

1 Title: Capitals, text to right, much bigger, different (but similar style) font. SPACE!

DESIGN POINTERS

2 Subtitle: Same font as title, slightly bigger than normal text. Lined up with both. Background draws eye in.

Starting out in business? Overhauling your design and looking for some tips? Doing administration and hoping to make your everyday documents clear and professional? The following tips are aimed to give you a brief checklist to get the basics looking good.

3 Normal text: Reading size (10pt), easy-to-read font, even vertical spacing between sections, lined to left hand side, capitals to show headings.

FONTS

Choose two fonts, three maximum for all of your outgoing material. It's the easiest way to ensure consistent designs. 8-11pt is reading size.

COLOURS

Use as few as possible. Maybe match to main colour in picture.

LINING THINGS UP

Most documents look best with the text aligned left. If you are adding photographs or pictures, make sure they line up with the invisible lines at the edge of the text.



SPACE THINGS EQUALLY

Leave the same amount of space between paragraphs, pictures & tables. Uneven spacing is like unequal ('visual') stairs; the eye trips up. Decide on each pages content first. Give pictures an invisible border of blank space.

LOGOS

These should be small on advertising but prominent on stationery.

TEXT

The less text you use in your design the better it will look. This is especially true for web sites. Spellchek.

4 Quote: Larger text, bold, background. But lined up, same font, font size, capitals for heading. Instruction: Different colour.

MAKING SOMETHING STAND OUT

Break the rules above. Bigger text. A bold colour. Your eye should look at the information in order of importance 1-5. See numbers and notes on left.

5 Notes: Pale and small. Repeat things. Leave as much blank space as possible, like plain walls in a gallery. Print or pdf doc to find mistakes much more easily.

EMPLOYING A DESIGNER

If you are employing a designer, they cannot read your mind. The better your explanation of your goals, content and audience, the better the design.

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