

Graphic Design Assignment – RentOk

www.rentok.com

Objective of Design:

To design engaging, on-brand social media content for RentOk that drives user engagement, highlights features, and strengthens brand identity across platforms like Instagram, LinkedIn, and Facebook.

Instructions:

1. **Submission Format:** Figma/Canva files or PNG/JPG images.
2. **Tools Allowed:** Canva, Figma, Adobe Illustrator, Photoshop.
3. **Focus:** Visual appeal, clarity, brand consistency, and mobile-friendly formats.

Assignment Tasks:

1. Feature Highlights:

- Create a social media post focusing on RentOk's key features(use main):
 - 100% Digital Experience
 - Digital check-in & KYC
 - Online Rent Payment & Receipt
 - Faster Complaint Resolutions
 - Accounts and vacancy reports
 - Manage different properties from one app
- Each post should include:
 - A short, catchy headline
 - Visuals/icons that reflect the feature
 - Consistent branding (colors, fonts, logo placement)

2. Promotion Post (1 Post)

- Design 1 promotional post highlighting RentOk's value proposition: "Manage your PG/Hostel effortlessly with RentOk."
- Include a clear CTA like "book your demo" or "activate now"

Deliverables:

- Total: 2 social media designs (1 Feature + 1 Promotion)
- Format: Files(Figma/Canva/PSD)
- Include a brief explanation of your design choices for each post.

Evaluation Criteria:

- Creativity and originality
- Brand alignment and consistency
- Clarity of messaging and visuals
- Engagement potential (how likely the post will attract likes, shares, or comments)
- Mobile-first design

Brand Guidelines:

- **Colors:** blue,white,yellow- mainly
- **Fonts:** poppins
- **Logo Placement:** Always visible but not overpowering
- **Tone:** simple, friendly, and approachable

Please mail it on jiya@eazyapp.tech