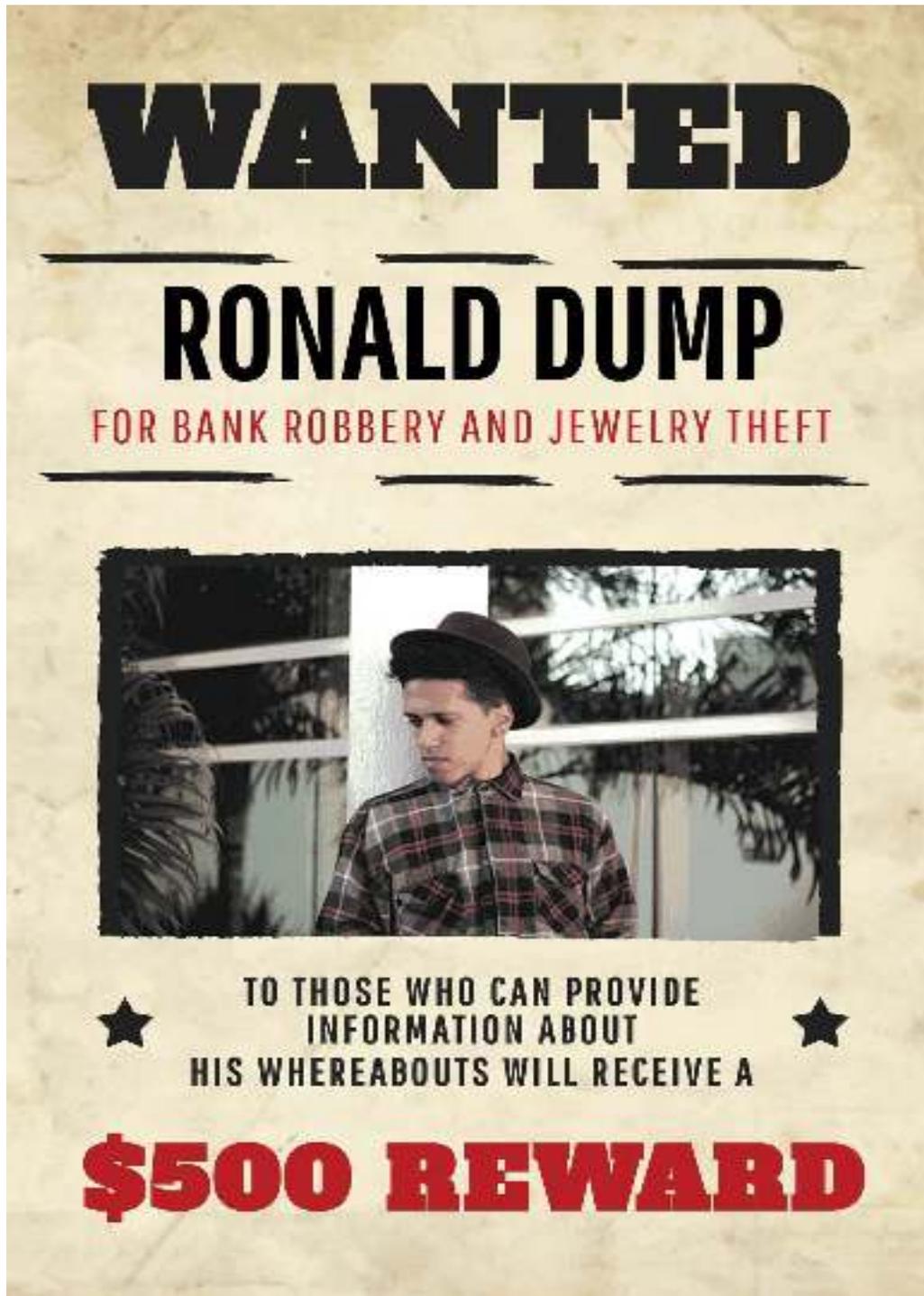
## 25. Valentine's Poster Design

Love wins in this [Valentine's Day poster template](#). The simple yet lovely design is sure to capture hearts.



## 26. Wanted Poster Design

[Wanted posters](#) capture popular public imagination in a unique way. These types of posters usually contain large text, a photo of the accused that's front and center, and the reward figure.



## 27. Fashion Poster Example

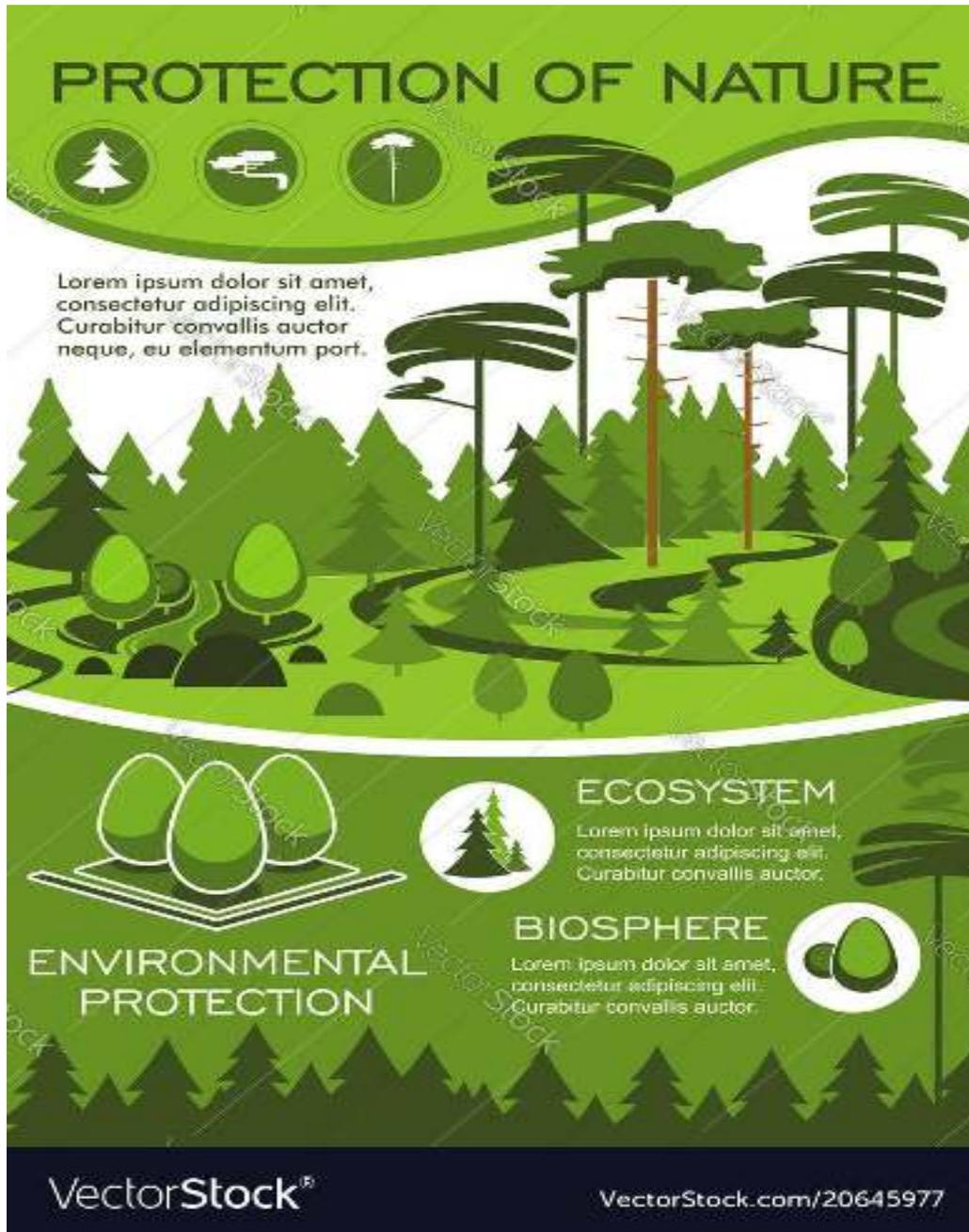
The fashion poster below is a cool combination of character and colors. Build hype and anticipation by announcing a special or secret guest but not revealing who it is yet.



[Source](#)

## 28. Nature Poster Example

Nature conservation and protection is the core of many people's lifelong advocacies. This poster below includes brief descriptions about main concepts in nature preservation. The image also keeps in clean and green with different styles and drawings of trees.



[Source](#)

## 29. Foreign Language Poster Example

Whatever your mother tongue or first language, your poster should still contain key information. Do not neglect to plug in relevant contact details, too. If you are unable to include a contact number or cannot advertise the person-in-charge, the very least that you can do is to include an official website.



[Source](http://www.debordde Loire.fr)

## 30. Obama Campaign Poster Example

Your messaging is the core of your poster and your brand should speak and reflect that message. Take a page from former United States president Barack Obama's campaign playbook. The national campaign poster below needs no explanations or long descriptions. The design and single message are impactful enough.



[Source](#)

## 31. Women's Day Poster Design

Hold your head high and celebrate your womanhood! The [Women's Day poster template](#) below highlights not just the date, but the femininity and grace of being a woman.



## 32. Work from Home Poster Design

The work from home set up is the new normal with no clear end yet in sight to the worldwide pandemic. This [work from home poster template](#) makes an effective recruitment ad by listing down the available positions.



**BE  
A PART OF  
OUR TEAM!**

POSITIONS INCLUDE:

- SOCIAL MEDIA OFFICERS
- CONTENT WRITERS
- MARKETING SPECIALISTS
- RESEARCHERS
- DATA ANALYSTS
- LAYOUT ARTISTS

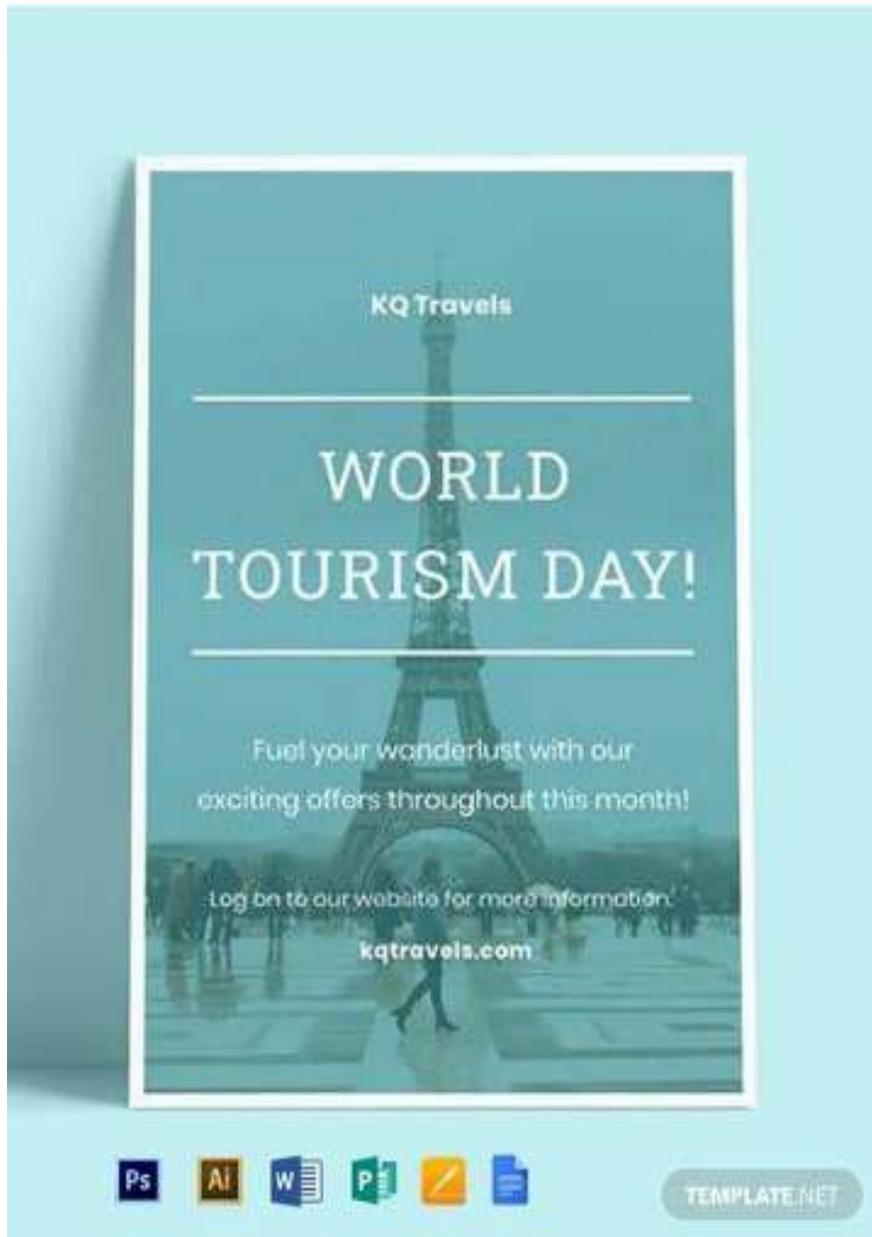
**WORK FROM HOME NOW!**

FOR MORE INFORMATION CONTACT (445) 763-2129  
AND LOOK FOR JOHN BARTLETT.

**Devlin Rocks Inc.**  
[www.devlinrocksi nc.com](http://www.devlinrocksi nc.com)

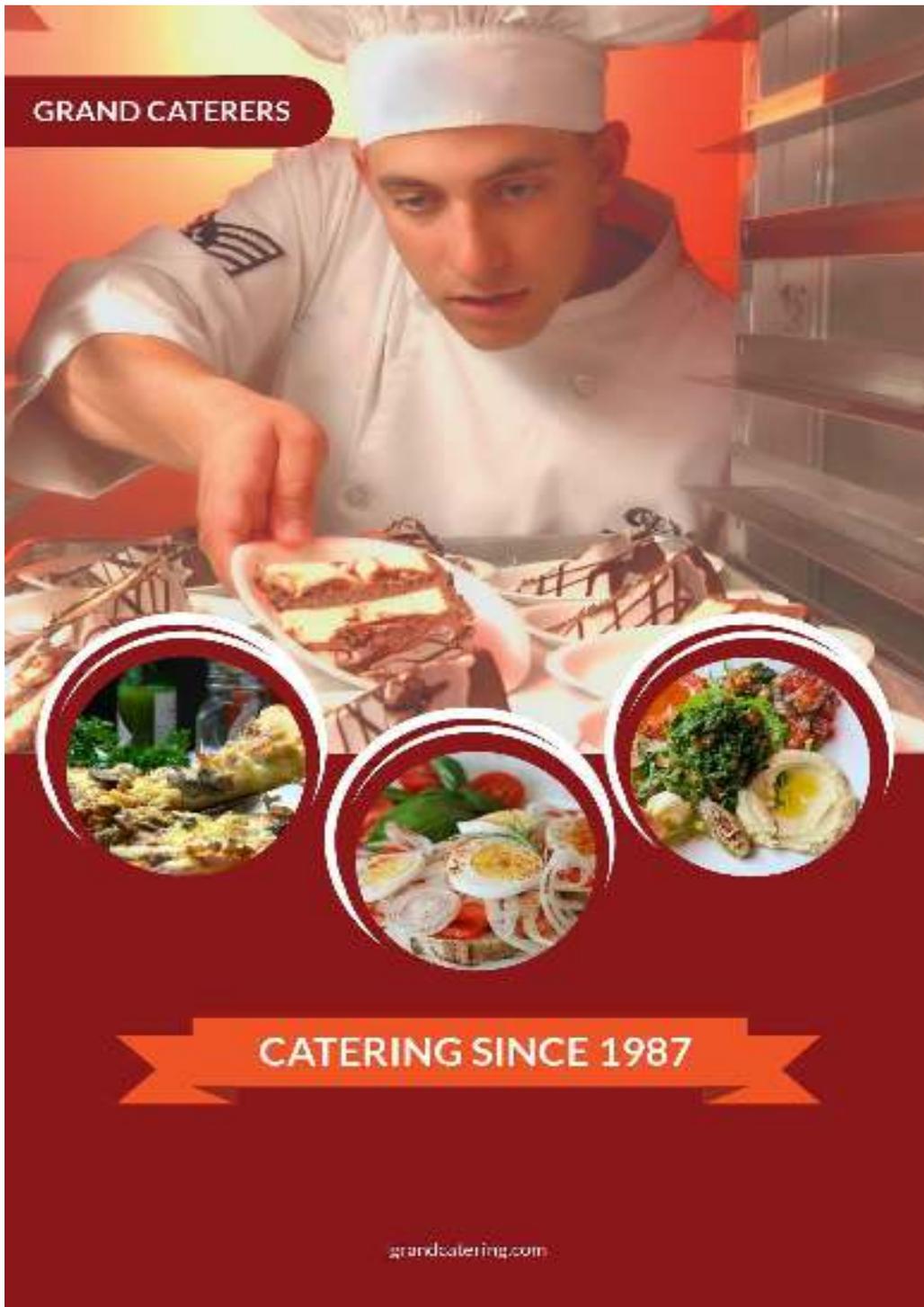
### 33. Tourism Poster Design

Feed your need for adventure with a poster that features a world famous landmark. The [tourism template](#) below uses a towering image of the Eiffel Tower as a backdrop.



## 34. Catering Poster Design

Invite your palette to a gastronomic feast with an appetizing [catering poster](#). The example below features not just one dish, but an entire course!



## 35. Startup Poster Design

Startups are the future! Don't be afraid to experiment with colors like how this [startup poster](#) below does.



**Make your**  
**START-UP**

We are providing Innovative Ideas for your business growth  
Accountancy Support  
company structure consultation  
accounts preparation & submission  
bookkeeping training

3427 Parker Dr. Old Fort, OH 44861  
Call us at 216-645-2936  
[ventureframe.com](http://ventureframe.com)  
[info@hanekom.com](mailto:info@hanekom.com)

## 36. Photography Poster Design

Don't forget to let the public know what services you accept. For example, the [photography template](#) below advertises the kinds of events that their business caters to.



### WE CATER TO:

Weddings  
Graduations  
Birthdays  
Private Events

### CONTACT US

50 Topaz St., Baltimore,  
MD 56019  
214-019-2209  
[ginheimstudios.com](http://ginheimstudios.com)

## 37. Carnival Poster Example

Get the party started with a loud and exuberant poster like the one featured below. The carnival poster combines a plethora of elements such as rainbow colors, confetti, and bold text to advertise the event.



[Source](#)

### 38. Community Poster Example

The family is the most basic unit in society. Community comes in close second. The idea of community is gradually becoming endangered in today's increasingly impersonal society. Uphold and preserve this notion with a compelling and action-oriented poster, like the example featured below.



[Source](#)

## 39. Museum Poster Example

Museums are pillars of art and culture. It is important to highlight this even in print or promotional material such as posters. The museum example below incorporates an imaginative and futuristic theme in their poster.



[Source](#)

## 40. Mental Health Poster Example

Mental health is quickly becoming one of the most discussed topics everywhere around the world. The advocacy is taking center stage in many communities and social platforms. The mental health poster below promotes a weeklong event and also integrates nature in their theme.



[Source](#)

## 41. Wedding Poster Design

The wedding business is a lucrative one; and bridal packages come in all shapes and sizes. The [wedding template](#) below capitalizes on this perfectly.



**EVER**  **AFTER**

A unique experience for a once in a lifetime moment.

**ROAD TO FOREVER**



20% off on our DOVE PACKAGE

925 Collins Ave., Canal Winchester, OH 43110  
202 903 2393 || [EverAfter.com](#)



## 42. Church Poster Design

Faith can move mountains. And a good poster is one that is able to embody that idea. The [church template](#) below uses a magnificent altar as its background photo.



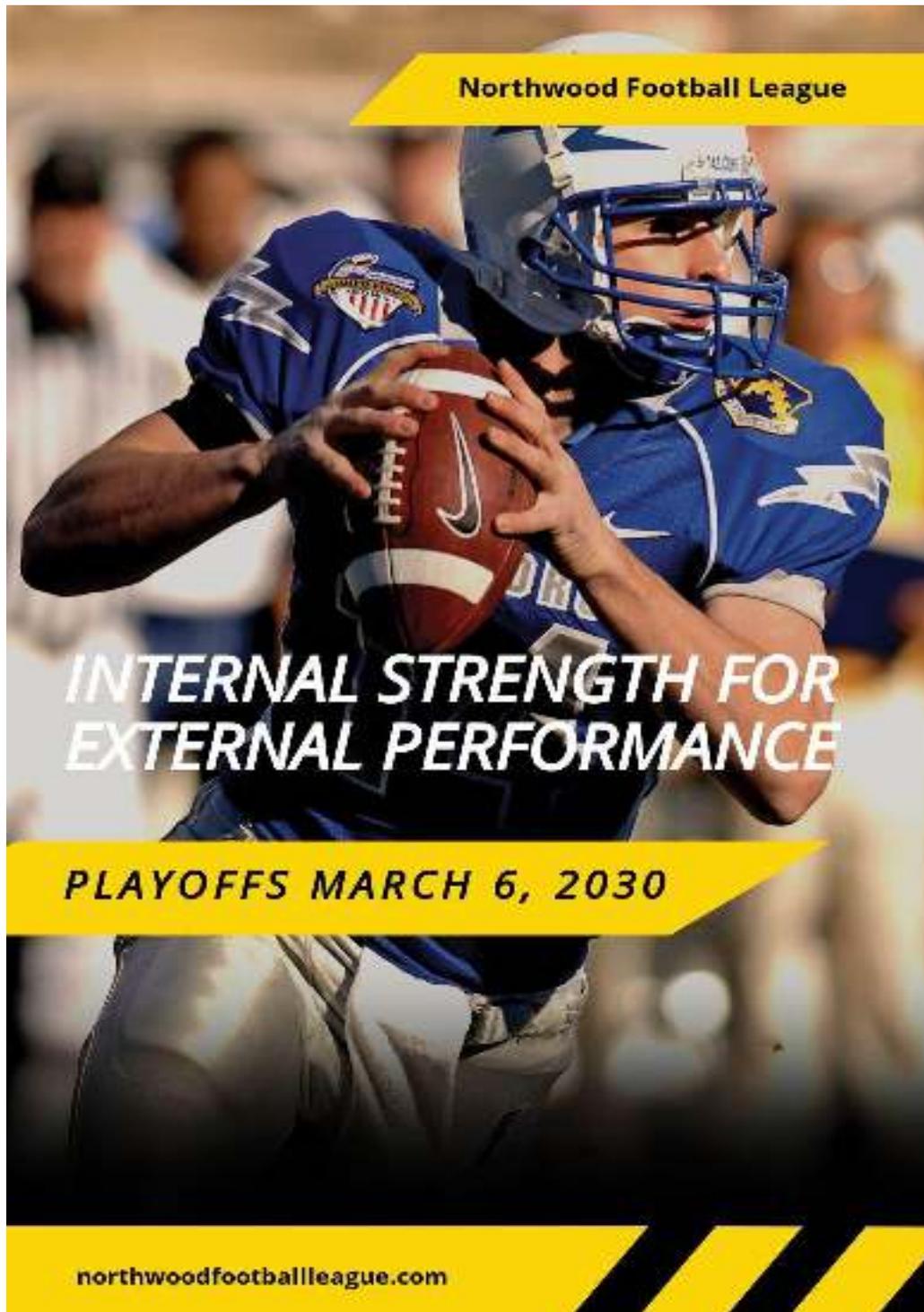
## 43. Children's Poster Design

Children hold the key to the future. Keep your poster kid-friendly with playful sketches and simple drawings, as seen in this [children's template](#) below.



## 44. Sports Poster Design

Get your head in the game with a strong and impactful [sports poster](#). The example below uses football, a beloved all-American sport.



## 45. Wine Poster Example

It bottoms up with this rustic wine poster! The black background gives it an added mystery and seriousness. Plus, the vintage font adds a certain country charm too.



[Source](#)

## 46. Marvel Poster Example

If you are as established as Marvel Studios, why wouldn't you want to feature everyone in the movie poster? The secret lies in the right positioning and assigning of characters, both main and secondary.



[Source](#)

## 47. Charity Poster Design

Appeal to the kindness in people with a captivating charity poster. There are many ways to help people in need; and a food drive or soup kitchen is just one way, as seen in the [charity template](#) below.



**THE HELPING HANDS FOUNDATION**

## 48. Party Poster Example

The party poster example below gives off an almost outer space and futuristic vibe. Yet it is not afraid to experiment with loud colors as well.



[Source](#)

## 49. K-pop Poster Example

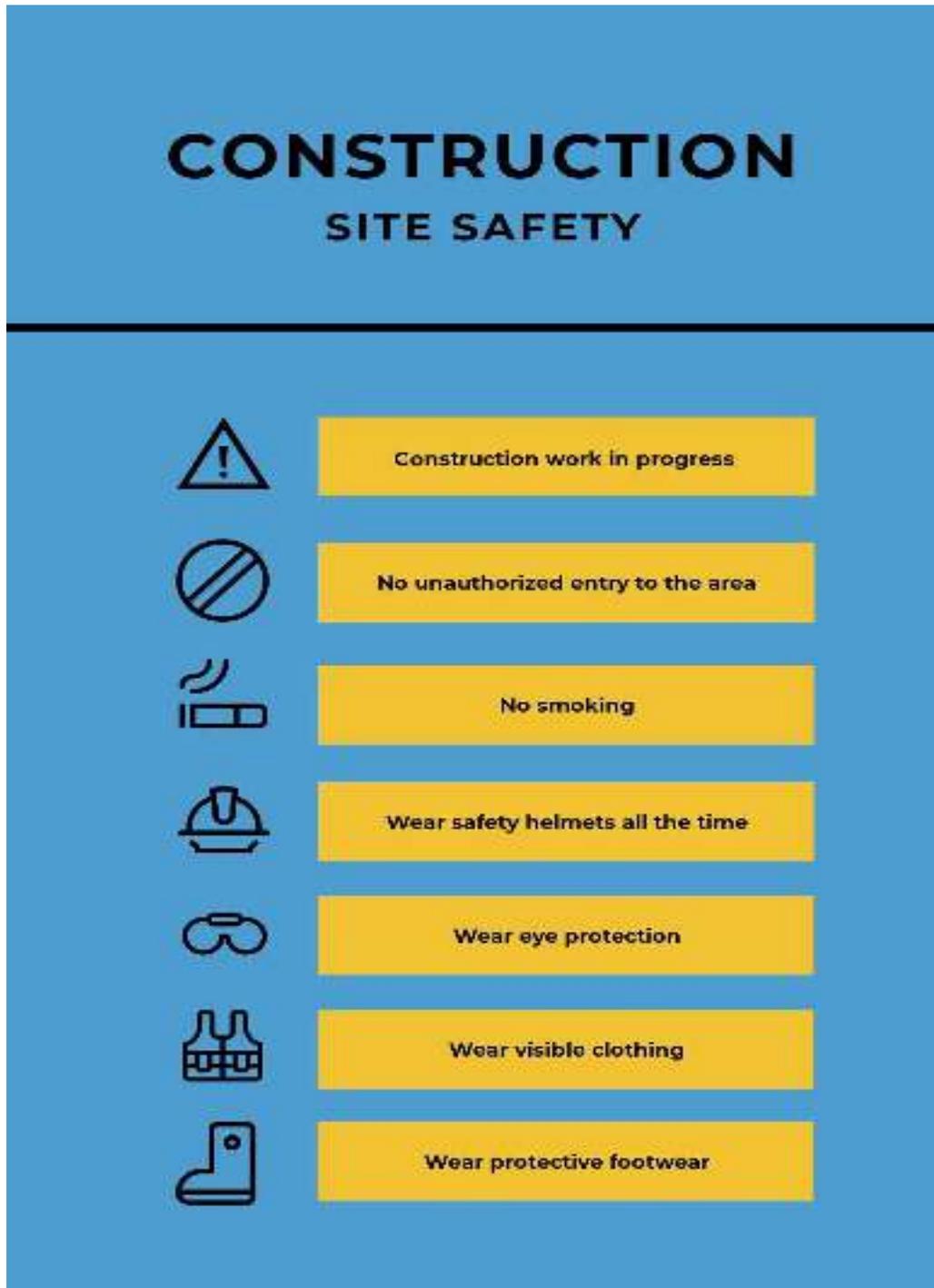
K-pop or Korean pop has taken the world by storm. Make sure your poster reflects the colorful and enchanting world of K-pop too! The posters below use contrasting styles, both neon and pastel colors, but deliver the same punch!



[Source](#)

## 50. Construction Safety Poster Design

The construction industry is a hazardous occupation and laborers need constant reminders whenever they are working on site. The [construction safety template](#) below dutifully lists on-site reminders.



# POSTER FORMAT

Before you dive into creative mode, it is helpful to take note of the common elements found in a typical poster. Let the format below serve as a guide:

## 1. Details

In any promotional material, not just posters, details are the most fundamental element in your design. As much as possible, include the date, time, and place. But if you don't want to give too much away or it is part of your marketing strategy, at least a logo would suffice or anything that will allow others to distinguish your brand.

## 2. Graphics

A poster with details and text but missing any engaging graphics to back it up will end up plain and forgettable. Make sure your images and design are eye-catching enough to generate interest and attention.

## 3. Color

The use of colors can either make or break a design. Not only should your color palette complement the overall design of your poster, it should fit the messaging or theme of it as well. Your color scheme should also attract and appeal, not the opposite.

## 4. Background

Other people are not content with just a solid colored background. Using images as a backdrop or as a background is quite common. Although techniques vary depending on how you frame your poster. Some just use snippets or bits and pieces of select imagery as opposed to the whole photograph.

## 5. Font

This is mostly self-explanatory. Use larger and bolder font for text you want to emphasize. Secondary or minor texts are often smaller and written in fine print.

## **FAQs**

### **What is a poster and example?**

A poster is a promotional material that is used to market events, products, services, and brands. It is often printed and is used in many industries, not only in the advertising world. Posters normally have standard and universal sizes.

### **How can I make a poster?**

There are several tools you can use to make a poster. Today, there's a host of options and online platforms to choose from. If you don't already have an application or software, you can always use an existing template and customize it to your liking.

### **What is poster design?**

Poster design is the act of creating an informative and innovative poster, mainly for advertising and marketing purposes.

### **What are the main types of posters?**

According to the Online Guidelines for Academic Research and Writing, the three types of posters are: roll-up posters, modular posters, and digital posters.

### **Why are posters useful?**

Posters can help get your point across and spread your message. It is relatively easy to create and does not cost as much compared to other marketing tools.