

Mereka AI Lab: Freelance Design Production Brief

Public training campaign, August to November 2026

Everything you need to produce the campaign assets. You do not need to read the marketing plan. All copy below is final and should be set exactly as written.

Questions go to Gurpreet before you start a round, not after.

1. What you are making

Twenty-two Meta posters, delivered in three rounds a week apart. Plus a weekly roundup update and a weekly LinkedIn poster, both ongoing.

Deliverable	Files	Due
Round 1 posters	8	Fri 7 Aug
Round 2 posters	7	Fri 14 Aug
Round 3 posters	7	Fri 21 Aug
Weekly roundup updates	13	Every Friday from 14 Aug
LinkedIn posters	15	One per week
Total	50 files	

Why the dates are fixed. Each round of ads goes live the day you deliver it. Creative that arrives after the ads launch is creative nobody sees. Deliver in the morning where you can.

The three rounds are a sequence, not three versions

Each programme runs three campaigns launched a week apart, then all three run together. They tell one story in three stages, and the design should carry that progression.

Round	The job	Visual treatment
Round 1	Name the problem	Anchor Blue field, white type

Round	The job	Visual treatment
Round 2	Show the payoff	White field, Anchor Blue type, Teal accents
Round 3	Give the proof	Anchor Blue field, large stat set in Teal

Same layout system across all three so they read as a family. The colour flip and the changing headline carry the progression. Someone who sees all three in a fortnight should feel a build, not a repeat.

2. Export specification

Meta posters: 1080 x 1080 px, 1:1 square. One size only.

LinkedIn posters: 1200 x 1200 px, 1:1 square.

- **PNG** for everything. JPG softens type edges and all of this is text-led.
- **RGB** colour space, not CMYK. This is all screen output.
- Full resolution always. Meta downranks under-resolution creative in the ad auction, so a soft export costs money, not just looks.
- Keep LinkedIn files **under 5 MB**. Meta allows up to 30 MB.

No QR codes on anything. Every ad is a clickable link and every organic post carries a link in the caption. Do not leave space for a QR.

Naming: `AILAB_[channel]_[round]_[variant]_[version].png`

Examples: `AILAB_Meta_R1_ChatGPT_v1.png`, `AILAB_Meta_Roundup_w17Aug_v1.png`, `AILAB_LinkedIn_wk3_v1.png`

3. Brand rules

From the Mereka Visual Identity guide 2026. AI Lab sits under the Future of Business pillar.

Colour. Use only these.

Role	Colour	Hex	How much
Primary	Anchor Blue	#1F3F7C	At least 50% of the composition
Secondary	Strategy Teal	#1FA3A6	15 to 30%, for CTAs and callouts
Canvas	White	#FFFFFF	Default background
Surface	Grey	#F5F6F7	Quiet breaks and panels
Body text on light	Off Black	#1A1623	Text

Tints if you need a shade. Anchor Blue: #ECF0F8, #CDD7EA, #93A8CE, #5C7DB8, #3E5E98, #142A59. Teal: #E6F5F5, #C2E7E7, #6CC7C8, #157578, #0C4A4C. Nothing outside these.

Type. Poppins Bold for all headings. Inter Regular for all body copy. Both free on Google Fonts and will be sent to you. No other typefaces. No Lato.

Logos. A strict ratio, not a preference.

- AI LAB lettermark: **top left**. It sets the master height.
- Mereka logo: **top right**, at **exactly 75%** of the AI LAB lettermark height, centred on the same horizontal axis.
- The Mereka logo must never match or exceed the AI LAB height.
- The AI LAB lettermark stays neutral: white, black or deep grey only. Never Anchor Blue, never Teal, no icons added.
- Clear zone around the Mereka mark equal to the diameter of its floating dot. Nothing enters it.

Other. Sentence case, not Title Case. No decorative background numbers. Any statistic carries a plain-English label beside it. No stock photography.

No dates on posters 1 to 7 in any round. HRD Corp closes registration three days before a session, so a printed date goes stale fast. Only the weekly roundup carries dates.

4. ROUND 1, due Friday 7 August: the problem

Eight posters. **Anchor Blue** field, **white Poppins Bold** headline, **Teal** accent rule.

Shared on all eight

- **Eyebrow:** PUBLIC TRAINING • HRD CORP CLAIMABLE
- **CTA line:** Click to find out dates NOW!
- **Footer, small:** Fees exclude 8% SST. 4% HRDC fee applies on invoice. Register at least 3 days before your session.

R1.1 ChatGPT

- **Headline:** Your team already uses ChatGPT
- **Subline:** Just not well.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Prompt so the output is actually usable
 - Spot the confident wrong answer
 - Build a prompt library for your own tasks

R1.2 Copilot

- **Headline:** You already pay for Microsoft 365
- **Subline:** Your team uses about a tenth of it.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Draft in Word and Outlook without leaving the app
 - Analyse Excel in plain English
 - Build decks and recap meetings in minutes

R1.3 Claude

- **Headline:** A 60-page report. A contract. Six months of notes.
- **Subline:** Claude handles the long stuff.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Work through reports and contracts at speed
 - Summarise, compare, extract what matters
 - Prompt so the reasoning is visible

R1.4 Gemini

- **Headline:** Gemini is already sitting in your inbox
- **Subline:** Most people have never opened it.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Draft and summarise straight from Gmail

- Analyse Sheets without knowing the formula
- Search across everything in your Drive

R1.5 Canva AI

- **Headline:** Small team. No designer.
- **Subline:** And a content calendar that still needs filling.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Generate copy and images that stay on brand
 - Resize a full campaign set in one go
 - Leave with the deck you keep putting off

R1.6 AI Foundation, half day

- **Headline:** Half your team already uses AI
- **Subline:** They just have not told you.
- **Duration strip:** 4 HOURS • NO EXPERIENCE NEEDED • RM 450 PER PERSON
- **Three lines:**
 - Banning it does not work
 - Give them a method and clear rules
 - Learn what data never goes into a public tool

R1.7 AI Foundation, full day

- **Headline:** Your staff are already pasting company data into AI tools
- **Subline:** Has anyone told them what they cannot paste?
- **Duration strip:** 8 HOURS • HANDS-ON • RM 700 PER PERSON
- **Three lines:**
 - Morning: foundations, prompting, ethics
 - Afternoon: working with your data, AI security
 - Pre and post-competency report included

R1.8 Weekly roundup

Its own layout. This is the only poster you update again. Build it to change fast.

- **Eyebrow:** THIS WEEK AT MEREKA AI LAB
- **Headline:** Editable field. First version reads: Three sessions this week. Pick yours.
- **Body:** Up to five rows, each an editable field: Wed, 12 Aug 2026
- Thu, 13 Aug 2026
- Fri, 14 Aug 2026
 - Wednesday, 12 August 2026 • ChatGPT • 9 AM - 1 PM
 - Thursday, 13 August 2026 • Copilot • 9 AM - 1 PM

- Friday, 14 August 2026 • Claude • 9 AM - 1 PM
- **Footer strip:** All HRD Corp claimable • From RM 300 per person • Register at least 3 days ahead
- **CTA line:** Link in post!

Build the row block so rows can be removed without the layout collapsing. Several weeks have fewer than five sessions and one week has only one. The headline is editable for the same reason. First version content is in section 8, week 1.

5. ROUND 2, due Friday 14 August: the payoff

Seven posters. **White field, Anchor Blue Poppins Bold headline, Teal accents.** The colour flip is what signals the shift from problem to payoff.

Shared on all seven

- **Eyebrow:** PUBLIC TRAINING • HRD CORP CLAIMABLE
- **CTA line:** Click to find out dates NOW!
- **Footer, small:** Fees exclude 8% SST. 4% HRDC fee applies on invoice. Register at least 3 days before your session.

R2.1 ChatGPT

- **Headline:** Get 5 hours a week back
- **Subline:** That is roughly what goes on work AI can already do.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Practise on your own real tasks
 - Leave with a prompt library you keep
 - Certificate and competency report included

R2.2 Copilot

- **Headline:** Your levy can pay for this in full
- **Subline:** Four hours. Your team stops doing the admin by hand.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Fully claimable under HRD Corp
 - Send two people or twenty
 - Competency report to show management

R2.3 Claude

- **Headline:** AI you can actually check
- **Subline:** Most AI output is not wrong. It is confidently wrong.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Prompt so the reasoning is visible
 - Spot the invented detail before it ships
 - Work on your own reports and contracts

R2.4 Gemini

- **Headline:** Make Google Workspace work harder
- **Subline:** Your inbox will not answer itself. But it can get close.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Draft and summarise inside Gmail
 - Analyse Sheets without the formula
 - Find the file nobody named properly

R2.5 Canva AI

- **Headline:** No designer? No problem.
- **Subline:** One morning and your team runs the whole workflow.
- **Duration strip:** 4 HOURS • HANDS-ON • RM 300 PER PERSON
- **Three lines:**
 - Generate the copy and the image
 - Resize a full campaign set at once
 - Keep everything on brand automatically

R2.6 AI Foundation, half day

- **Headline:** Before you pick a tool, know what you are doing
- **Subline:** Half a day. No jargon, no assumed knowledge.
- **Duration strip:** 4 HOURS • NO EXPERIENCE NEEDED • RM 450 PER PERSON
- **Three lines:**
 - What these tools genuinely do, and do not
 - How to prompt so the output is usable
 - What data never goes into a public tool

R2.7 AI Foundation, full day

- **Headline:** A full day, because some of this cannot be rushed
- **Subline:** The only session that covers AI security properly.

- **Duration strip:** 8 HOURS • HANDS-ON • RM 700 PER PERSON
 - **Two-column split block:**
 - MORNING: Foundations, prompting, ethics
 - AFTERNOON: Working with your data, AI security
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6. ROUND 3, due Friday 21 August: the proof

Seven posters. **Anchor Blue field, with one large statistic set in Strategy Teal as the dominant element.** These are stat-led, so the number is the hero and the headline supports it. This is the biggest visual departure of the three rounds and it should feel like the closing argument.

Shared on all seven

- **Eyebrow:** WHAT PARTICIPANTS REPORT
- **CTA line:** Find the next dates at ailab.mereka.io
- **Footer, small:** Fees exclude 8% SST. 4% HRDC fee applies on invoice. Register at least 3 days before your session.
- Every statistic carries its plain-English label directly beneath it, set smaller.

R3.1 ChatGPT

- **Big stat:** 37 in 100
- **Stat label:** arrive having never really used AI
- **Headline:** They leave using it daily
- **Supporting line:** 4 hours, hands-on. RM 300 per person, HRD Corp claimable.

R3.2 Copilot

- **Big stat:** 30 mins to 15
- **Stat label:** one participant's writing tasks, after one session
- **Headline:** Copilot training that sticks
- **Supporting line:** 4 hours on your own real files. RM 300 per person, HRD Corp claimable.

R3.3 Claude

- **Big stat:** 92 in 100
- **Stat label:** leave confident using AI
- **Headline:** For document-heavy teams
- **Supporting line:** 4 hours on the reports and contracts you already handle. RM 300 per person.

R3.4 Gemini

- **Big stat:** 5 hours a week
- **Stat label:** what participants report getting back
- **Headline:** Most of it sits in Gmail and Sheets
- **Supporting line:** 4 hours, hands-on. RM 300 per person, HRD Corp claimable.

R3.5 Canva AI

- **Big stat:** 100 in 100
- **Stat label:** would recommend the training
- **Headline:** Bring real work. Leave with it done.
- **Supporting line:** 4 hours, hands-on. RM 300 per person, HRD Corp claimable.

R3.6 AI Foundation, half day

- **Big stat:** 37 in 100
- **Stat label:** have never really used AI at work
- **Headline:** Start from zero. Leave with a method.
- **Supporting line:** Half day. RM 450 per person, HRD Corp claimable.

R3.7 AI Foundation, full day

- **Big stat:** 92 in 100
- **Stat label:** leave confident using AI
- **Headline:** Training you can show the board
- **Supporting line:** Full day, with a pre and post competency report. RM 700 per person.

7. The weekly LinkedIn posters

One fresh design per week, 15 in total, 1200 x 1200 px. The first is due Friday 7 August with round 1.

These are organic posts, not paid ads, so LinkedIn's 20% text limit does not apply. Keep them simple anyway: **one strong statement, set large.** The detail lives in the post copy, which Gurpreet writes. The link goes in the caption, so no URL and no QR on the artwork.

House style. One headline, no outcome lines, no price chip. AI LAB lettermark top left and Mereka top right as always. Alternate the background between Anchor Blue with white type and white with Anchor Blue type week to week, so the feed does not look monotonous. Strategy Teal for a single underline or rule, nothing more.

Week commencing	Headline
3 Aug	A session every working day
10 Aug	Half your team already uses AI. They just have not told you.
17 Aug	Most people use ChatGPT like a search engine
24 Aug	Before you pick a tool, know what you are doing
31 Aug	Your levy is sitting there
7 Sep	You already pay for Microsoft 365
14 Sep	The part most organisations skip: AI security
21 Sep	From "I have heard of AI" to six hours a week saved
28 Sep	Not all AI work fits in a chat box
5 Oct	"We already did AI training"
12 Oct	If you run Google Workspace, you already have Gemini
19 Oct	92 in 100 leave confident. 100 in 100 recommend it.
26 Oct	Most small teams do not have a designer
2 Nov	Has anyone told your staff what they cannot paste?
9 Nov	Try it small. Then scale it.

Some run long. Where a headline needs two or three lines, break it deliberately rather than letting it wrap, and keep the type large enough to read at thumbnail size.

8. Weekly roundup content, all 14 versions

Set exactly as written. Times are already correct: deep dives and half days run 9AM to 1PM, full days run 9AM to 5PM. Deliver each version on the Friday before the week it covers. You do not need to wait on anyone.

Note the session count varies. Public holidays fall on 25 and 31 August, 16 September and 9 November, and there are no sessions at all from 1 to 8 October. Week 9 has a single session. The headline changes to match and is written out each time.

Week 1: w/c 10 Aug · deliver Fri 7 Aug

Headline: Three sessions this week. Pick yours.

- WED 12 Aug • ChatGPT • 9AM to 1PM
- THU 13 Aug • Copilot • 9AM to 1PM
- FRI 14 Aug • Claude • 9AM to 1PM

Week 2: w/c 17 Aug · deliver Fri 14 Aug

Headline: Five days. Five sessions. Pick yours.

- MON 17 Aug • Gemini • 9AM to 1PM
- TUE 18 Aug • Canva AI • 9AM to 1PM
- WED 19 Aug • AI Foundation, Half Day • 9AM to 1PM
- THU 20 Aug • AI Foundation, Full Day • 9AM to 5PM
- FRI 21 Aug • ChatGPT • 9AM to 1PM

Week 3: w/c 24 Aug · deliver Fri 21 Aug

Headline: Four sessions this week. Pick yours.

- MON 24 Aug • Copilot • 9AM to 1PM
- WED 26 Aug • AI Foundation, Half Day • 9AM to 1PM
- THU 27 Aug • Claude • 9AM to 1PM
- FRI 28 Aug • AI Foundation, Full Day • 9AM to 5PM

Week 4: w/c 31 Aug · deliver Fri 28 Aug

Headline: Four sessions this week. Pick yours.

- TUE 1 Sep • AI Foundation, Full Day • 9AM to 5PM
- WED 2 Sep • Gemini • 9AM to 1PM

- THU 3 Sep • Canva AI • 9AM to 1PM
- FRI 4 Sep • ChatGPT • 9AM to 1PM

Week 5: w/c 7 Sep · deliver Fri 4 Sep

Headline: Five days. Five sessions. Pick yours.

- MON 7 Sep • Copilot • 9AM to 1PM
- TUE 8 Sep • Claude • 9AM to 1PM
- WED 9 Sep • AI Foundation, Half Day • 9AM to 1PM
- THU 10 Sep • Gemini • 9AM to 1PM
- FRI 11 Sep • Canva AI • 9AM to 1PM

Week 6: w/c 14 Sep · deliver Fri 11 Sep

Headline: Four sessions this week. Pick yours.

- MON 14 Sep • ChatGPT • 9AM to 1PM
- TUE 15 Sep • AI Foundation, Full Day • 9AM to 5PM
- THU 17 Sep • Copilot • 9AM to 1PM
- FRI 18 Sep • Claude • 9AM to 1PM

Week 7: w/c 21 Sep · deliver Fri 18 Sep

Headline: Five days. Five sessions. Pick yours.

- MON 21 Sep • Gemini • 9AM to 1PM
- TUE 22 Sep • Canva AI • 9AM to 1PM
- WED 23 Sep • AI Foundation, Half Day • 9AM to 1PM
- THU 24 Sep • ChatGPT • 9AM to 1PM
- FRI 25 Sep • Copilot • 9AM to 1PM

Week 8: w/c 28 Sep · deliver Fri 25 Sep

Headline: Three sessions this week. Pick yours.

- MON 28 Sep • Claude • 9AM to 1PM
- TUE 29 Sep • Gemini • 9AM to 1PM
- WED 30 Sep • Canva AI • 9AM to 1PM

Week 9: w/c 5 Oct · deliver Fri 2 Oct

Headline: One session this week.

- FRI 9 Oct • AI Foundation, Full Day • 9AM to 5PM

Week 10: w/c 12 Oct · deliver Fri 9 Oct

Headline: Five days. Five sessions. Pick yours.

- MON 12 Oct • ChatGPT • 9AM to 1PM
- TUE 13 Oct • Copilot • 9AM to 1PM
- WED 14 Oct • AI Foundation, Half Day • 9AM to 1PM
- THU 15 Oct • Claude • 9AM to 1PM
- FRI 16 Oct • Gemini • 9AM to 1PM

Week 11: w/c 19 Oct · deliver Fri 16 Oct

Headline: Five days. Five sessions. Pick yours.

- MON 19 Oct • Canva AI • 9AM to 1PM
- TUE 20 Oct • AI Foundation, Full Day • 9AM to 5PM
- WED 21 Oct • ChatGPT • 9AM to 1PM
- THU 22 Oct • Copilot • 9AM to 1PM
- FRI 23 Oct • Claude • 9AM to 1PM

Week 12: w/c 26 Oct · deliver Fri 23 Oct

Headline: Five days. Five sessions. Pick yours.

- MON 26 Oct • Gemini • 9AM to 1PM
- TUE 27 Oct • Canva AI • 9AM to 1PM
- WED 28 Oct • AI Foundation, Half Day • 9AM to 1PM
- THU 29 Oct • ChatGPT • 9AM to 1PM
- FRI 30 Oct • Copilot • 9AM to 1PM

Week 13: w/c 2 Nov · deliver Fri 30 Oct

Headline: Five days. Five sessions. Pick yours.

- MON 2 Nov • Claude • 9AM to 1PM
- TUE 3 Nov • AI Foundation, Full Day • 9AM to 5PM
- WED 4 Nov • Gemini • 9AM to 1PM
- THU 5 Nov • Canva AI • 9AM to 1PM
- FRI 6 Nov • ChatGPT • 9AM to 1PM

Week 14: w/c 9 Nov · deliver Fri 6 Nov

Headline: Three sessions this week. Pick yours.

- TUE 10 Nov • Copilot • 9AM to 1PM
 - WED 11 Nov • AI Foundation, Half Day • 9AM to 1PM
 - THU 12 Nov • Claude • 9AM to 1PM
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9. Not in scope

- **No QR codes.** Ads are clickable, posts carry links in the caption.
 - **No 9:16 Stories or Reels versions.** Meta placements are set to Feed, Marketplace and Explore only.
 - **No 4:5 feed versions.** Square only.
 - **No separate retargeting or past-participant creative.** Those campaigns reuse the round 3 posters and the weekly roundup.
 - **No testimonial poster.** On hold pending written permission. Do not build it with placeholder text.
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10. Before you send each round

- AI LAB lettermark top left, Mereka top right at exactly 75% height, both on the same axis
- AI LAB lettermark is neutral, not coloured
- Round 1 and 3 are Anchor Blue field, round 2 is white field
- Anchor Blue covers at least half of any composition it grounds
- Teal between 15 and 30%, used for accents, stats and CTA only
- No colour used that is not in section 3
- Poppins Bold headings, Inter Regular body, nothing else
- Sentence case, not Title Case
- Every statistic has its plain-English label directly beneath it
- No QR codes anywhere
- No dates on anything except the weekly roundup
- Exported at 1080 x 1080 for Meta, 1200 x 1200 for LinkedIn
- PNG, RGB, full resolution. LinkedIn files under 5 MB
- Files named to the convention in section 2