FURTHER EXPLANATION OF MY IDEA

My idea consists of a 3 poster series. Using the current colours the Parkrun brand has and the typeface.

The posters go from negative to positive (red, orange, green). And each of them are connected.
The long consistent line incorporates the use of mental health words also going from negative to positive.
Each poster connects to each other with the line.
The meaning of the loop is what the participants think while running, how stressful and daunting it can be, however the words going from negative to positive are words that people may think before signing up to a parkrun, or even words they think while participating.
Some words also are bigger at the start to emphasise them more, (making the first poster more chaotic) then towards the end it eases off.

I have also picked specific words at the start and the end “anxious” and “unstoppable” as these are so different from each other and would link towards how people feel as participants. (before and after participating).

I will also using the design within different formats such as billboards, social media, lanyards, shirts.

There are also arrows shiowing the paths and the way of the line, with a qr code at the end leadig to the wbesite to allow people to sign up.