Designing Gorgeous Content

A Guide for Women-Owned Businesses

Designing for your business

How do you make your business stand out?

How do you know what your business should look and sound like?

How do you design marketing materials like flyers, business cards, or social media graphics when you don't have the resources to hire a graphic designer?

About me

SELECT CLIENTS

+ Goodyear Tire

+ Gore-Tex®

+ American Institute of
  Aeronautics and Astronautics

+ Meritage Homes

+ Keller Williams Realty

+ Fox Restaurant Concepts

ACCOLADES

+ ADDY award winner

+ Graphic Design USA Magazine
  "Top Designers to Watch"

+ Phoenix New Times
  "Top 100 Creatives"

+ Former President's Council Chair
  on the AIGA National Board

FIVESIGMA.CO/RESOURCES

Building Your Brand

DEFINING THE LOOK AND FEEL OF WHO YOU ARE

Your brand manifesto

A great brand comes from a place of truth about what your business authentically represents, and about what your products or services means to your customers.

Your brand manifesto articulates what matters to your brand, it is your driving force and becomes a valuable resource as it serves to unit everyone around a set of values.

Why am I in this business?

What motivates me?

What does success look like for me?

What does success look like for my customers and employees?

Understanding your customers

Who is your customer?

What problem are you solving for your customer?

What benefits does your customer get from choosing you?

What will you always do for your customers?

Your brand personality

A big part of having a clear brand voice and look is familiarity – it makes you recognizable as a brand, and people know what to expect.

If your brand was a person, how would you talk and what would you say?

Period Care is self-care.

Give them what they need when they bleed. Whether trying for the first time or already a part of our hive; check out our best-selling washes, wipes and pads in our travel sizes. Explore what's available for you to stay clean, fresh, and balanced.

Shop Now

catering

sweets

specialty

savory

Locations

cambridge street | beacon hill

209 cambridge street
boston, ma 02114
857-449-7452

drydock ave | seaport idb

19 drydock ave
boston, ma 02210
857 449 0315

dalton st | hynes convention center

30 dalton street
boston, ma 02115

Coming soon...

SPANX SHAPING JEANS!

PRE-ORDER TODAY—GET THEM BEFORE THEY'RE GONE!

For Moms on a Mission™

Easing the load for hardworking parents and getting breast milk where it needs to go.

START YOUR ORDER

LEARN MORE

FOX & THE KNIFE

ENOTECA

ORDER ONLINE

Brand Recap

PURPOSE | GOALS | AUDIENCE | VOICE & TONE

Design Principles

TO HELP YOUR CONTENT SHINE

VISUAL HIER ARCHY

Understanding TYPE

USING COLOR

Choosing the RIGHT IMAGE

01

Visual Hierarchy

THE BASIC PRINCIPLES ARE
"CRAP"

Creating visual hierarchy

Contrast

Repetition

Alignment

Proximity

Porter Square Pups
Expert Care. Expert Service.
We provide the highest quality of care to your pet and strive to achieve the results to your satisfaction.

Our Services
Grooming
We provide the highest quality of care to your pet and strive to achieve the results to your satisfaction

Day Care
Relieves stress and boredom from being home alone all day.
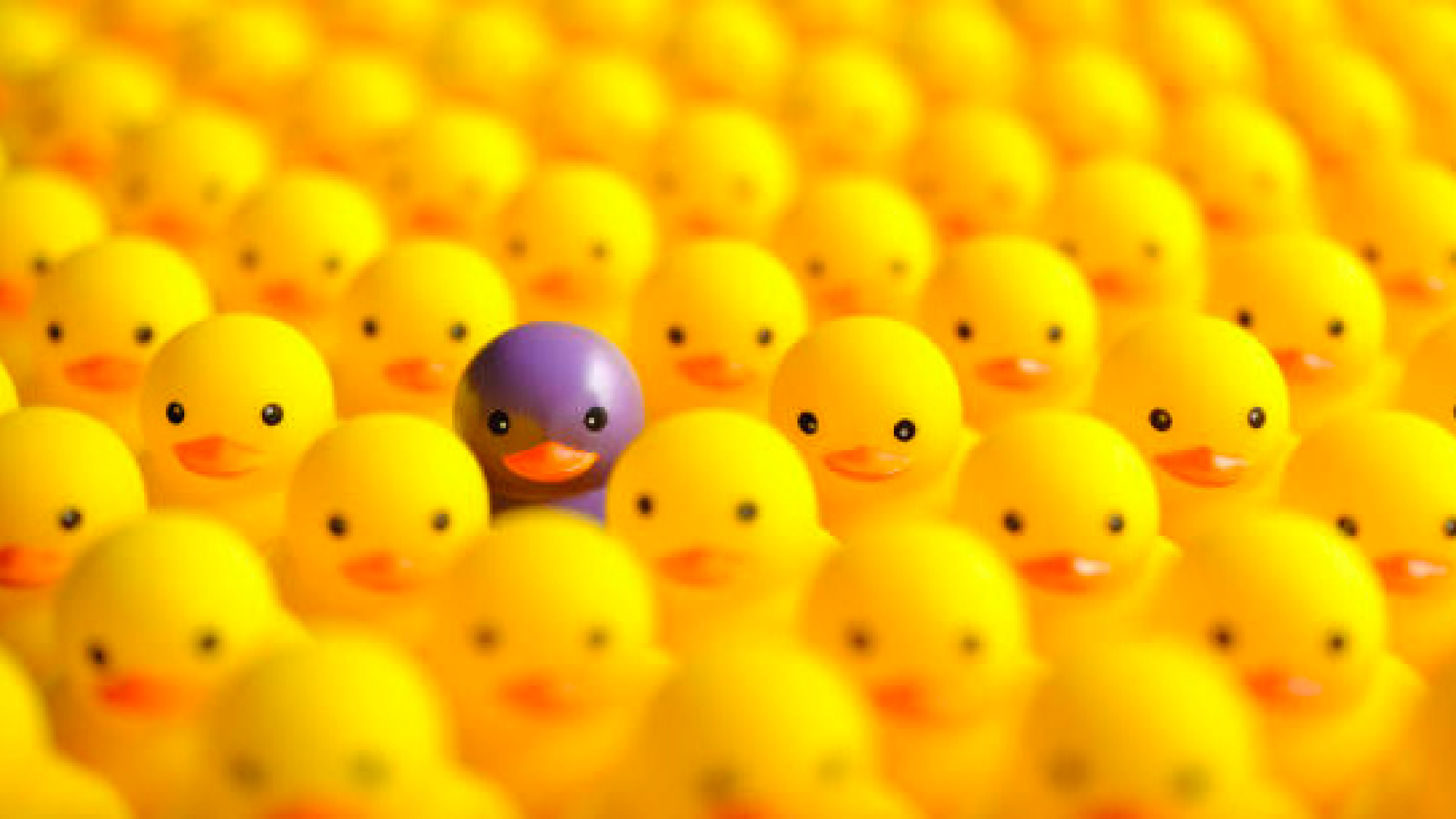
Visit our website
portersquarepups.com
Call us at
(617) 555-5555

CONTRAST

is what makes the reader look at the page in the first place.

Beauty and the beast.

PORTER SQUARE PUPS

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OUR SERVICES

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(617) 555-5555

REPETITION

is the process of creating a visual pattern that helps unify your message.

Marcia, Marcia, Marcia!

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·········· **OUR SERVICES** ··········

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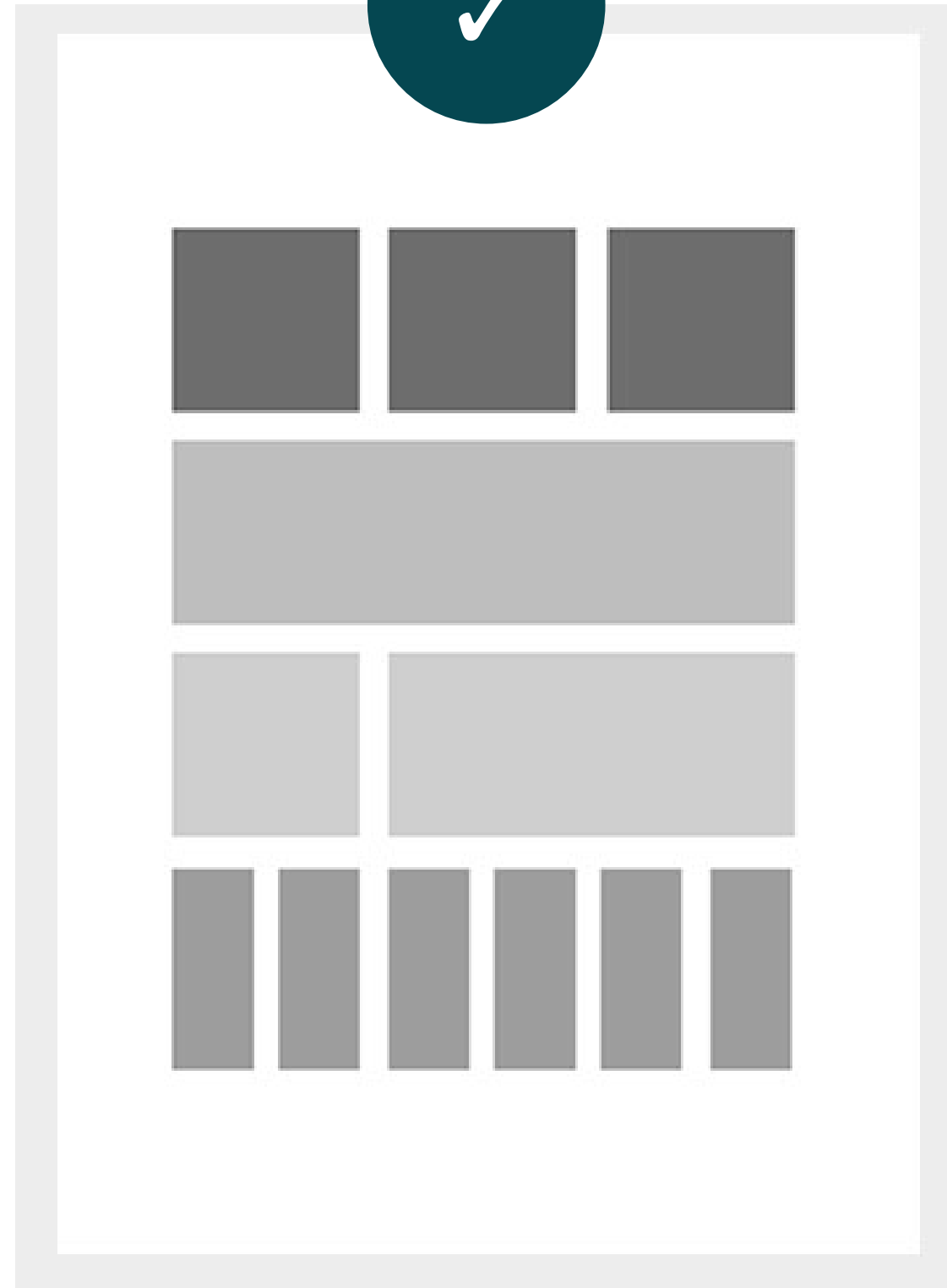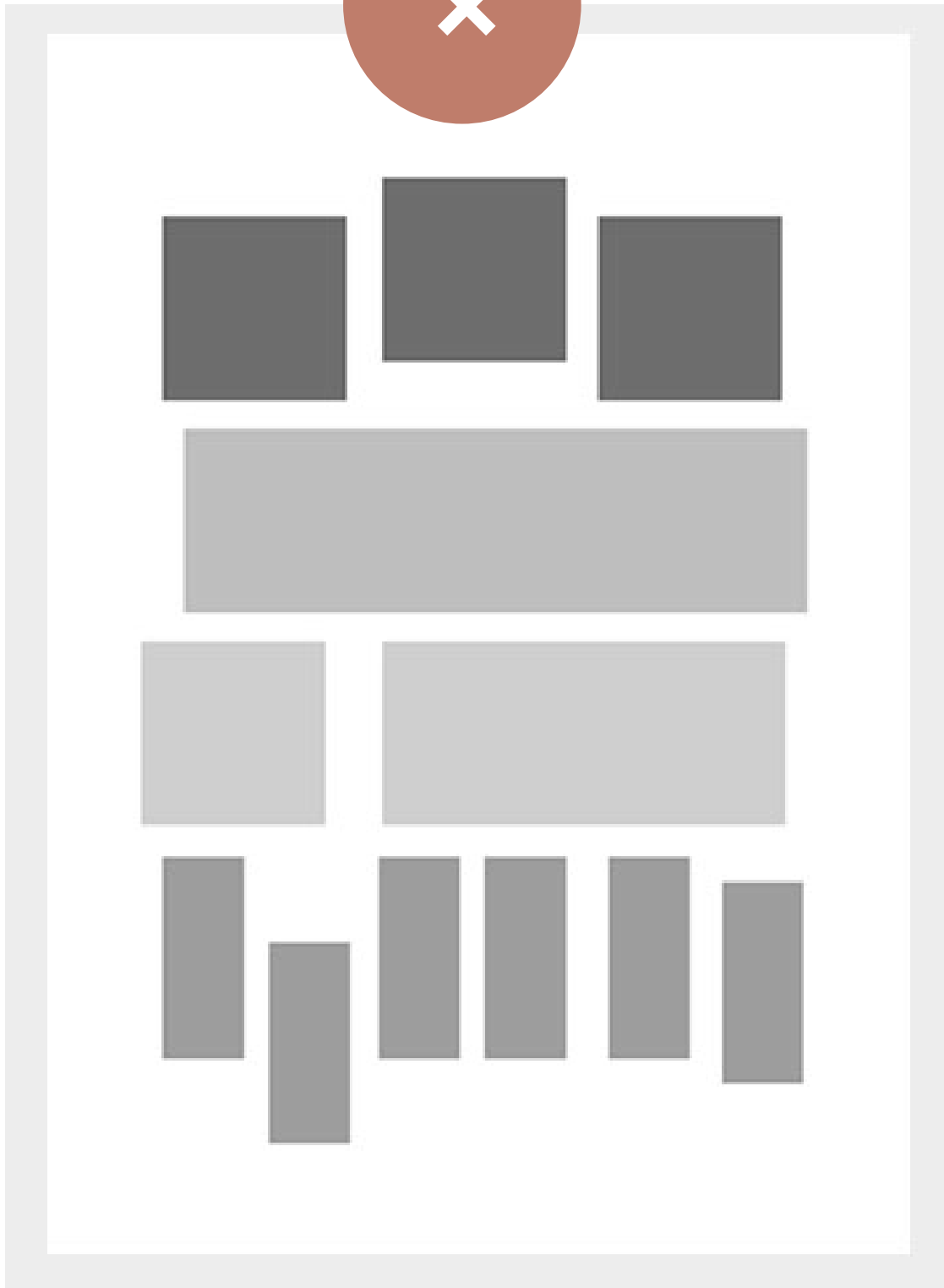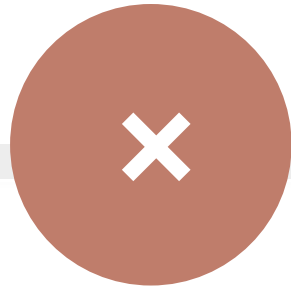**Visit our website**

portersquarepups.com

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(617) 555-5555

ALIGNMENT

connects the visual elements together, creating an invisible line of cohesiveness.

Waiting for the stars to align...

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A

ASHTON FENN RECHLER

SEPTEMBER 7, 2016
8 POUNDS, 5 OUNCES
21 INCHES

WELCOMED WITH LOVE
ERIN & HA...

SAVE
the
DATE

for the wedding of

JULIA SMITH + PETER GREY

09 | 07 | 20

Chamberlain
Coffee

Family Blend

Chamberlain
Coffee

Early Bird Blend

Chamberlain
Coffee

Careless Cat Blend

Chamberlain
Coffee

Social Dog Blend

Chamberlain
Coffee

Original Family Blend

Chamberlain
Coffee

Visual Communication Catalogue 2009

A to g

IF YOU ARE NOT HAVING FUN, YOU ARE DOING IT WRONG.

OLIVIA BAILEY

Write your Professional Profile here. Praesent orci elit, euismod vel convallis in, dapibus a massa. Ut cursus quam a tortor cursus placerat. Ut accumsan lectus sed leo posuere, a imperdiet.

EDUCATION

MA Degree, Major
University, City
2014 – 2015

BA (Hons) Degree, Major
University, City
2011 – 2014

SKILLS

Adobe Illustrator
Adobe Photoshop
Microsoft Office
Typography
Photography
Wordpress

ACHIEVEMENTS

Very impressive achievement
Another important achievement
Another impressive achievement

CONTACT

123 Any Street, Your City
State, Zip Code
123.456.7890
oliviabailey@anymail.com

PROFESSIONAL EXPERIENCE

Any Company, 2010 – present
Job Title
Praesent orci elit, euismod vel convallis in, dapibus a massa. Ut cursus quam a tortor cursus placerat. Ut accumsan lectus sed leo posuere. Mauris a fringilla nibh. Nulla sit amet mi sed sapien iaculis varius. Praesent vestibulum dui sed erat egestas, id lacinia turpis tempor.

Any Company, 2016 – 2010
Job Title
Mauris a fringilla nibh. Nulla sit amet mi sed sapien iaculis varius. Praesent vestibulum dui sed erat egestas, id lacinia turpis tempor. Quisque vehicula nisi erat, nec dapibus diam lobortis eget. Sed feugiat metus tellus, a pretium risus tempus sed. Ut accumsan lectus sed leo posuere, a imperdiet tellus mollis. Mauris a fringilla nibh.

Any Company, 2015 – 2016
Job Title
Ut cursus quam a tortor cursus placerat. Ut accumsan lectus sed leo posuere, a imperdiet tellus mollis. Mauris a fringilla nibh. Nulla sit amet mi sed sapien iaculis varius. Praesent vestibulum dui sed erat egestas, id lacinia turpis tempor.
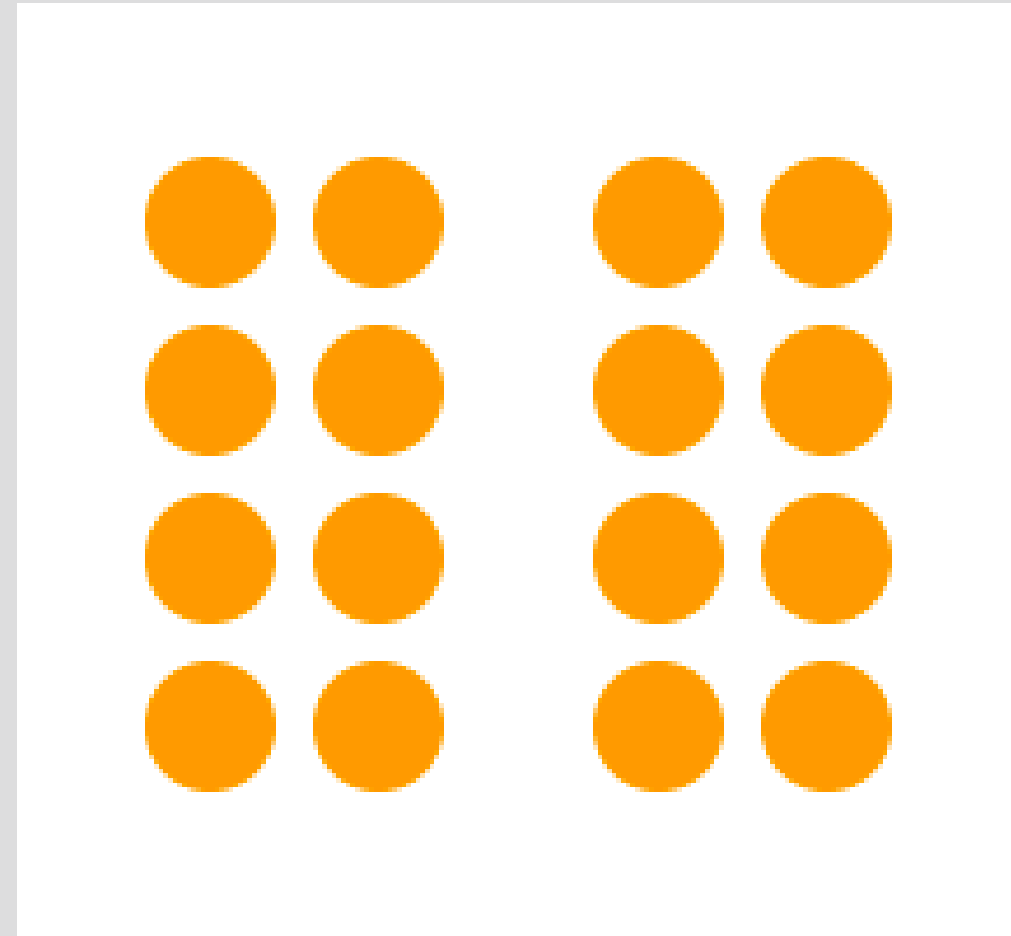
PROXIMITY

creates visual unity in elements that are related to each other.

He's a bit of a close talker...

ONE GROUP OF INFORMATION
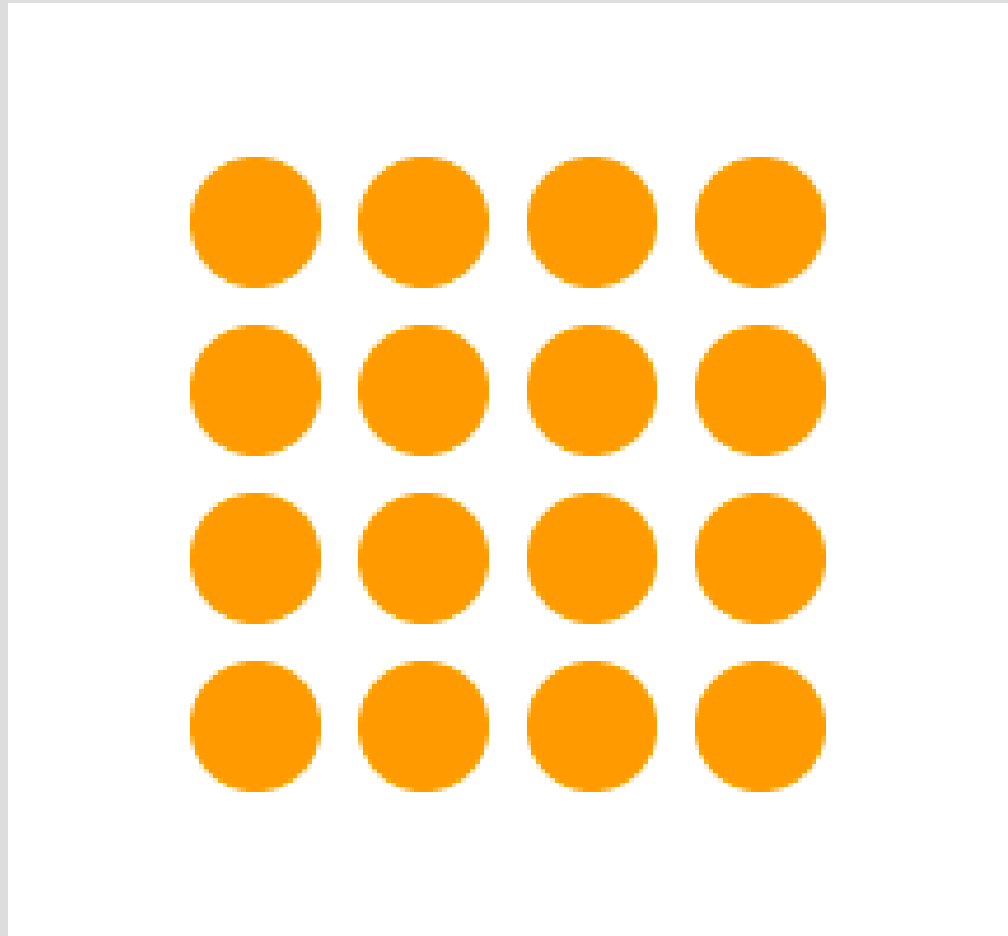
TWO GROUPS OF INFORMATION

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OUR SERVICES

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Day Care

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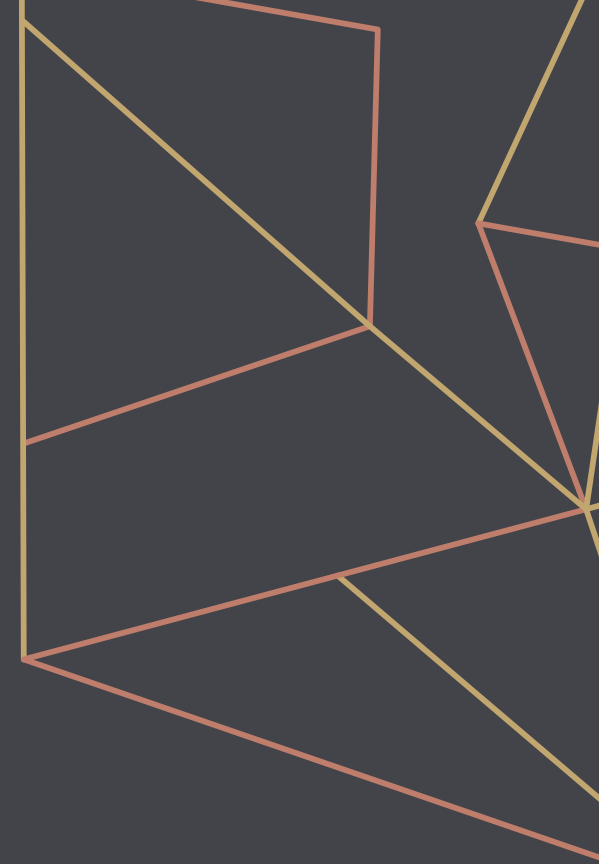**Visit our website**

portersquarepups.com

Call us at

(617) 555-5555

REC^RAP

By creating bold contrast, using repetition, and organizing your content through alignment and proximity, you create a visual hierarchy that guides the reader through their experience.

Type Match-Making

DESIGNING A LONG-LASTING RELATIONSHIP

Google

L'ORÉAL
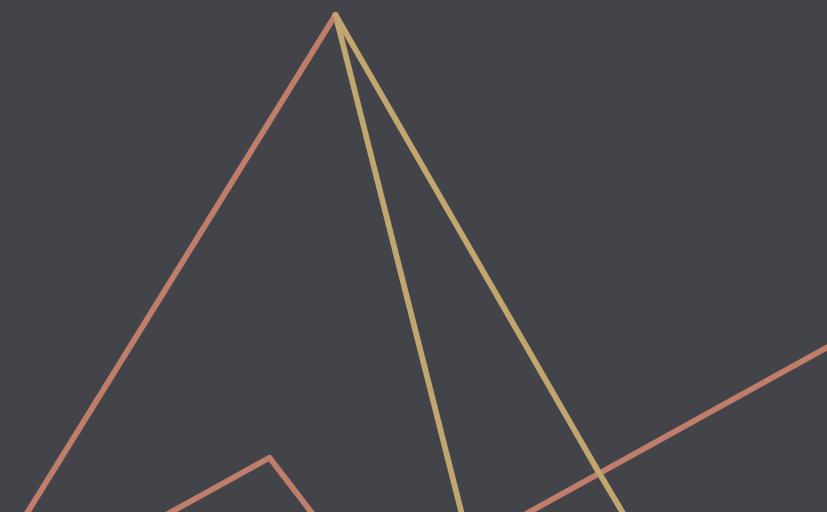PARIS

HERSHEY'S

vimeo

Disney

FedEx

Coca-Cola

SONY

facebook

WHAT'S YOUR TYPE?

In order to determine your perfect typographic match, you must first consider your communication goals.

PURPOSE | GOALS | AUDIENCE | VOICE & TONE

Prospectus Pro

A new & bold contemporary serif family, with optical sizes, designed by **Dave Bailey**

20 BLANCH 12

COMES IN 6 WEIGHTS

SULLIVAN

INTRODUCING A NEW TYPEFACE

23
NUMERALS
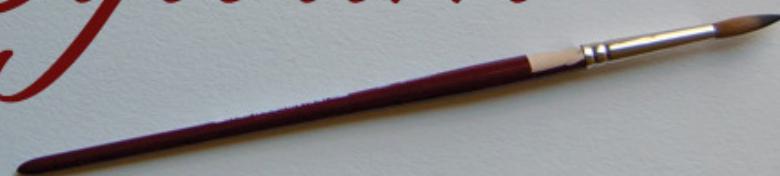
AaBbCcDd

Edmondsans

Cylburn

Lehigh

Calafia

A casual script typeface

Tofino

WEST COAST SWISS

Moriston

A Sans-Serif in 6 Weights

Simon Walker's

MATCHBOOK

in Texture & Regular

Majesti
BANNER

Designed by Joe Prince

Mission Gothic

Serif

CLASSIC, TRADITIONAL, AND TRUSTWORTHY

Serif

TIME VOGUE
TIFFANY & Co.

Slab Serif

FRIENDLY, BOLD, CONFIDENT

Sans Serif

MODERN, CLEAN, MINIMAL

Script

ELEGANT AND UNIQUE

Johnson&Johnson Cadillac Instagram Ford

THE FORBIDDEN FONTS

You shall not pass!

papyrus

mistral

TRAJAN PRO

comic sans

STENCIL

Brush Script

curlz

Hobo

Calibri

THE BIG 3

Heading. Subheading. Body.

Your heading font is the first impression. It needs to let your customer know what they're looking at by the feel of it.

Your subheadings carry a different contextual weight and can add a little diversity to your style.

Your body font should be easy to read.

VERSATILITY

LEGIBILITY

READABILITY

The ideal combo

Fonts for long-form copy (like paragraphs or bullet points) should be highly readable

Fonts for short copy that you want to stand out (like keywords, headers, subheaders) should be more bold and unique

Fonts for text that must be read at a glance (like chart labels and captions) should be highly legible

Opposites
ATTRACT

Likes
REPEL

Helvetica for Header

Colaborate for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Helvetica for Header

Georgia for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Roboto Regular Head

Roboto Regular for body copy. Lorem nam ipsum dolor sit amet, et nec stet dicat, na dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Roboto Black Head

Roboto Light for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, con nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Blackjack for Header

Milkshake for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, nam dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferumque vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud perfecto.

Blackjack for Header

Montserrat Light for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, dicat dicunt fierent et, eu cibo quando detraxit eos. Ad tollit sanctus verterem duo. Ad docendi prodesset signiferum vix, qui no duis exerci. Ut mea utinam mentitum accusamus vis ex illud.

Montserrat

Lora

Hind Madurai

Font pairing made simple

Generate font combinations with deep learning

Click (Generate) to create a new font pairing, (Lock) to lock fonts that you want to keep, and (Edit) to choose a font manually. The text is editable, try replacing it with your company name or other copy.

The goal of font pairing is to select fonts that share an overarching theme yet have a pleasing contrast. Which fonts work together is largely a matter of intuition, but we approach this problem with a neural net. See Github for more technical details.

How it works   Github   Font visualizer   Logo maker

Keep in touch
news related to Fontjoy and deep learning, a few times a year.

email address   Sign up

fontpair

Popular Fonts ⌄   Font Pairs ⌄   Blog   Type Resources   About

Free Google Font pairs
your next creative pro

1,000+ creators use fontpair everyday to find fr
typography tips, tricks, and inspiration

Search thousands of font pairs...   Searc

Aa   Aa
Sans-Serif   Serif

Aa   Aa
Display   Monospace

MIXFONT

Screensaver   Text shadows

A modern font generator

Mixfont is a fun and simple way to discover
and visualize new fonts.

Start the Generator!

1k+   600k+   132
unique fonts   pairings   languages

MIXFONT.COM

FONTPAIR.CO

Font resources

FREE

fonts.google.com

fontsquirrel.com

losttype.com
("pay what you like" for personal use)

canva.com
(with Canva subscription)

PREMIUM

fonts.adobe.com

elements.envato.com

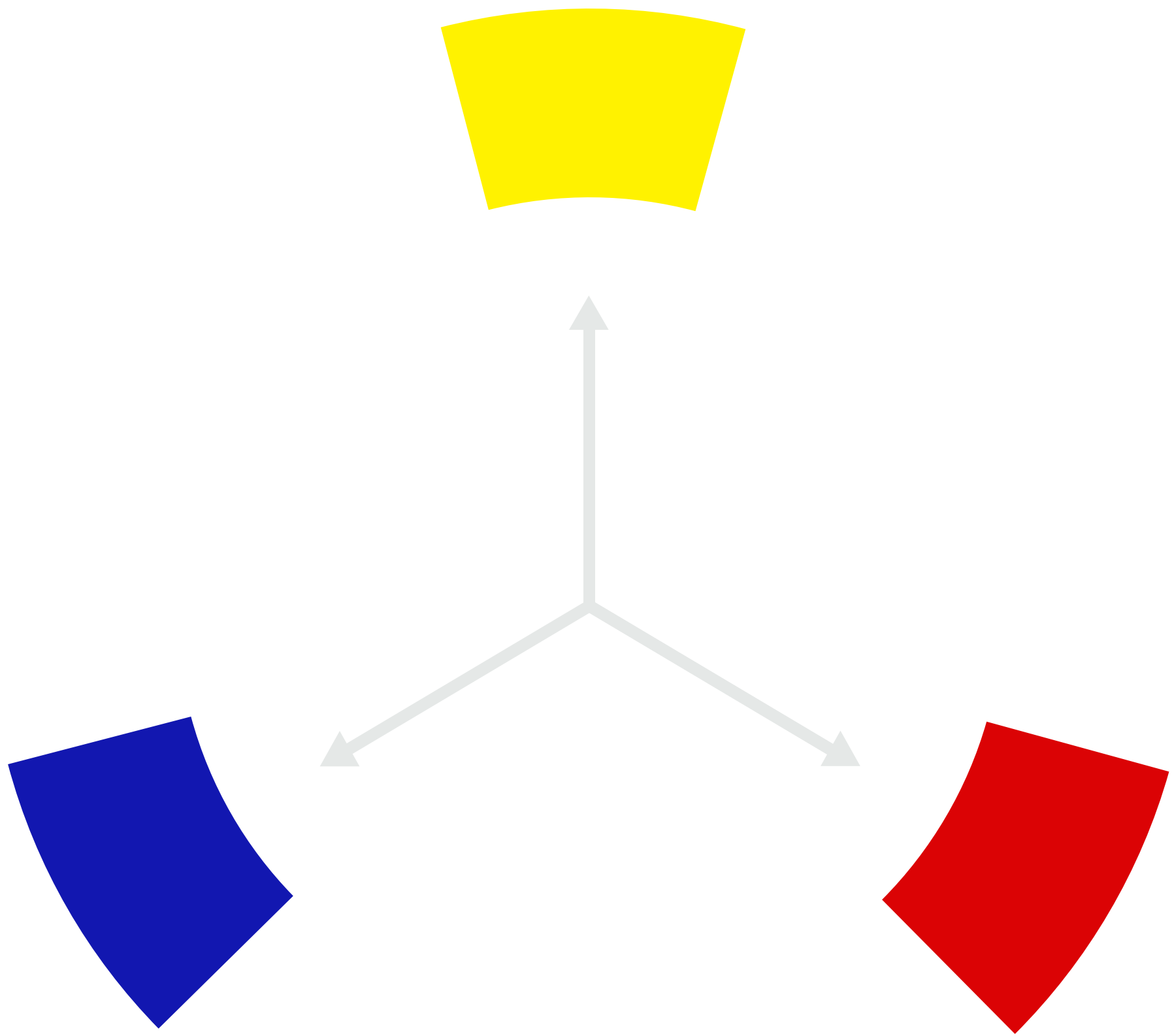creativemarket.com

myfonts.com

RECAP

Well-designed type considers the overall communication goals, takes into consideration the brand personality and thoughtfully utilizes appropriate typographic treatments to convey meaning.
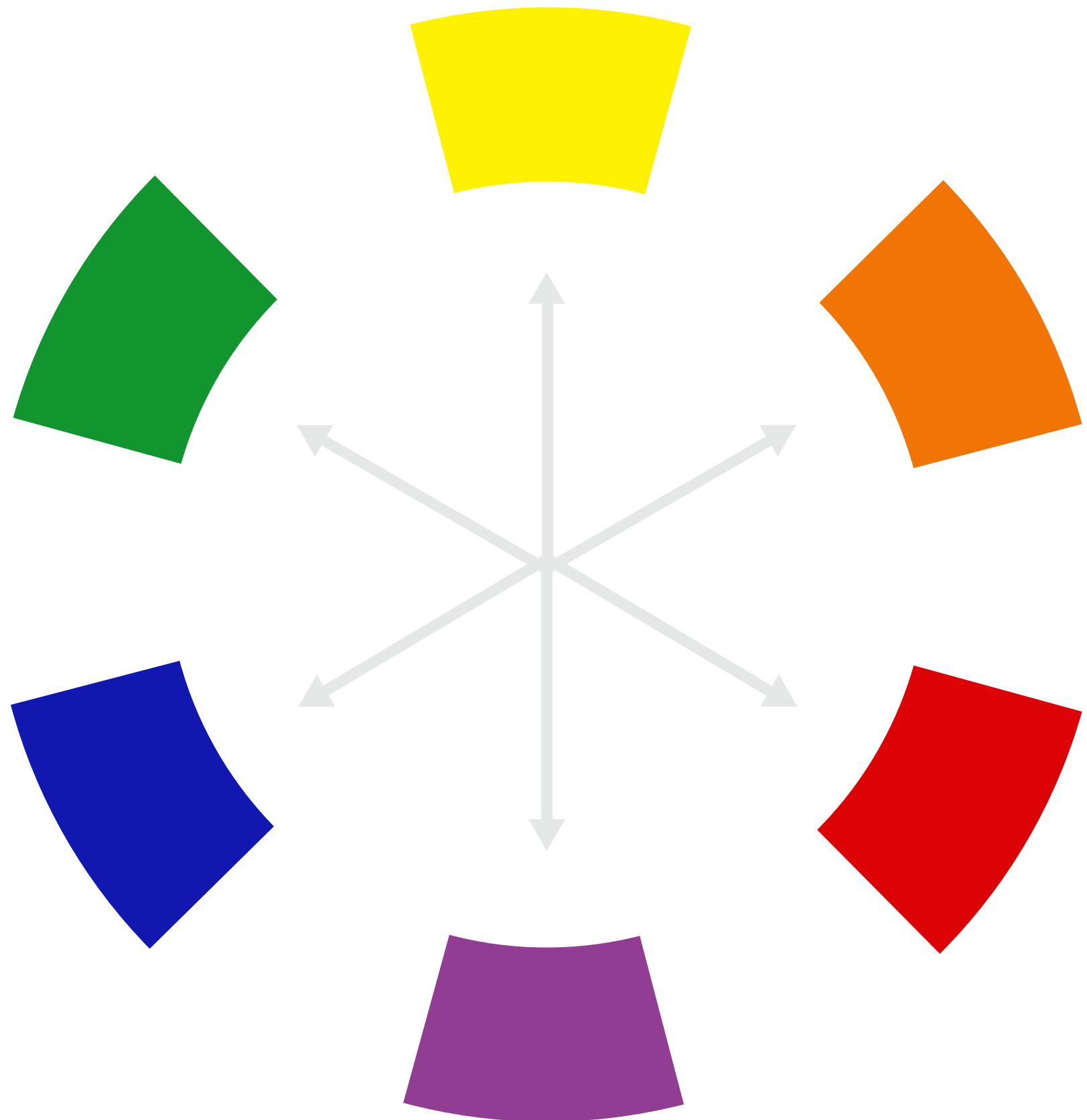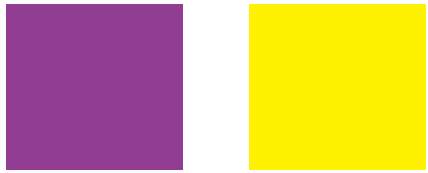
03

Using Color

THE AMAZING COLOR WHEEL

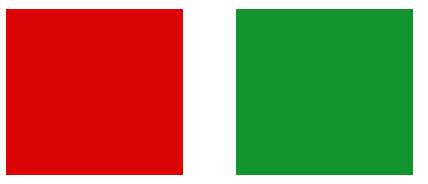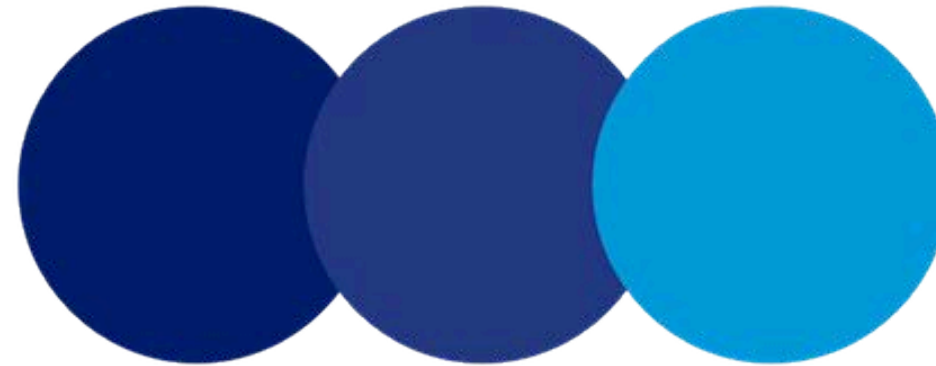# These pretzels are making me thirsty. 🥨

These pretzels are making me thirsty.

PayPal

#012169   #253B80   #169BD7
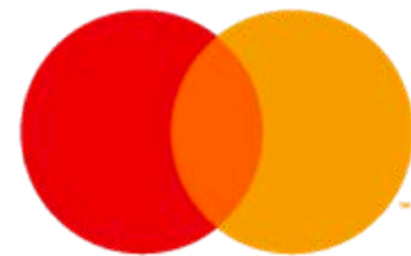
mastercard.

#EB001B   #FF5F00   #F79E1B
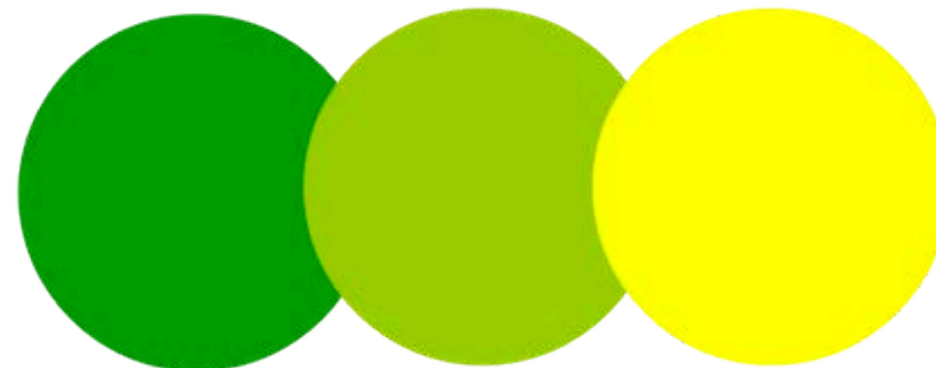
bp

#009A00   #99CC00   #FFFF02

These pretzels are making me thirsty. 🥨

These pretzels are making me thirsty. 🥨

These pretzels are making me thirsty. 🥨

BEHOLD, THE COLOR SPECTRUM

Better than a double rainbow.

CHOOSING YOUR COLORS

Color groups and meanings

Using the color picker

Color palette tools

Cool tones
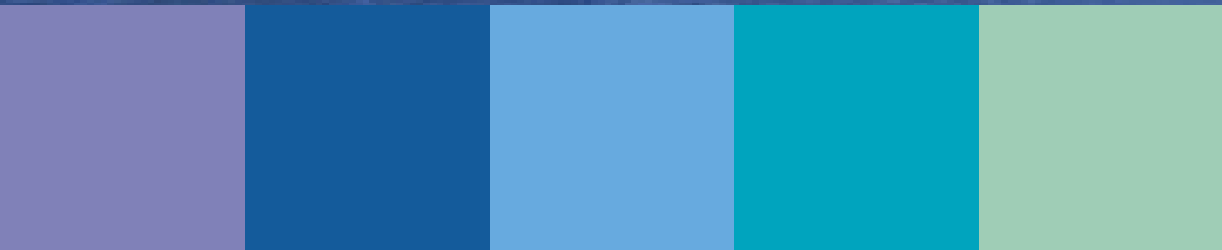
Warm tones

Neutrals
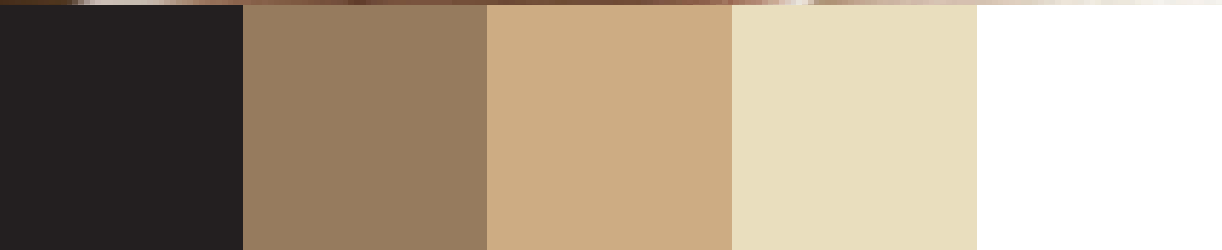
COLOR MEANINGS

in Western culture

Optimism	Energy	Affordable
Trust	Growth	Luxury

SERENITY NOW.

Serenity Now.

VISIT
NEW
ENGLAND

The perfect retreat
for your fall vacation.

SAIL AWAY

on a scenic Alaskan cruise.

Generate   Explore   More   Sign in   Sign up

Press the spacebar to generate color palettes!

... View Export Save

878787
Battleship Grey

A08794
Mountbatten Pink

BB7E8C
English Lavender

C9B6BE
Black Shadows

D1BECF
Thistle

Generate   Explore   More ⌄   Sign in   Sign up

Press the spacebar to generate color palettes!

··· 🎥 ⬚ ↩ ↪   👓 ☀   👁 View   ⌗ Export   🔖 Save   ☰

Generate Method

✕

Auto	✓
Monochromatic	
Analogous	
Complementary	
Split Complementary	
Triadic	
Tetradic	

🔒

878787
Battleship Grey

A08794
Mountbatten Pink

BB7E8C
English Lavender

C9B6BE
Black Shadows

D1BECF
Thistle

EEE1B3	A08794	2CA6A4	273E47	3AA7A3
Lemon Meringue	Mountbatten Pink	Verdigris	Charcoal	Verdigris

D9BBF9	CCA7A2	AA9FB1	273E47	56A3A6
Mauve	Tuscany	Heliotrope Gray	Charcoal	Cadet Blue

5DD9C1	ACFCD9	B084CC	273E47	FB3640
Turquoise	Magic Mint	Lavender Floral	Charcoal	Red Salsa

C57B57	F1AB86	F7DBA7	273E47	9CAFB7
Copper Crayola	Tumbleweed	Peach	Charcoal	Pewter Blue
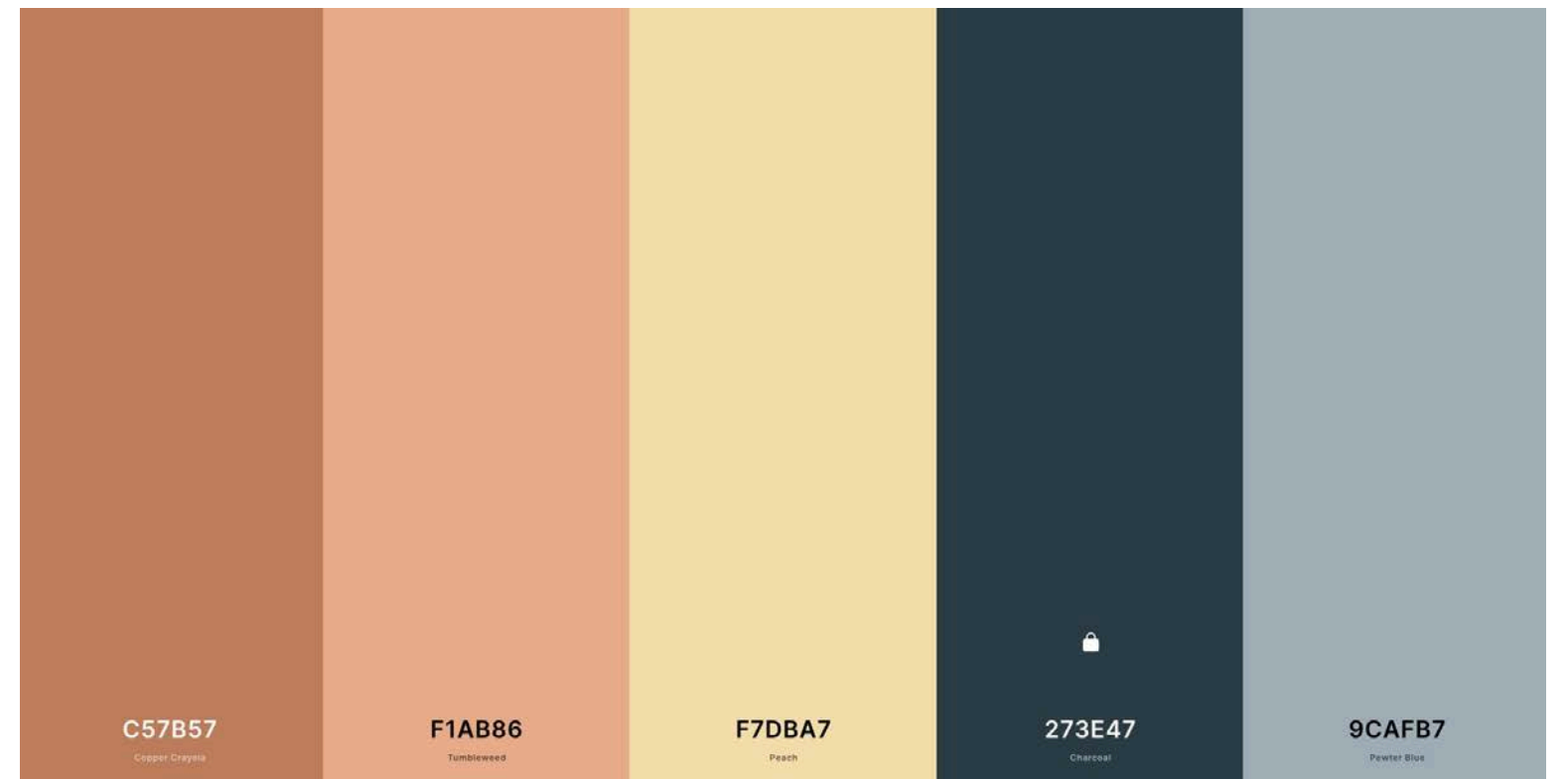
Color Wheel   Extract Theme   Extract Gradient   Accessibility Tools   New

Save to   Gate

Apply Color Harmony   ?
Rule

Name   My C

○ Analogous

Tags

○ Monochromatic

Enter or Sele

○ Triad

Orange +

● Complementary

○ Split Complementary

Flat +

○ Double Split Complementary

○ Square   Publish

○ Compound

○ Shades   Check for A

○ Custom

A	B	C	D	E

#B35F29   #FF8E47   #FF9E61   #0EAEB3   #47FAFF

	R	179		255		255		14		71
	G	95		142		158		174		250
	B	41		71		97		179		255
	☀	70		100		100		70		100

Color Mode

RGB   ⌄

olor

Extract Theme   Extract Gradient   Accessibility Tools   New

Replace Image

olor   ?

Save to   G

Name   co

Tags

Enter or Se

Orange +

Flat +

Publ

#49731F   #405919   #8C4E2A   #BF8D7A   #591202

Color Palette Generator

Create Beautiful Color Schemes that works

Color code or name

Or select an initial color

Springboard by MistyAamen

0	0	15	1
COMMENTS	FAVORITES	VIEWS	LOVE

Fringed by MistyAamen

0	0	25	1
COMMENTS	FAVORITES	VIEWS	LOVE

Haunted Highlighters by ChequeredLily

0	0	24	0
COMMENTS	FAVORITES	VIEWS	LOVES

Осінь by Mirasavchyn

0	0	36	0
COMMENTS	FAVORITES	VIEWS	LOVES

Yesoplak by killerwate

0	1	37	0
COMMENTS	FAVORITE	VIEWS	LOVES

RECAP

By understanding the basics of color theory and how colors work together, you can then incorporate other factors such as your audience, mood, branding and imagery to create your ideal color palette.

04

Photographic Storytelling

A PICTURE IS WORTH A THOUSAND WORDS

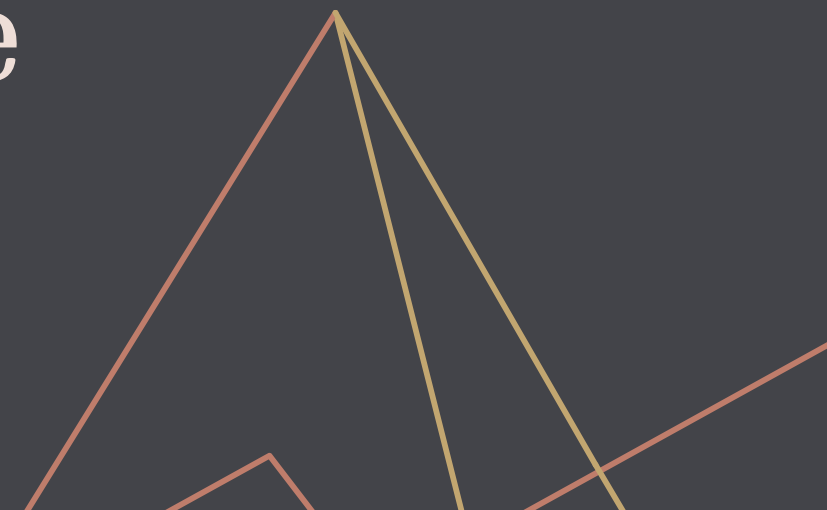It is so nice when you can sit with someone and not have to talk.

- Harry Burns

EVERY IMAGE SHOULD...

01 Visually support written content

02 Encompass the broader message

03 Contain a primary focus, while providing useful context

For example:

Our milk is "farm to store fresh."

OR

For example:

Who says burgers can't be fancy?

OR

Photography principles

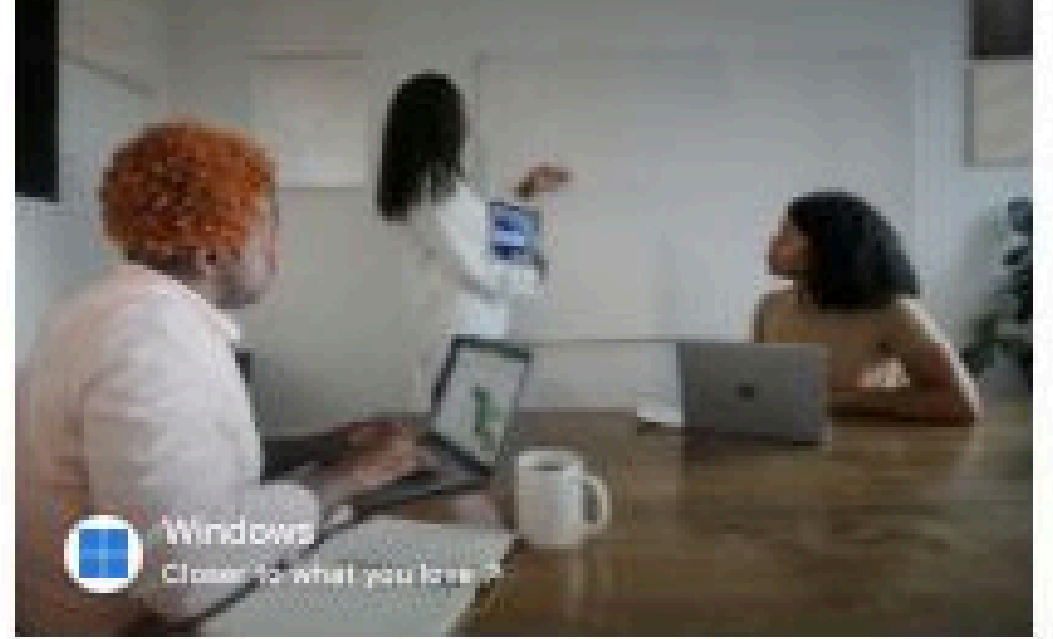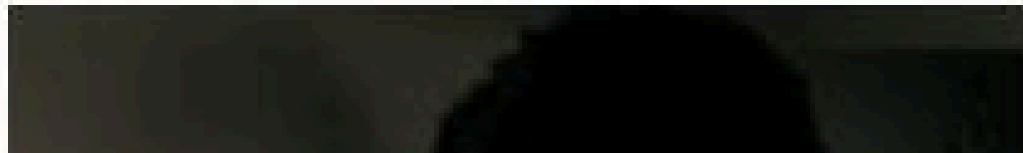Pay attention to lighting. Taking photos in natural light is best.

Practice good composition. Don't place your subject in the middle of the frame. Instead, use the rule of thirds.

Keep the picture free of distracting clutter. Try to have only one focal point or subject in the photo.

Watch online tutorials and take note of photographs that look interesting to you.
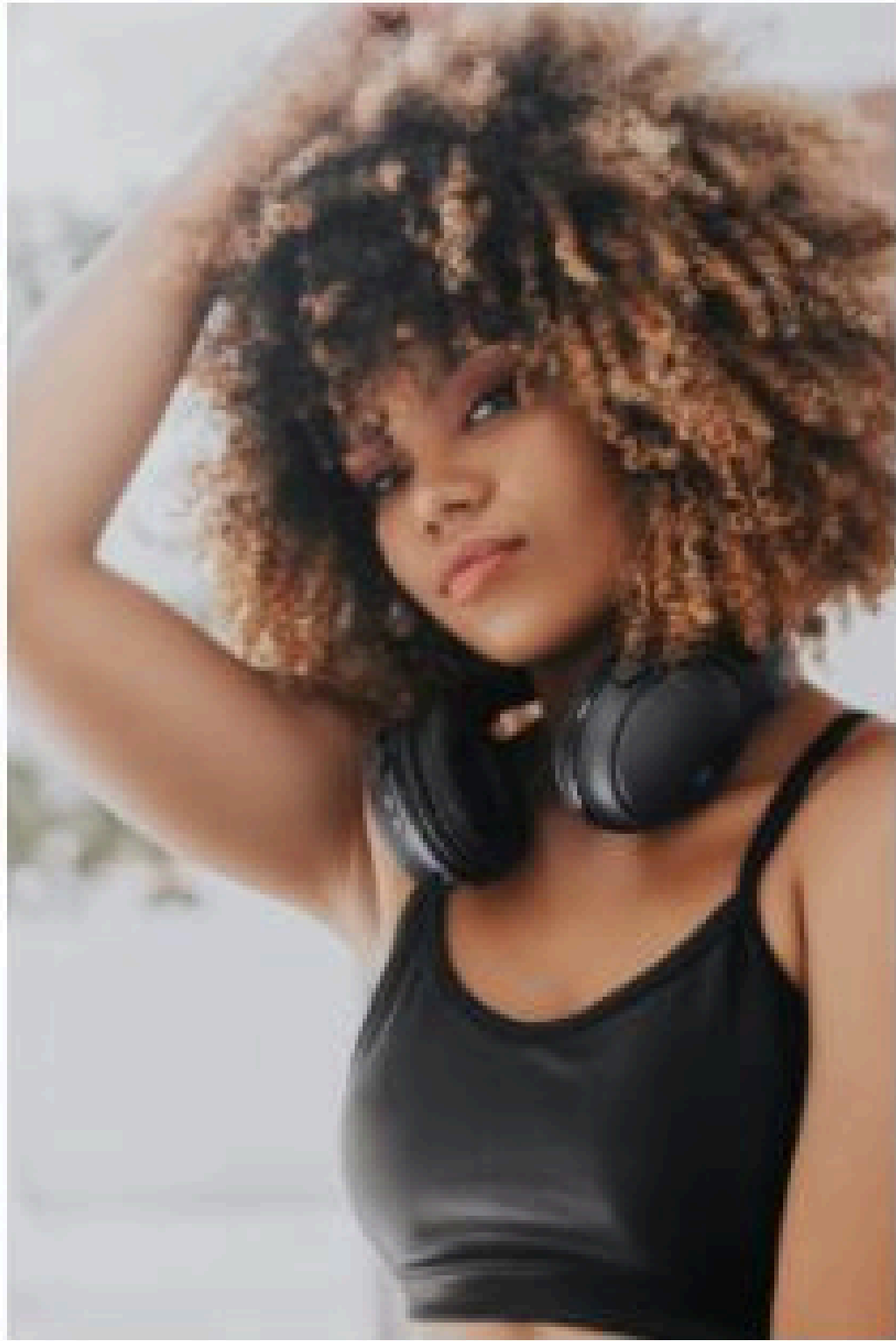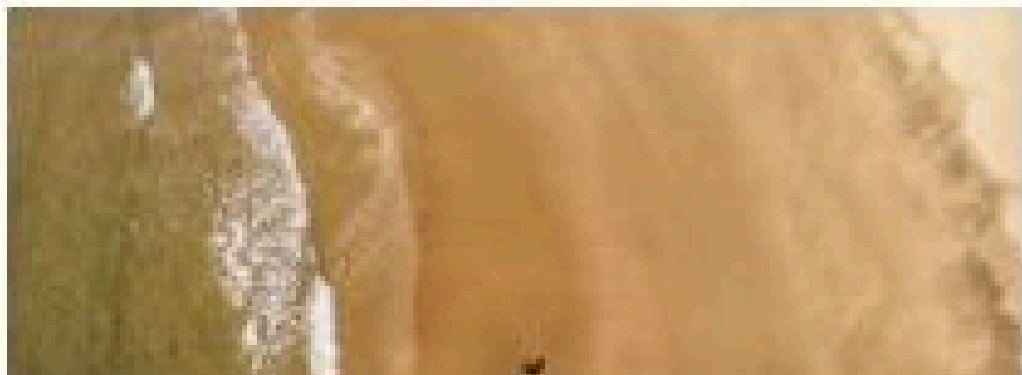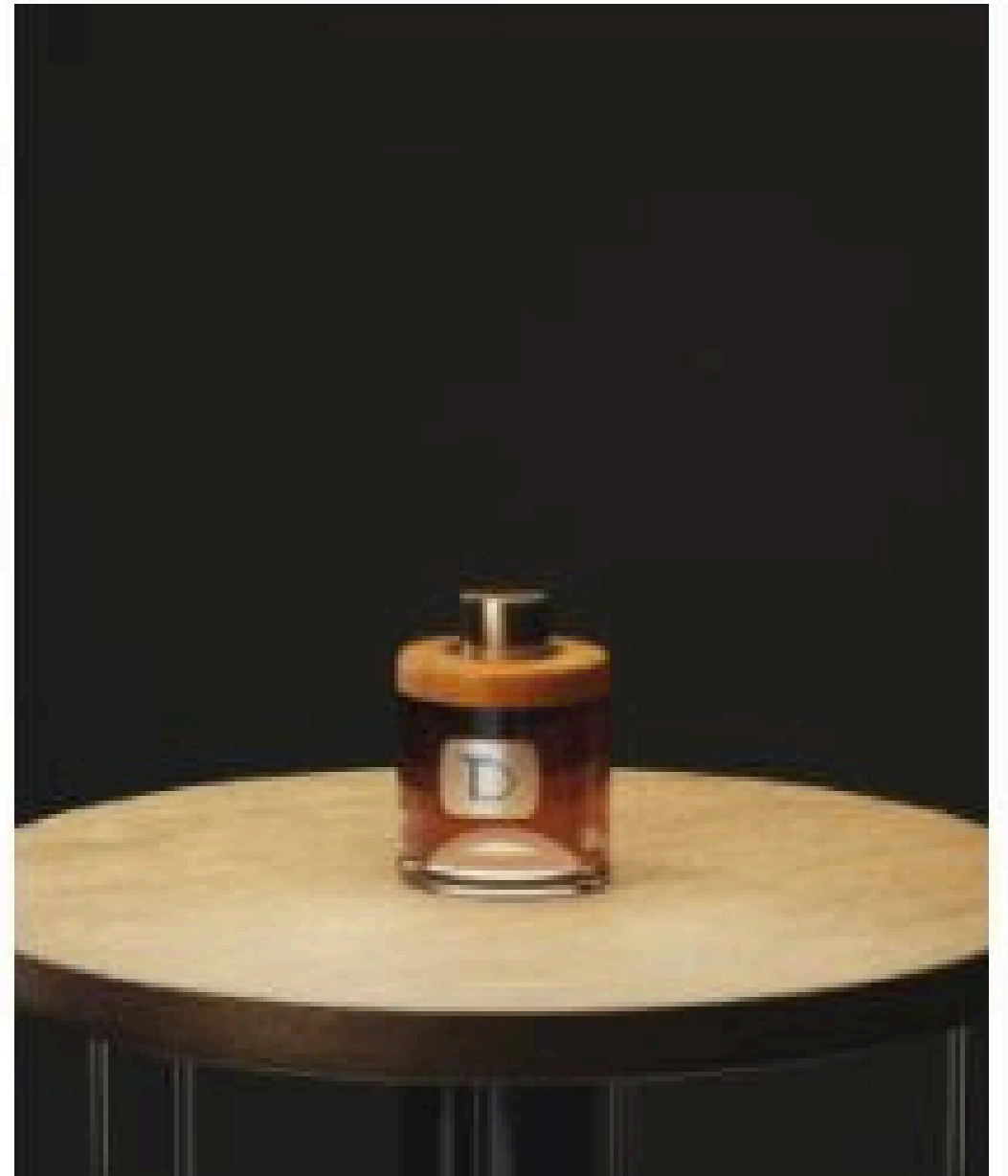
UNSPLASH.COM

PEXELS.COM

PIXABAY.COM

When choosing stock images, try to avoid generic, overused or overly-simplified subjects and compositions. There is nothing more damaging to user engagement than publishing interesting copy paired with boring visuals.

Aligning photography with your brand

Does the photography match your brand voice & tone?

What is the overall mood of the image?

Do the images look good with your brand colors?

Is the image appropriate for your target audience?

Are your images working together cohesively?

THEY FINISH EACH OTHER'S SENTENCES

When choosing images to compliment copy, look for visual stories that support written content, encompass the broader message, and contain a primary focus, while providing useful context.

Putting it all together

Establish your brand.

Creating your manifesto.

Understanding your audience.

Creating a voice and tone for your business.

Applying the design principles for your content hierarchy.

Being mindful of your type and color choices.

Connecting with your audience through imagery.
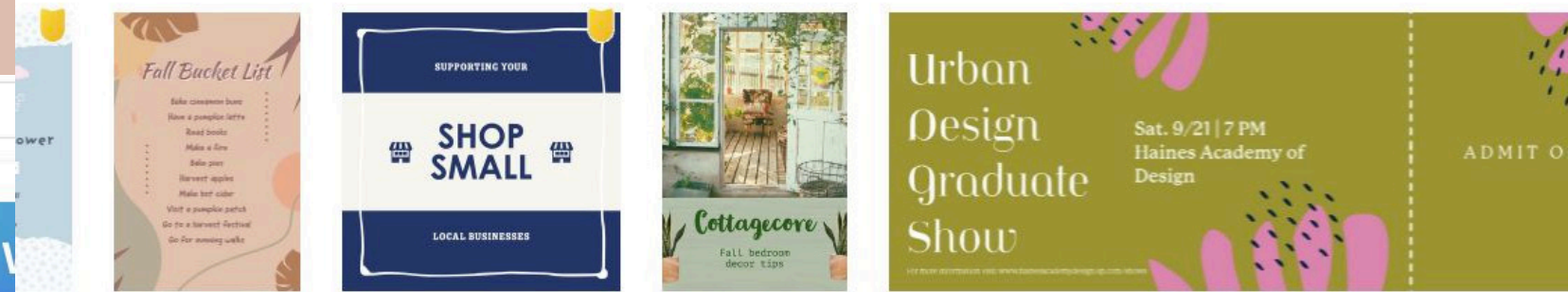
Resources & Links

FIVESIGMA.CO/RESOURCES

THE AWARD WINNING BEST-SELLING BOOK ABOUT DESIGN

THE NON-DESIGNER'S DESIGN BOOK

FOURTH EDITION

DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**
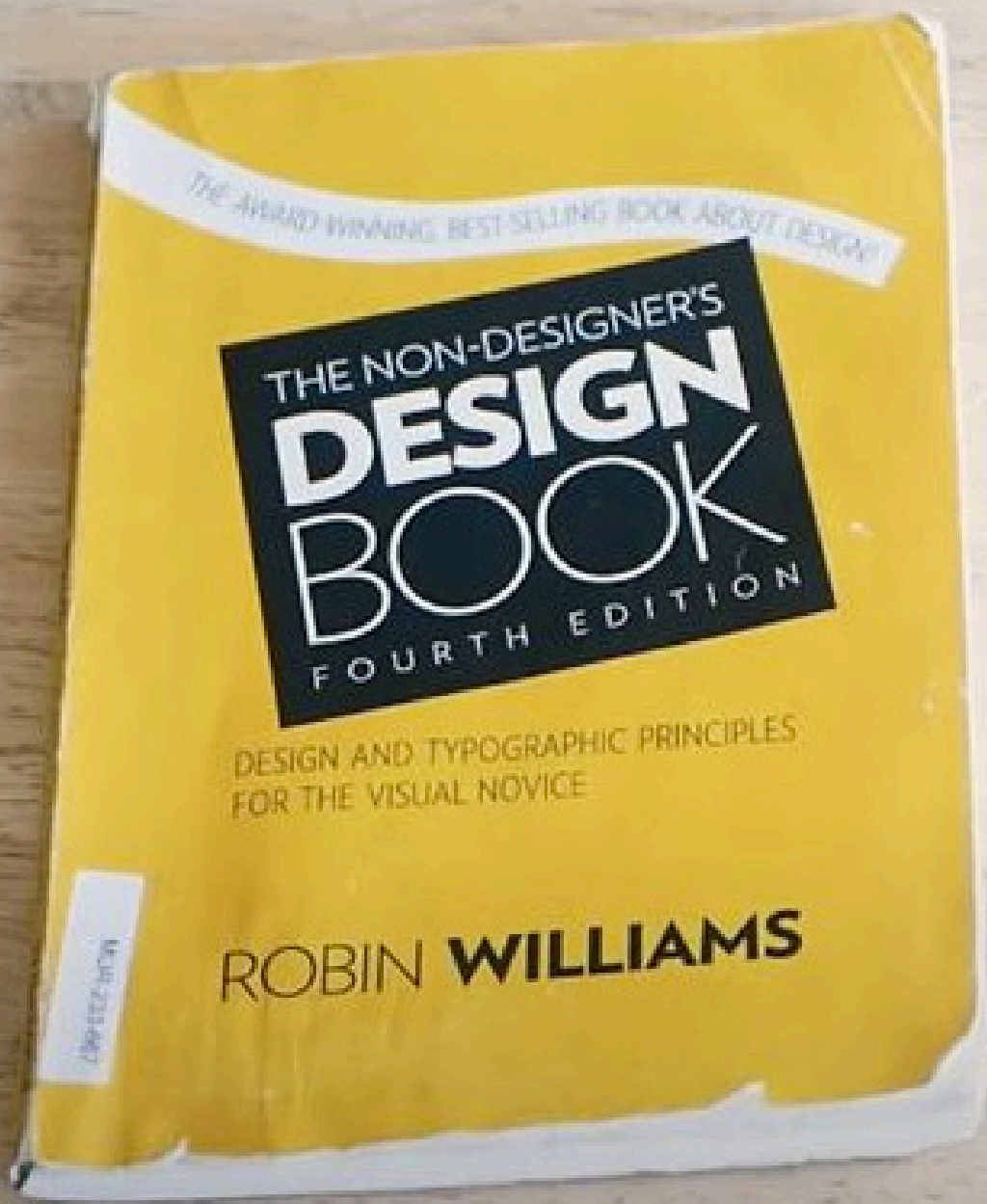
Underlining

Do not use the underline button. Ever.

When was the last time you saw a word underlined in a book or magazine? Probably never. That's because the underline was originally a visual cue on a typewriter to tell the typesetter who was creating the project that the underlined word was to be turned into italic for print. But now you are the typesetter yourself, so you do not need that visual clue—you can just use italic. Protocol is that book titles, journals, magazines, operas, etc. are set in italic.

You might also be in the habit of underlining words that you want to emphasize. However, you have several other options for emphasis that are more professional: try **bold type**, *larger type*, a different font, color, or a **combination**.

Simply setting text apart from the rest of the copy
can call extra attention to it.

This doesn't mean you should never have any sort of line under text—just don't settle for the default underline style that you get by clicking the button or using the keyboard shortcut. Typographers have always used *rules*, or lines, to enhance text. Most applications, even Microsoft Word, allow you to adjust the rule. You can customize the thickness, length, and how far away it is from the baseline of the text. Check your software manual or help file.

This is a phrase underlined with the style button. It's rather appalling
and creates an instantly amateur look.

This phrase has a double rule under it
Notice the rule does not bump into the descender of the *p*.

Bump the descenders as if you mean it
Rules under large type, however, often pass through the descenders.

This sentence includes **bold italic** for emphasis
instead of an underline.

WORKSHEET DOWNLOADS

Branding Survey

The Branding Survey worksheet will help you get an overall understanding of your mission, goals, and vision, which will help determine the voice and tone of your brand.

⊕ DOWNLOAD PDF

Customer Journey Mapping

The Customer Journey exercise take a deeper dive into understanding your users and customers, how to best address the needs of your customers, and how to refine your differentiators.

⊕ DOWNLOAD PDF

Website Organization Worksheet

The Website Organization worksheet helps you prioritize the content for your website, along with address any functional or technical requirements you may need to consider when designing your site.

⊕ DOWNLOAD PDF

RECOMMENDED READING

The Non-Designer's Design Book

Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students

Making and Breaking the Grid

Designing Brand Identity: An Essential Guide for the Whole Branding Team

The Designer's Dictionary of Color

DOWNLOADING & PAIRING FONTS

Google Web Fonts

Font Squirrel

Font Joy

Fontpair

Mixfont

FREE STOCK PHOTO RESOURCES

Unsplash

Pexels

COLOR PALETTE TOOLS

Coolors

Adobe Color

Muzli

FREE & PREMIUM DESIGN TOOLS

Canva

Adobe Spark

Pablo

Envato Elements

Thank you! Questions?

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