

Typography

Choose fonts based on the message.

01

Limit the number of fonts to 3 in 1 project.

02

Space

Use space and grouping to create meaning.

Use white space to improve readability and reduce visual noise.



04

Graphics

Use relevant, interesting, high quality, and legal graphics.

Avoid using graphics only for decoration.

03

Color

Be mindful of the effects colors have.

Use colors that contrast and compliment.

05

Other Elements

Use size, lines, texture, and value to create visual meaning.

Using the Designer's Palette