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 unite 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
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
Brand Recap

PURPOSE | GOALS | AUDIENCE | VOICE & TONE
Design Principles

TO HELP YOUR CONTENT SHINE
VISUAL HIERARCHY

Choosing the RIGHT IMAGE

Understanding TYPE

USING COLOR
Visual Hierarchy

The basic principles are “Crap”
Creating visual hierarchy

Contrast
Repetition
Alignment
Proximity
Porter Square Pups
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
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
REPETITION is the process of creating a visual pattern that helps unify your message.
PORTER SQUARE PUPS
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
ALIGNMENT connects the visual elements together, creating an invisible line of cohesiveness.

Waiting for the stars to align...
PORTER SQUARE PUPS
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
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
PORTER SQUARE PUPS

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
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
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  Call us at
portersquarepups.com  (617) 555-5555
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
WHAT'S YOUR TYPE?

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

PURPOSE | GOALS | AUDIENCE | VOICE & TONE
Serif
CLASSIC, TRADITIONAL, AND TRUSTWORTHY

TIME VOGUE TIFFANY & Co.
Slab Serif

FRIENDLY, BOLD, CONFIDENT
Sans Serif

MODERN, CLEAN, MINIMAL
THE FORBIDDEN FONTS

You shall not pass!
THE BIG
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.
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


Helvetica for Header

Roboto Regular Head

Roboto Regular for body copy. Lorem ipsum dolor sit amet, et nec stet dicat, na
dicat dicunt fieren 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 fieren 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


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 duas exerci. Ut mea utinam mentitum accusamus vis ex illud.
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
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.
Using Color

THE AMAZING COLOR WHEEL
Primary colors
Secondary colors
Tertiary colors
Complementary
These pretzels are making me thirsty.
Analogous
These pretzels are making me thirsty.
Tints
Tones
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.
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.
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.”
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.
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
Underlining

Do not use the underline button.

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 signal on a typewriter to tell the typesetter who was creating the page that the underlined word was to be turned into italic for print. But you are the typesetter yourself, so you do not need that visual clue — just use italic. Protocol is that book titles, journals, magazines, 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 the 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, such as Microsoft Word, allow you to adjust the thickness, length, and depth of the rule. You can customize this to your liking.

This is a phrase underlined with the style button. It’s rather garish 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 ‘y’. Bump the descenders as if you mean it.

Rule 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.

**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.

**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.

---

**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

**Color Palette Tools**
- Coolors
- Adobe Color
- Muzli

**Free & Premium Design Tools**
- Canva
- Adobe Spark
- Pablo

**Free Stock Photo Resources**
- Unsplash
- Pexels
- Envato Elements
Thank you! Questions?

FIVESIGMA.CO/RESOURCES