

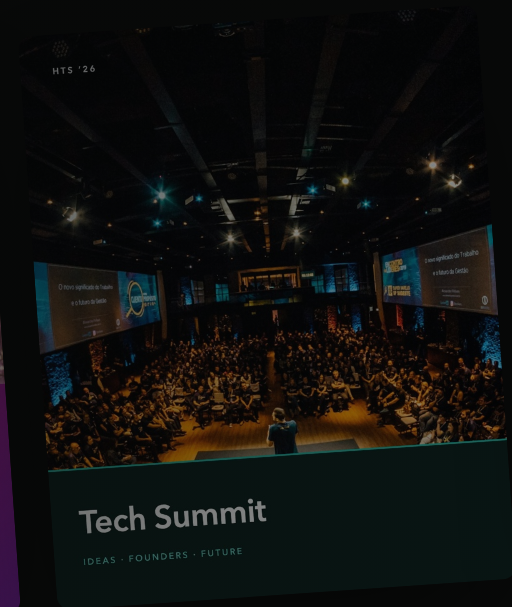
tikè̀m

The poster is the pitch.

HOW TO MAKE ART THAT SELLS OUT

by KOURT LAY

NAVAL
JAKMEL



It stops the scroll — or it doesn't.

In the feed, your poster competes with every other event at a glance. People decide in half a second. Make that image do all the work — Tikèm prints the date, venue, and price around it for you.

- The feed shows art first, details second.
- A great poster is your cheapest marketing.



FIVE RULES

Pure art.

Follow these and your poster will
look at home next to the best
events in Haiti.

01

No logistics on it

No date, venue, or price — the app shows those.

02

Portrait, 4:5

Vertical fills the card. Never square or landscape.

03

One strong image

High-resolution. One subject. No collage.

04

Bold, legible title

The event name, big — readable at thumbnail size.

05

Let it breathe

Space is luxury. Resist filling every corner.



WHAT MAKES IT WORK

Four things, done right.

- *The image*

One high-res photo or artwork that fills the whole frame, edge to edge.

- *The title*

Big and bold at the bottom, so it reads even as a tiny thumbnail.

- *One accent*

A single colour mark — a tick, a rule — not a rainbow.

- *The breathing room*

Dark space at the base lets the title land. No clutter.

SAME PHOTO, TWO OUTCOMES

Art, not a flyer.

✓ DO — PURE ART



One image, the name, room to breathe. The app adds the date, venue, and price around it.

✗ DON'T — THE CRAMMED FLYER



Dates, prices, phone numbers, clashing fonts — it drowns the image and repeats what the app already shows.

USE THE HOUSE COLOURS & TYPE

The kit.

INK #0A0A0A

CREAM #F4EFE3

GREEN #2FBE76

TEAL #14B8A6

Black canvas, cream text, one green accent. Teal is the in-app UI colour — keep it to the app, not the poster.

DISPLAY · INSTRUMENT SERIF ITALIC

Nwit Konpa

TITLES · SPACE GROTESK BOLD

SUMFEST 2026

DETAIL · JETBRAINS MONO

SAT 09 AUG · ARCADINS

NO DESIGNER? NO PROBLEM

Make it in minutes.

01 *Start in Canva*

Free, on your phone. Pick a 4:5 / portrait poster size.

02 *Grab a strong photo*

Your own is best. Free & licensed: Unsplash, Pexels.

03 *Add the name, big*

One bold font. Nothing else — no date or price.

04 *Export & upload*

JPG or PNG, under 5MB. Done.

YOUR TURN

*Now go
make art.*

One striking image. The name,
bold. Let Tikèm handle the rest.

tikèm

