

Basics of Design and Graphics


[BA(JMC) – 105]

Unit – 3

[Visuals and Design]

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Introduction - Visuals

- The term '**visual communication**' is used to refer to the presentation of information through a visual medium such as text, images, photographs or illustrations.
- This transfer of ideas can take place between people, groups, persons or even places. Every day we are bombarded with images, pictures, designs and different visuals, from the time we wake up to the time we fall asleep.
- **When we communicate ideas through visual presentation or display, it is called Visual Communication.**
- Arthur Turnbull, an international authority on graphics gives us a more academic definition: **"Graphic/Visual communication is a process of conveying messages by means of visual images, which are usually on a flat surface."**


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Introduction

- Visual communication is an important tool for modern communication practices. Today visual communication is not only confined to printing, but we also find ample use of visuals in mediums like electronic and print.
- It is an established fact that an individual learns a lot with visual messages as they have the power to inform, educate and persuade people in an effective manner.
- People usually connect with visuals without instantly because visuals target our most powerful sense organ - the eye. It is evident that one learns and understands better when a message is constructed with the help of images, colors, signs, symbols etc.
- At the beginner's level, children are always taught from books with more of visuals than text, as the retention of visuals is always more than that of text.


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Introduction

- Visual communication relates to two dimensional images which include art, signs, photography, typography, drawing, color and electronic resources. This form of communication deals primarily with two sensory abilities: eyes and brain. Eyes perform the role of visualizing whereas brain understands all the sensory information which is received. Today, the easy way to represent any visual information is through gestures, body languages, print media, electronic media and internet.


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Visual as Language

- When we think about language, immediately we associate it with the idea of spoken or written language. A way of sequentially writing the language, where symbols follow one another, and the narration builds concepts and/or emotions emerge in our minds.
- A visual language is a set of practices by which images can be used to communicate concepts. For example, flip book or flash cards.
- Flash cards are considered a great teaching aid as they can depict a story. Creation of an image to communicate an idea justifies the use of visual language.

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Visual as Language

- As people can 'verbalize' their thinking, they can also 'visualise' it. The elements in an image represent concepts in a spatial context, rather than in linear form as used in words. Speech and visual communication are parallel and usually interdependent means by which humans exchange information.
- A diagram, a map and a painting are all examples of uses of visual language. Its structural units include line, shape, colour, motion, texture, pattern, direction, orientation, scale, angle, space and proportion.

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Categories of Visuals

- A visual image may be developed with the help of various tools and techniques, in various ways-manually, photographically, digitally or mechanically. The physical forms of visual images can be categorized in many ways. But here we have divided physical forms in to two groups.
- **(a) Originals**
- **(b) Visuals printed on page**


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Originals


- An original image is required for creating a design before it goes for printing. The original can be in the physical form of drawing, painting, photograph or digitized image.
- **Hand Drawn Images**
Illustrations created on paper, canvas or any other surface with the help of traditional tools such as pencil, pen, color etc. are called hand drawn illustrations. These can be split into two major groups.
 - **Line Images:** The most common line images are pen and ink or brush and ink drawings on a plain white background. The images are drawn in black ink, creating the maximum contrast against white paper. Pen strokes can be used to create images of different shapes, thickness, position, style and texture. These are also called line illusions because they do not have any color gradation.

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Originals




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Originals

- **Continuous Tone Image:** Drawings that are made on a medium in which the value of the pigment is diluted by adding water or white or light pigment are known as continuous tone drawings. Artists specializing in creating illustrations can create several styles and moods with their brush and colour, depending on the need of particular project.
- **Instant Images**
- They are copyright-free visual images available in books, CDs, and on internet. These are also helpful for people who lack the skill to draw and paint.


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Originals

- **Visual Symbols**
- Instructional graphics, presentation graphics, charts and logos of brands are some common images that are used in our communication material. Their physical appearance has some obvious reference to some activity or thought. Their use has become so common that they are termed as symbols. For example, the image of a pigeon with an olive branch symbolises peace, traffic symbols can be interpreted easily. While using such images, one should be sure of their visual impact.


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Originals

- **Digital Images**
- One can easily generate the illustration with free-hand tools or create innumerable shape patterns with shape tools in different software. It is also possible to scan photographs and hand-drawn illustrations to generate a digital image, since the computer understands only digital language. Computer generated illustrations are handled in two ways: Vector and Raster.
 - a) **Vector Images:** The mathematically defined curves and line segments of computer images are called as vectors. Since vector images create objects such as rectangles and circles, they are also called object-oriented graphics. Thus, a particular thickness of line created on screen can be reproduced accurately on a high-resolution laser printer. Some of the programs that create vector images are Illustrator, CorelDraw.


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Originals

- **Raster Images:** Also known as bitmap images, these images are made up of several tiny dots known as pixels. These images are thus called paint-oriented graphics. As in the case of half-tone images, the more number of pixels, the sharper is the image on the computer screen. One can create one's own illustration in raster image with programmes such as Photoshop.


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Visuals printed on a page

- For mechanical reproduction, there are two basic types of visuals- Line Images & Halftones
- **Line Image**
- Line illustrations with flat tones of a single color or combined colors are called line and tone images. If such an image is combined with a continuous tone image such as photograph or painting, it will take the form of a line and halftone a printed page.
- In reverse line illustration, the physical form of the image changed mechanically, that is, the image area is taken in white and the background in dark.
- A silhouette image is identified by its outline, without details of the content.


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Visuals printed on a page

- **Halftones**
- Continuous tone illustrations such as photographs and pencil drawings should be reproduced by breaking them into dots. The original is called a continuous tone, as various tones are blended with each other to form an image. Such illustrations cannot really be transferred to another surface from a printing plate, unless they are separated as image and non-image surfaces.
 - **Vignette:** An engraving, drawing, photograph, which is shaded/faded off gradually at the edges to leave no definite line at the border.
 - **Feathering:** It is another blending effect, but its physical form is slightly different from that of vignette. In this, blending in color is at the back of the content whereas in vignette, it is at the background.
 - **Collage:** It is a style of pictorial composition in which several different pictures are cut and combined into a composite one.


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Introduction – Poster Design

- A poster is a usually **large sheet with images and text which aims at conveying certain information and making it noticeable for the target audience**. Also, they can be presented small sizes, for example, digital version or postcards. Posters are thought to be one the first directions of visual advertisement which appeared in the 19th century. First posters were politically oriented but in a short time people came up with an idea of using them as product ads.
- As posters grew their popularity, people started to apply them in many different fields and created numerous styles and directions for poster design.


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Introduction – Poster Design

- **A poster is any piece of printed paper designed to be attached to a wall or vertical surface**. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both **eye-catching and convey information**. Posters may be used for many purposes.


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Introduction

- Poster is a printed paper of rather large size that could be affixed on a wall or other preferably vertical surface. Posters may have both textual and graphical content together as well as they may have separate textual or graphical content which are **important means of advertising and publicity**.
- There are several other significant uses of posters. **Reproduction of famous art works is also carried on in posters**. There are educational posters too that convey many important messages to the public. Posters have got huge significance for political groups. They help in projecting the right image of the political leaders and the agendas of various political parties. The catchy lines of the posters attract the viewers, and the purpose is solved when people see them. Political posters are said to be originated in the First World War and they were effectively used in Second World War.


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Types of Posters

- Advertising posters**
- Posters are most applied in the advertising field. One of the earliest types of advertising posters were political posters which appeared during the First World War as means of recruitment. Today political posters are mainly used before the elections to encourage people to vote. They are usually based on typography which delivers candidates' slogans.
- There are also **commercial posters** which serve as the main tool helping to **catch people's attention and transfer the message of an advertised item**. The major profit a poster is that it can be placed even in the most crowded places still having great chances to be noticed.


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Types of Posters

- Advertising posters**
- Moreover, posters can be put on various digital and print media resources rising chances to hit the wider target audience. Advertising posters are designed that way so that they could present an item effectively and make people want it. In addition, posters wield a significant level of recognizability which means they can be helpful for branding.

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Advertising Poster



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Motivational and social posters

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Types of Posters

- **Event posters**
- The objective of event posters is the presentation of upcoming events, be it a music concert or theatre play. To provide effective promotion, posters have to be eye-catching and original, so designers often try to apply creative solutions. For example, to advertise a music concert there is no need for concentrating attention on the band's picture. Many concerts come with a slogan which is usually based on the name the latest album. It may be a good idea to create a custom illustration or original photo which would reflect the mood of coming concert.

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Event Poster

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Types of Posters

- **Typography posters**
- For non-designers, this direction may seem easy and fast but typography is a complex science which requires deep knowledge to make things work effectively.
- All the goals of a poster are gained via typographic elements including fonts, alignment, and whitespace. It is vital to pay attention even to the smallest details since in typography posters each component has its value.

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Typography Poster

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Types of Posters

- **Photography posters**

Photography is an art itself and if it's combined with modern design technology, it can be turned into a unique poster. Nowadays people are obsessed with beautiful high-resolution photos, the reason why this direction is really popular, especially in digital variants.

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Photography Poster

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Types of Posters

- **Graphic posters**
- This is the direction which uncuffs designers' hands and let their imagination go as far as it can. Graphic designers experiment a lot on poster creation following modern design directions such as flat design and applying various techniques. Digital artists make original posters which accurately bring people into the atmosphere of the films, cartoons, and other performances or events.

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Graphic Posters



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Types of Posters

- **Affirmative posters**
- These are posters that can be used to convey an inspirational or motivational message. You will find certain message printed on these posters to help people with support in a time of need. You will find emotional support being offered through these posters. You could print a personal poster for a person you love as a gift. People also sell these posters as novelty gifts.

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Affirmative Posters



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Types of Posters

- **Informative posters** would be your next option. These are custom made posters that help spread information and even awareness. You can find these posters displayed wherever there is a need for awareness of a specific issue. You may find a poster with a picture of an endangered animal asking for help for these animals or even a wrecked car warning against drunk driving. You will most likely find more words than pictures on these posters.

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Informative Posters



UT POSTER Design by Koushik KG

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Posters Design

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Posters Design


- Consider these six questions before we start to design our posters. We're going to focus on just two of these for now:
- **What's the message?**
- Ask yourself what exactly you're trying to communicate to your audience - are you promoting an event, an idea, a product or something else? What information does your audience need to effectively respond to your poster?
- **Why is that in there?**
- Throughout the design process, continue to ask yourself why you've included the design elements (e.g text, images, headings) that you have. What is it adding to the aesthetic and communicative aspects of the poster? Might there be a more effective place to put it?

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Steps for Poster Design

- Posters are a very important marketing component. They can be seen as large advertising pieces focusing around one central theme with the opportunity to attract many viewers. The purpose of a poster is to attract attention to your message and evoke an action. Designing a poster can be frustrating, often times we try to include too much information and lose the focus of our message. Before designing your poster, spend time planning ahead, laying out ideas, concepts, your goal, and know what your central message is.


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How to Design a Poster?

- Follow these simple design and layout tips to create an amazing full color printing poster.
- Start by writing down everything you would like to have on your poster, keeping in mind who your target audience is.
- Develop a central theme, concept, or purpose with precise information.
- Emphasize the most important element. Draw attention to that component.
- Credible and motivating. After you draw them in, give them something they want to pursue that is realistic and sincere.


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How to Design a Poster?

- Have a specific text element that directs attention to make your message clear and interesting. Make that element in a different style, size, or color. Text size and font type are very important aspects when designing a poster. They will determine whether your audience will be able to read your poster with ease. If not, all your hard work was for nothing.
- Use a template. Custom poster templates with preset bleeds, trim area, and safe area are an easy way to ensure proper print ready formatting.


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How to Design a Poster?

- **Eliminate any poster "noise".** Poster "noise" happens when you add irrelevant or unnecessary information to your poster.
- Keep in mind you have less than **3 seconds** to draw the attention of your audience to your poster; be exact and clear.
- **Don't forget the important information.** Dates, time, location, phone numbers, address, or any other pertinent information.
- Create attention grabbers! Seeing that you don't have a lot of time to get the attention of your audience you need to make a quick impact, such as a catching and interesting statement, photographs, graphics, colors, layout, etc.
- Take advantage of full color poster printing. 4-color poster printing is affordable, and the quality is higher than quick prints or digital printing! Make your poster professional and memorable with vibrant full color offset printing.


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How to Design a Poster?

- Spell-check and get someone else to proof-read your poster.
- When you have finished your final poster design on paper, you can start designing it on computer.
- Be sure to check this list off before poster printing.
- Titles and subheadings should be short yet meaningful.
- Content should be concise and to the point.
- Design should be visually appealing, exploring capabilities of color, graphics, and font.


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How to Design a Poster?

- The statement "bigger is better" seems to be the motto for modern advertising, which is why so many companies are using poster printing to market new products or services, to spread the word about upcoming events, or even to use as giveaways such as inspirational art. One mistake that some businesses make when marketing through posters is using a poster template containing a generic design. No matter how you utilize a poster, the constant underlying purpose is to promote your brand. Therefore, design your own custom posters to display your company image effectively. The following tips are some ideas for creating eye-catching, riveting posters:

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How to Design a Poster?

- **Simplicity:** Some of the best posters do not say much. Sometimes a company will simply place their logo on a poster with a complimenting color for the background. Even if the point of the poster is to advertise a new product, try a simple layout. For instance, include a photo of the product, a catchy line, and a website address that is easy to remember. People are curious. They'll go to the website just to see the scoop on the latest and greatest technology.


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How to Design a Poster?

- **Color:** Use colors that are a part of your brand. If you want to change it up a little, try using the same colors but in a different layout. For instance, instead of using orange text on a white background, try white text on an orange background.
- **Images:** Take pictures with the company digital camera (set on the highest resolution) and write one-line inspirational messages for each. Incorporate the images and statements into motivational posters imprinted with your logo.
- **Printing:** Find a custom poster printer that offers custom options. Also choose a wholesale printing company so that you can saturate areas with posters without going above your budget.


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What is a logo?

- A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.
- Logo design is all about creating the perfect visual brand mark for a company. Depending on the type, a logo usually consists of a symbol or brandmark and a logotype, along with a tagline.
- **Logotype, commonly known as a logo, is a design, a graphic representation/image/trademark symbolizing one's organization.**
- Designed for instant identification, a logo can appear on company letterhead, advertising material and signs as an emblem by way of which the organization can easily be recognized.

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What does a logo do?

- **A logo makes you stand out from the competition**
 - Perhaps the most fundamental function of a logo is giving your business a unique mark that differentiates you from other businesses.
 - This is especially important if your business has competition (which 99.9% of them do). Before you get a logo for your business you'll want to research what your competitors' look like so you can position yourself.
 - Check out how the Cactus Dental logo separates themselves from the sea of cliché tooth logos in the dental industry by taking a feature unique to their geography and turning it into a toothbrush.

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What does a logo do?



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What does a logo do?

- **A logo identifies key information about your business**
 - Along with demarcating your business, a good logo also provides your customer with some crucial information about your company: it can communicate the industry you exist in, the service you provide, your target demographic and your brand values.
 - For example, a company might use circuit imagery into their logo to show that they operate in the software industry. Or they might use a specific color to communicate they are committed to being green/environmental. Or they might use a stylish font to highlight that they are luxurious. Check out how Wild Hearts uses an image of a book with a heart in it to show that their business specializes in romance novels

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What does a logo do?



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What does a logo do?

- **A logo builds brand recognition**
 - Logos also leave a visual impact that reminds your customers that, well... that you exist!
 - In other words, logos can create strong visual associations with a business. This association helps customers keep your brand in mind.
 - Think about brands like Nike or McDonalds, whose logos are so universal that they can be instantly recognized with or without the name attached. It's no surprise that logos are such a central part of brand identity.

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What does a logo do?




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What are the elements of a logo?

- These elements work together to form different types of logos.
- **Typography**
- When it comes to form, a logo will usually contain some kind of typographic element. This can range from a monogram-style single letter, to an abbreviation or the full title of the business.
- **Imagery**
- Sometimes typography is accompanied by symbols or icons. These can be representative or composed of abstract geometric elements.
- In certain instances, logos also include decorative elements such as line work or visual punctuations—such as small stars or dotted lines—that don't necessarily create a specific, stand-alone image.
- The Ever South Brewing logo contains typography accompanied by a geometric, illustrated symbol of a sunset with a stalk of grain growing upward.

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What are the elements of a logo?



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What are the elements of a logo?


- **Color**
- Beyond form comes color. Logos can be black and white, monochrome or multicolored. Multicolored logos often have palettes that are either analogous, meaning colors of similar hue, or complementary, meaning colors of distant or opposite hue.
- The Synergy example contains a full color, complementary color palette.



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What are the elements of a logo?


- **Context**
- In some instances, a logo is also defined by the context in which it is used.
- With that said, it's important to think about when and where logos can be applied.
- Commonly we see logos online, on business cards, in storefronts, advertising and it print. But your business might have specific needs.
- In the example on the left, the circular design is a perfect fit for drink coasters!



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What are the elements of a logo?


- **Static or dynamic elements**
- One fork in the road in logo design worth mentioning is the decision to create a static logo—one which looks the same everywhere it exists—or a dynamic logo—one which changes depending on its context. Notice how the example interchanges elements depending on the application.



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What makes a good logo?

- The answer: any number of different things. Let's look at some real-life examples and talk about which elements they employ to successfully communicate their messages.
- **The nooStance logo is composed of simple typography and an illustrated mascot. It uses a multi-colored, complementary blue and yellow color palette. While the overall design is strong, this logo is largely successful in its unforgettable cuteness!**



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What makes a good logo?


- **The Tapp'd logo implements an illustrated tap into the negative space between the letters of the business name. This simple but clever concept separates this logo from other businesses, makes it memorable and lets the customer know that this is a place to get fresh beer!**



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What makes a good logo?

- The Lieferbräu Brewery is composed of ornate typography and decorative line-work. While the decorative grains hint at the fact that this is a brewery, the message here is class. The design is elegant and sophisticated—there's no mistake what the brand values are here.



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What makes a good logo?


- Some businesses have a name that plays a part in explaining the business and doesn't need a logo that is overly designed. In the example above, the name "Rhythms" helps let the user know that this is a beat-making app. In this case the designer has filled in the blanks with some colored geometric broken lines. These elements help to communicate the idea that there are tracks and rhythm involved. Ultimately the design does a pretty good job of clueing in the user to what they are downloading.



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What makes a good logo?

- Skillzy is an online education platform. Their monochromatic logo contains simple text accompanied by a symbol of an upside-down umbrella. The logo is simple and attractive. The meaning of the upside-down umbrella is unclear, but it is perhaps the mystery that intrigues the viewer. Is it a spiritual reference to possession? It sure got us thinking! Whatever it means, this simple combination of elements separates the business and leaves an unforgettable mark.



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What makes a good logo?

- Some of the most successful logos are not conceptual or complex at all. In fact the Artisan Pies logo featured above is perhaps the most perfect possible solution for this business. The name tells the viewer exactly what the service is, the design communicates their no-BS brand values, and the serif typeface lets you know that they take pies seriously! Not to mention the name is so simple that it's hard to forget!



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What makes a good logo?

- The Fatima Frankfurter 3k/5k Walk-Run uses a running hot dog mascot to tell the story. In some cases obvious is good, especially for a periodic event that wants to pull in as many people as quickly as possible. Don't be afraid to spell things out for your target demographic.



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What makes a good logo?


- The Brollywood Farm logo uses an ornate-yet-simple monochromatic design featuring an illustration of a farm. Not only does it quickly let the viewer know that it is a farm logo, but the vintage look communicates that the brand values are simple and rustic.



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What makes a good logo?

- The Prinstaindia uses a complementary monochromatic design that proves that color choice in logo is important! In this case a CMYK palette is used which has strong connotations with printed media. It lets the customer know that if they are looking for printing services that Prinstaindia can help them.



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Which logo colors mean what?

- Choosing the right logo colors can highlight your business' strengths and help you attract the right customers. And, as you might guess, the wrong combination can have the reverse effect.
- Red logos**
- Red is the universal sign of excitement, passion and anger. It draws attention and makes you stand out from the crowd. Is your brand loud, playful, youthful, or modern? Think red. More mature, classic, or serious? Red may not be for you.

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Which logo colors mean what?

- Red** is the first color that babies can see (besides black and white). Scientists theorize that humans evolved the ability to see red better than other colors because it allowed us to more easily identify fruits growing on trees. It developed a strong evolutionary meaning as well: when they're emotional (either with anger or passion), human faces turn red. Thus, today we associate that color with heightened emotion, including love, sex, anger and passion. And while not exactly an emotion, red has also been shown to stimulate appetite (which is why you see it in many food and restaurant logos).
- Whether used alone or as an accent color, red is a powerful choice for a logo color.

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Which logo colors mean what?



FILMWERKSTATT BADEN KATSU Au petit lait Cardbox

INTENSIFY Underthings

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Which logo colors mean what?

- **Orange Logos**
- Orange is an **invigorating, playful color**. Go orange to stand out from the crowd. It's used less often than red, but still packs an energetic punch. Be cautious when using orange if your brand is trying to appear luxurious or serious, as orange does not invoke those traits to consumers.
- **A combination of yellow and red, orange takes on traits of both of those primary colors.**
- Orange was one of the more recent color words added to the English language (in fact in old English it was known as "yellow-red;" the word orange was adopted from French when the orange fruit was imported from the Mediterranean).
- **Orange is associated with change** (think autumn leaves or orange skies at sunrise/sunset) and is often used by brands who like to think of themselves as a little bit different.

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Which logo colors mean what?



sopeachy FRIENDLY orangegecko


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Which logo colors mean what?

- **Yellow logos**
- Logos in yellow reflect accessible, sunshiney friendliness. This is a color that exudes cheer, and your brand will radiate an affordable, youthful energy. On the other hand, most consumers do not associate yellow with maturity or luxury brands, so think twice if that's how you want your business to be seen.
- Yellow is a primary color in subtractive color systems and was one of the first paint colors humans were able to mix. It has many cultural associations (gold, fields of wheat and corn, sunlight, etc), and is one of those colors that's very diverse. A soft, bright yellow is light and fresh, where a deep gold holds more weight and history.

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Which logo colors mean what?



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Which logo colors mean what?

- **Green logos**
- The ultimate in versatility, research shows that green isn't linked with many brand personality traits, but it has strong cultural associations. Typically, green represents the natural world, which is why eco-friendly, vegan, and natural wellness brands often have green logos. But you can also use green for just about any type of business!
- Since plants are green (and they come back to life after a long winter), many people say green is the color of growth or new life, but also greed and poison. But historically and in different cultures, green has been a color of death. (In fact, a popular green dye created in the 18th century included arsenic, and it literally killed people.

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Which logo colors mean what?

- Green logos**
- Some have argued that it may be partially responsible for the death of Napoleon Bonaparte, whose walls were covered in green-dyed wallpaper).
- In the US, we associate green with money because dollars are green, but remember that this association won't hold across other cultures. What does all this mean? Green can work for just about any brand. Build meaning through hue, shade, logo shape and your font choice.

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Which logo colors mean what?

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Which logo colors mean what?

- Blue logos**
- Blue symbolizes trustworthiness and maturity. You should use it for your brand if you want to be taken seriously. One thing to keep in mind, though, is as the classic king of colors, blue appears in over half of all logos. And because blue can also evoke calmness (imagine the serenity of still waters), if you use blue for your brand, you'll need to find a way to avoid fading to the background!
- Ironically, considering its popularity today and the fact that it's a primary color, it's one of the newer colors to be named by humans: ancient people (Greek, Chinese, Japanese and Hebrew) didn't have a name for the color blue. It's one of the last color words to appear in virtually every language.

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Which logo colors mean what?

- **Blue logos**
- All that being said, choose blue for your brand if you want to exude classic confidence or ensure trust in your brand. Be wary of blue if you are in the foodservice (it supposedly suppresses appetite). If you love blue and want to be more playful, just make sure you choose a lighter blue that is more on the teal side of the color wheel.

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Which logo colors mean what?




BLUE PETAL
FOUNDATION



ECOHARVEST
HAWAII



MosaicDental
COLLECTIVE



CLAIM
SCHOOL

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Which logo colors mean what?

- **Purple logos**
- Purple is where the rainbow gets luxurious. Use purple to appear simultaneously cutting-edge and wise.
- Purple probably gets its luxurious associations because historically purple dye was very expensive, thus the color was only worn by the very wealthy. One interesting thing about purple, though, is while it's associated with luxury and wealth, it's not seen as an overly serious color. Got a playful, expensive project? Purple is perfect. Sell professional business attire? You're going to be fighting an uphill battle with a purple brand.

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Which logo colors mean what?

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Which logo colors mean what?

- **Pink logos**
- In modern, Western society, pink is one of the most versatile colors. From soft millennial pink to neon magenta, pink can give a brand a modern, youthful, luxurious look.
- Pink is an unusual color. All 6 colors listed above are either primary or secondary colors in subtractive color systems. In theory, pink is just light red. But we don't have an equivalent English word for light blue or light yellow. It's also a relatively modern color word—it only entered the English language in the 17th century when it represented luxury. So in the long history of color, pink is still very young and hip.

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Which logo colors mean what?

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Which logo colors mean what?

- **Black logos**
- Black is the new black. Want to look slick, modern and luxurious? Time to go black. Rather look economical and affordable? Stay away from the dark side.
- Black isn't a color in the same way that orange and purple are. Humans see those colors because they're a specific wavelength of light that we can identify and differentiate. Black, on the other hand, is the absence of light. For something as old as light itself, black still feels modern. Its simplicity is almost jarring, giving all-black logos a feeling of mystery and exclusiveness that can be capitalized on by luxury brands.

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Which logo colors mean what?

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Which logo colors mean what?

- **White logos**
- White is the absence of color. On its own, it tends to come across as clean and weightless, like the essence of light itself. It is useful for brands that want to come across as careful and methodical, spotless in their delivery. It can also be aspirational, representative of a kind of unattainable purity.
- While most logos will have a white version, this will inevitably be paired with another color (as a background) and that color will dominate. When used as an accent—or added to another color to make it lighter—white is youthful and economical. But it can work for almost any brand.

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Which logo colors mean what?

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Types of Logos

- **Monogram logos (or lettermarks)**
- Monogram are logos that consist of letters, usually brand initials. **IBM, CNN, HP, HBO...**
- Noticing a pattern, yes? They're the **initialisms of a few famous businesses with rather lengthy names.**
- With 2 or 3 words to remember, they've each turned to using their initials for brand-identification purposes. So it makes perfect sense for them to use monograms—**sometimes called lettermark logos**—to represent their organizations.
- A lettermark is a typography-based logo that's comprised of a few letters, usually a company's initials. The lettermark is all about simplicity. By utilizing just a few letters lettermark logos are effective at streamlining any company brand if they have a long name. For example, how much easier is it to say—and remember—NASA versus the National Aeronautics and Space Administration?

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Types of Logos

- **Monogram logos (or lettermarks)**
- In certain industries, it's commonplace for brands to use the abbreviated version of their name. If you're operating within those, you may want to stick to the norm and create a lettermark logo. **Lettermarks are also a common choice for brands with long names that want to be more memorable with a shortened version.**
- Monograms logos are similar to lettermark logos. But they do have a noticeable visual difference. Both logos use the initials of the brand name to make up the design, but monograms interlace the letters instead of having them side by side or top to bottom..

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Types of Logos

- **Monogram logos (or lettermarks)**
- A monogram is reminiscent of the way a family name is embroidered on linens or etched on silverware. This style of logo has a generalized perception of luxury or exclusivity. Although there are exceptions like many sports teams and some sports brands.
- A monogram logo works best with brand names that have no more than three words. Since the letters are intertwined with each other, it needs to stay legible and easy to understand. Choose this style of logo to minimize the variables when it comes to visual branding.

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Which logo colors mean what?



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Types of Logos

- **Wordmarks (or logotypes)**
- Similar to a lettermark, a wordmark or logotype is a **font-based logo that focuses on a business' name alone**. Think Visa and Coca-Cola. Wordmark logos work really well when a company has a succinct and distinct name. **Google's logo is a great example of this**. The name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition.
- Also, like with a lettermark logo, typography will be an important decision. Since the focus will be on your name, you'll want to pick a font—or create a font—that captures the essence of what your business does. For example, fashion labels tend to use clean, elegant fonts that feel high-end, while legal or government agencies almost always stick to traditional, "heavier" text that feels secure.

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Types of Logos

- **Wordmarks (or logotypes)**
- If you're going for a wordmark—or **text logo**, here are a few routes you can take. Some **brands create a custom typeface especially for their logo, like Coca-Cola**. However, this takes time and requires the skills of a professional designer. Alternatively, you can choose a logo font that reflects your brand's vibe. Modern logo designs, for example, will generally use a sleek sans serif font, while trendy logo designs might require more elaborate typefaces. Consider whether to go for all caps, small letters or a mix, as well as add any special characters or color to your logo.
- A wordmark is a great choice for brands with catchy names, or those that want to get their name out into the world, as their logo will appear throughout all their marketing materials.

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Types of Logos

- **When to use lettermark and wordmark logos:**
- Consider a lettermark logo if your business happens to have a long name. Condensing the business name into initials will help simplify your design and likewise, customers will have an easier time recalling your business and your logo.
- A wordmark is a good decision if you're a new business and need to get your name out there, just make sure that name is short enough to take advantage of the design. Anything too long can look too cluttered.
- A wordmark logo is a good idea if you have a distinct business name that will stick in customers' minds. Having your name in a great, designed font will make your brand all the stickier.

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Types of Logos

- **When to use lettermark and wordmark logos:**
- Both lettermark and wordmark logos are easy to replicate across marketing material and branding thus making them highly adaptable options for a new, and developing, business.
- Remember that you'll want to be scrupulous when creating a lettermark or a wordmark. Your business name in a font alone likely won't be distinct enough to capture the nuance of your brand. So make sure you hire a professional who'll have an eye for detail.

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Types of Logos

- **Pictorial marks (or logo symbols)**
- A pictorial mark (sometimes called brand mark or logo symbol) is an icon—or graphic-based logo. It's probably the image that comes to mind when you think "logo": the iconic Apple logo, the Twitter bird, the Target bullseye. Each of these companies' logos is so emblematic, and each brand so established, that the mark alone is instantly recognizable. A true brand mark is only an image. Because of this, it can be a tricky logo type for new companies, or those without strong brand recognition, to use.

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Types of Logos

- **Pictorial marks (or logo symbols)**
- The biggest thing to consider when deciding to go with a pictorial mark is what image to choose. This is something that will stick with your company its entire existence. You need to think about the broader implications of the image you choose: do you want to play on your name (like John Deere does with their deer logo)? Or are you looking to create deeper meaning (think how the Snapchat ghost tells us what the product does)? Or do you want to evoke an emotion (as the World Wildlife foundation does with their stylized image of a panda—an adorable and endangered species)?

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Types of Logos

- **Pictorial marks (or logo symbols)**
- Logo symbols (a.k.a. brand marks or pictorial marks) are **graphic icons, symbols or images that reflect the brand's identity or activity**. Normally, these types of logos represent an object from the real world. Some of the best logos using symbols are the kind that you instantly know which brand it is, the second you see them.
- Finding the perfect image for your logo symbol can be a challenge, especially if you're a fairly new brand. Not only are you likely to grow, change and add new products as time goes on, but it could also take time for customers to recognize your logo and connect it to your brand. In this case, consider incorporating your name into the logo (see combination marks below).

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Types of Logos

- **Pictorial marks (or logo symbols)**
- In addition to making sure you choose a symbol that evolves with your brand, **an important logo design tip is to ensure that your design will always remain timeless**. While it may be tempting to design a pictorial logo that is trendy and 'of the moment', you don't want to have to create a new logo months later in order to stay current.
- A plus to using these types of logos is that they help set a strong tone of voice. Once your company gains recognition, a well-designed logo symbol can become very memorable.

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Which logo colors mean what?

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Types of Logos

- **Abstract logo marks**
- An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form that represents your business. A few famous examples include the BP starburst-y logo, the Pepsi divided circle and the strip-y Adidas flower. Like all logo symbols, abstract marks work really well because they condense your brand into a single image. However, instead of being restricted to a picture of something recognizable, abstract logos allow you to create something truly unique to represent your brand.
- The benefit of an abstract mark is that you're able to convey what your company does symbolically, without relying on the cultural implications of a specific image. Through color and form, you can attribute meaning and cultivate emotion around your brand. (As an example, think about how the Nike swoosh implies movement)

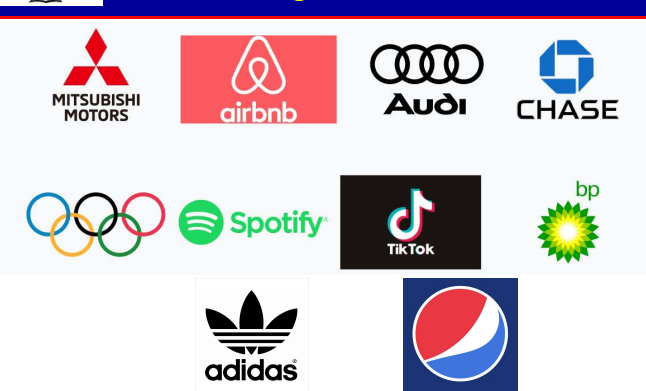
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Types of Logos

- **Abstract logo marks**
- As they don't depict a specific recognizable object, abstract logo marks give you the chance to create something highly unique. If you go for this type of logo, pinpoint your brand's core values. Experiment with reflecting them in a simple, geometric form that will evoke the right emotions and messages. For example, in addition to looking like the letter 'A', Airbnb's logo is reminiscent of the familiar 'location' icon as well as being an abstracted form of an upside down heart.
- If you decide to create this type of logo, make sure you've solidified your brand identity and know exactly what it is that you want to convey to your audience. In addition, an abstract logo mark can be a good choice for global brands whose names don't work well across different languages.

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Which logo colors mean what?



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Types of Logos

- Mascots**
- Mascot logos are logos that **involve an illustrated character**. Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson—er, spokes-character
- Mascot logos consist of illustrated characters that **act as visual representations or “ambassadors” for a brand**. They can be anything from fictitious creatures to real people, as long as they reflect the brand’s identity.
- A mascot is simply an illustrated character that represents your company. Think of them as the ambassador for your business. Famous mascots include the **Kool-Aid Man, KFC’s Colonel and Planter’s Mr. Peanut**.

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Types of Logos

- Mascots**
- Mascots are great for companies that want to create a wholesome atmosphere by appealing to families and children. Think of all those mascots at sporting events and the great dynamic they create by getting involved with the audience
- Mascots can be a good way of getting customers to connect to your brand, as people tend to naturally resonate with other humans or characters. You can also use a mascot to create a fun, playful vibe that will appeal to your audience, which explains why companies targeting children and families often use this type of logo. However, take note that they’re often made up of more details than a standard logo, so may require a simplified version for small dimensions, like favicons or business cards.

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Which logo colors mean what?

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Types of Logos

- **When to use picture and symbol logos:**
- A pictorial mark alone can be tricky. It's effective if you already have an established brand but that's not a hard and strict rule. You can use brandmarks to your advantage to convey what your business does graphically if your name is too long, and they can also be used effectively to convey a desired idea or emotion.
- Pictorial and abstract marks also work quite well for global commerce if, for example, a business name doesn't lend itself well to translation.
- A pictorial mark however may not be the best idea if you anticipate changes to your business model in the future. Abstract marks allow you to create a completely unique image for your business but are best left to design professionals who understand how color, shape and structure combine to create meaning.

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Types of Logos

- **When to use picture and symbol logos:**
- Think about creating a mascot if you are trying to appeal to young children or families. One big benefit of a mascot is it can encourage customer interaction so it's a great tool for social media marketing as well as real-world marketing events. I mean, who doesn't want to take a selfie with the Pillsbury Doughboy?
- Remember that a mascot is only one part of a successful logo and brand, and you may not be able to use it across all your marketing material. For example, a highly detailed illustration may not print well on a business card. So put some consideration in the next type of logo design below, the combination mark.

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Types of Logos

- **The combination mark**
- A combination mark is a logo comprised of a **combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot.**
- The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. A combination mark logo is a visual and a word in a composition together. In this, the visual component can be on top, to the side or even below the wordmark. **The best combination mark logos are the ones that can be used separately and still be 100% recognizable.**
- These are very popular amongst brands from all industries, as they are extremely versatile.
- Some well-known combination mark logos include **Doritos, Burger King and Lacoste.**

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Types of Logos

- **The combination mark**
- Because a name is associated with the image, **a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand.** With a combination mark, people will also begin to associate your name with your pictorial mark or mascot right away! In the future, you may be able to rely exclusively on a logo symbol, and not have to always include your name. Also, because the combination of a symbol and text creates a distinct image together, this type of logo is usually easier to trademark than a pictorial mark alone.

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Which logo colors mean what?

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Types of Logos

- **The emblem**
- An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies. The auto industry is also very fond of emblem logos. While they have a classic style, some companies have effectively modernized the traditional emblem look with logo designs fit for the 21st century (think of Starbucks' iconic mermaid emblem, or Harley-Davidson's famous crest).

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Types of Logos

- **The emblem**
- But because of their lean towards higher detail, and the fact that the name and symbol are rigidly entwined, they can be less versatile than the aforementioned types of logos. An intricate emblem design won't be easy to replicate across all branding. For business cards, a busy emblem may shrink so small before it becomes too difficult to read. Also, if you plan on embroidering this type of logo on hats or shirts, then you'll really have to create a design that is on the simple side or it just won't be possible. So as a rule keep your design uncomplicated and you'll walk away with a strong, bold look that'll make you look like the consummate professional.

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Types of Logos

- **The emblem**
- If you're considering whether an emblem is right for your brand, think about the industry you're in. While there are no rules, **this type of logo is especially popular amongst universities, sports teams and coffee brands**. A current logo trend is a contemporary take on the emblem, opting for a more minimal approach, which usually involves vector illustrations and clean lines.
- Emblems can also give you the space you need to add a slogan that reflects your brand's message. When creating an emblem, take into account that due to their intricate details, this type of logo can be less versatile and doesn't always work well on a smaller scale. In those cases, you can create a simpler alternative.
- Examples: **Starbucks, Stella Artois, Harley-Davidson, NFL, Warner Brothers, Manchester United.**


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Which logo colors mean what?

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Which logo colors mean what?


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Types of Logos

- **When to use a combination mark or emblem logos:**
- A combination mark is a great choice for pretty much any business out there. It's versatile, usually highly unique, and the most popular choice of logo among prominent companies.
- An emblem's traditional look might be favored by lots of public agencies and schools but it can also serve any up-and-coming private business quite well, especially those in the food and beverage industry: think beer labels and coffee cups (Starbucks!). But remember to play it safe when it comes to detail. You still want a design you'll be able to print neatly across all of your marketing material.

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Types of Logos

- **Letters Inside Shape Logos**
- Similar to an emblem but not quite are the logos that are words inside shapes. The difference between them is the level of complexity. You could say that an emblem is to a combination mark what a letter inside a shape is to a wordmark.
- The idea behind this logo style is to give a wordmark—or lettermark—that extra something to make it stand out from the rest. The shape can be anything, as long as it matches the purpose and story of the brand.
- When considering a letters inside shape logo, think of what shape could possibly represent your brand. Since the options are infinite, there's no limit to what you can do. For example, Domino's Pizza is a domino, and Pfizer resembles a pill. Give your logo a backstory by using a shape that supports it.

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Which logo colors mean what?



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Types of Logos

- **Negative Space Logos**
- Negative space logos are a unique creative option for any brand. The visual idea of negative space is to use empty areas to depict a symbol, shape, or graphic. It can be a subtle effect or a very clear one, that depends on what you're aiming to achieve.
- Generally, negative space logos consist of two visuals, the one that surrounds and the one that is encased. The encased shape is the one denominated negative space. There's no limit to what shapes you use to create the negative space effect. It can also be a letter and a shape, or even two letters.
- For a while, negative space logos were just a trend, now they're timeless. In fact, in 2022, a negative space logo went viral. A designer used the M of the brand name, cut off a piece and ended up with an animal shape inside the letter. People called him a genius

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Which logo colors mean what?

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Which logo colors mean what?


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Types of Logos

- **Dynamic Logos**
- A dynamic logo is basically **one primary logo that can be adjusted or customized in endless ways**. Some dynamic logos, like the logo for the City of Melbourne, change color but keep the shape the same. The logo for OCAD University is more about adding elements onto the foundation design.
- Not every brand is broad enough to deserve a dynamic logo. It only makes sense for a large brand that has enveloped other smaller brands, that reaches a wide diversity of people, or that will be showcased in different places.
- The best part of a dynamic logo treatment for your brand is that you don't necessarily need to start there. As your brand grows and your logo becomes more recognizable, then you can start adding dynamism to it. Add a gradient or a pattern to where it's usually one color. Make it match other elements around it. Bring it to life.


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Types of Logos

- **Dynamic Logos**
- When it comes to understanding types of logos and which one is right for you, dynamic logos are kind of a unique anomaly in that they can take on many forms. This may sound strange, since a general rule of logo design is consistency, however that is precisely what makes dynamic logos so versatile. It is through that very consistency that dynamic logos thrive. These types of logos require a basic framework that serves as the core motif which will appear in any, and every, version of the logo.
- **For example, think of when you open your Google browser, and you see the familiar wordmark logo suddenly characterized by historical figures, holidays or celebrations, yet you always know it is Google.** Their brand has enough clout to transform their recognizable logo into different configurations that are not only relevant and timely, but continue to solidify their brand messaging.

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Types of Logos

- **Dynamic Logos**
- Another great dynamic mark logo example is Hilary Clinton's 'H' symbol. In its original form, the logo has a patriotic red, white and blue color palette, which has diversified into many other variations, which helped convey her campaign message and core values in a very effective way.
- Both of these examples show that a dynamic logo is not just a random selection of icons or images hastily thrown together, but a thoughtful and strategic design approach that effectively communicates what a brand is all about.

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Types of Logos

- Dynamic Logos**
- This is particularly effective for brands that are, themselves—dynamic. If you work in a creative industry and want to stay fresh and innovative, this type of logo may be just the right fit. However, try not to get too carried away with constant change and adaptations of your logo because as customers start to make positive associations with your brand, you want them to nurture that connection. Remember, regardless of which type of logo you choose, consistency is always key.

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Which logo colors mean what?

The image displays three logos:

- CITY OF MELBOURNE**: A logo with a stylized 'M' made of overlapping green and blue geometric shapes.
- NORDKYN**: A logo with the text 'NORDKYN' in green, 'WHERE NATURE RULES' in smaller green text below it, and a green 3D geometric shape to the right.
- OCAD UNIVERSITY**: A logo with the letters 'O', 'C', 'A', 'D' in black boxes arranged in a cross pattern, and 'U' in a box below 'A', with 'OCAD UNIVERSITY' text above the 'O'.

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Types of Logos

- 3D Logos**
- Give your logo an extra layer of uniqueness by making it three-dimensional. Make the letters of your wordmark pop out of the page, make your emblem look like it's made of metal, or the shape around your brand name look like a real object.
- Creating a 3D logo involves a few specialized design skills. You'll need to add perspective, shading, doubling up on shapes and some highlights in just the right places. Just like emblem logos, 3D logos will need a flat variation for use on touchpoints that won't fit a 3D version.
- Three-dimensional logos look great when they are flat designs with touches that trick the eye to think it's 3D. But they look even better animated and rendered to look like they really are 3D. Another option is to take your current logo and make it 3D.

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Which logo colors mean what?

The slide displays four logos: Xbox 360 (green and silver), Sony Ericsson (green and silver), Firefox (orange and blue), and Nerf (yellow and red). Each logo is accompanied by its brand name.

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Common myths about logo design

- **A logo design has to reflect what the company does**
- If a flag cannot tell you a lot about the country it represents, why should a logo tell you anything about a company? It shouldn't.
- A logo is not a storytelling device — it's a form of identification. Countries have flags, royal families have their crests and companies have their logos. They all serve a single purpose — to identify and differentiate their owners from everyone else in the crowd. Nothing more, nothing less.
- When you try to tell a story about a company purely through logo, you will inevitably fail — there's simply not enough room or a proper way to tell everything there is to be told. It's like asking a CD cover to sing you a song... it simply doesn't work.


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Common myths about logo design

- **A logo design has to reflect what the company does**
- A logo is an expression of a company's identity — the things that matter and have meaning to the company. As such, it's perhaps the only commercial device which isn't intended to boost sales, but provide a form of identification and a source of pride to company owners and employees.

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Which logo colors mean what?



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Common myths about logo design

- **A logo must include a symbol**
- Not really. Some of the most famous logos have no symbols at all, just well-crafted type.
- However, this is not to say that logos should not carry symbols. Sometimes a symbol can become more memorable and ubiquitous than the company name itself, such is the case of Apple, Nike or Pepsi. Other times, a symbol is just a hindrance, a superfluous decoration which doesn't really add value or meaning – such as the semitransparent blue square in the late GAP logo.
- The lesson: **use a symbol if you need to represent something important to the company. If not, it's best to consider more typographical solutions.**

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Which logo colors mean what?




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Common myths about logo design

- **If your logo is great, it's okay to only show the symbol**
- Recognition comes from repetition.
- Repetition is a learning tool — so powerful that you will be able to recognize a grain of sand in the Sahara desert, provided you look at it every day, for years on end. This is why it's important to understand that Nike and Apple logos do not have magical powers — they are just symbols repeated enough times on mainstream media that it simply becomes impossible not to associate them with these companies.
- Unfortunately, not many companies enjoy the benefits of unlimited advertising budget. This is precisely why they should never use their symbols without the company name present: no matter how good the symbol is, nobody will know what it stands for, and nobody will care.

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Which logo colors mean what?



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Common myths about logo design

- **A logo has to follow its established industry style**
- There is a certain **feeling of dread and boredom associated with most real estate logos**. There is a house, and a tree, and sometimes even a sunset or a hill. More imaginative designers will throw in a key to make the story more complete.
- Similarly, 9 out of 10 fashion logos are pretentious and stylish — black and white, elegant type, very few symbols or graphics.
- Every industry has unwritten rules and expectations about how a logo should look, and we're all guilty of following these rules from time to time. But for companies just starting out, there's nothing worse than having a logo which looks everything but inventive and original.
- Kill the voice that tells you how a logo "should" look. Be bold, be unexpected and break the rules. That's how new rules get created.

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Which logo colors mean what?

The Property Collective logo features three stylized human figures in white and blue. Seaside Condominiums has a blue and white wave logo. DesiSowers features a yellow sun and house icon. Cerco Casa has a green house icon with the tagline 'TEVOA IL TUO IMMOBILE ONLINE'.

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Common myths about logo design

- **A logo has to be “timeless”**
- I've heard this one so many times that I've started to wonder whether someone invented a time machine.
- You cannot create a timeless logo intentionally — you can only make sure it's not entirely based on fads, such as swooshes or glossy treatments, so it lasts longer than usual.
- Like everything else, logos age. From time to time, they need to undergo plastic surgery to make them look less antiquated and more in line with current trends. Companies like Shell, IBM, Xerox, Volkswagen and Coca Cola changed their logos nearly a dozen times so far, improving their look with each iteration.
- So don't worry about creating a timeless logo. Create something that works now and there will be plenty of time to improve it later.

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Which logo colors mean what?

The evolution shows: 1949 (black and yellow 'X' logo), 1954 (black and red 'X' logo), 1957 (red 'HALOID XEROX' logo), 1961 (blue 'XEROX CORPORATION' logo), 2004 (red 'XEROX' logo), and 2008 (red 'xerox' logo with a red and white globe icon).


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Common myths about logo design

- **A logo has to be likable**
- "I like it, but my wife just hates this shade of brown."
- Sounds familiar?
- The purpose of a logo is not to provide eye candy, but to provide a unique signature that will become associated with the qualities of the company. Whether people like or dislike the logo design has nothing to do with what they think about companies and organizations those logos stand for.

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Which logo colors mean what?



The image shows the London 2012 Olympic logo, which consists of five interlocking shapes in a vibrant pink color. The word "london" is written in a white, lowercase, sans-serif font across the middle of the shapes. The Olympic rings are also visible in white within one of the shapes.

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Common myths about logo design

- **A logo has to be likable**
- London Olympics is arguably one of the ugliest logos in history, but everyone associates it with its top sports event.
- Bacardi rum has a big black bat on every bottle, but everyone knows it's one of the best rums in the world.
- Google logo is essentially a tribute to Photoshop effects, yet everyone thinks of it as the best search engine in the world.
- The list goes on.
- Customers do not care about logos — they care about what companies can or cannot do for them. So while your logo does need to employ some basic principles of good design, you don't need the approval of friends, your aunt or next door neighbor before you put it out there.

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What Is a Brochure?

- A brochure is a marketing tool used to advertise a company's products or services. Brochures come in several shapes and sizes and can range in form from a single page that has been folded to create sections—as in bifold or trifold brochures—to the more common bound multi-page booklet. They usually consist of pictures accompanied by supporting text.



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What Is a Brochure?

- What Is a Brochure Used For?**
- A brochure is generally used by a business to advertise its key products or services. Because of this, brochures often feature compelling text and eye-catching images. Now that you know what the brochure is all about, let's explore how to make professional-quality brochures quickly and easily.
- Unless you've been living under a rock your entire life, you've definitely been handed your fair share of brochures. Whether you're trying to drive traffic into a new gym location, showcase a property for sale or get the word out about your business, brochures are powerful and effective tools for engaging and educating any audience. But only if your brochure design is on point.


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Before you start designing your brochure

The key to creating an ah-mazing brochure actually starts before you design. When you do the legwork before you start designing—by knowing your brand personality, message, and target customer—you'll make the design process go a lot more smoothly.

- Know your brand personality**
- Do you know who you are? Knowing your brand personality is a must. If you don't know your brand inside and out, all of your branding materials—including your brochures—will feel disjointed and unclear.
- Define your ideal customer**
- Before you start designing your brochure, get crystal clear on who you're designing for. Different audiences require different designs, and if you're not clear on your audience, you run the risk of making the wrong design choices.


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Before you start designing your brochure

- **Define your ideal customer**
- *Ask yourself:*
 - Who is my ideal customer?
 - What kind of information are they looking for?
 - Are they more likely to respond to more images or more text?
 - What kind of copy do they expect? (i.e. Corporate or conversational? Humorous or serious?)
 - What can I do to best grab their attention?
 - When you know who you're designing for, use that to steer your design decisions. You'll end up with a brochure that feels true to them, which will help up your chances of success.


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Before you start designing your brochure

- **Develop your message**
- We touched on this above, but before you design your brochure, **it's so, so important that you define your message.**
- You need to know what you're going to say in your brochure and how you're going to say it before you even think about getting a design in place. Because your message is the most important thing. It all comes back to knowing your customer. If you don't have a strong, clear message that speaks to them in language and images they can relate to, it doesn't matter what design you come up with. Your brochure will fall flat.

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Before you start designing your brochure

- **Develop your message**
- For example, let's say you were designing a brochure for new parents to advertise your children's gym. Your message might be: "We're fun and friendly—come join us!" So you want to use accessible, simple, friendly language and bright, vibrant imagery to match your brand and appeal to your target audience. Using complex language likely wouldn't make sense to your customers.
- On the flip side, if you're designing a brochure to advertise your services as a financial advisor, your message will likely be quite different, so using simple language and bright imagery could feel too childish, and your ideal client wouldn't take your message seriously.
- Know your message before you design so you can make design decisions that strengthen your messaging.


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Before you start designing your brochure

- **Determine your metrics for success**
- Having metrics in place should be a non-negotiable for every brochure you design. Without metrics, you'll have no idea if you should keep rolling with the same design for future brochures, or if you need to totally overhaul things to drive more results.
- Before you design, **determine your metrics by defining what you're hoping to get out of your brochure.** Here are a few ideas:
 - Are you looking to drive people into a retail location? Include a coupon or voucher.
 - Are you trying to drive people to your website? Include a custom URL on the pamphlet and track the number of visitors during the campaign.
 - Are you trying to build buzz around a new product launch? Include a CTA to sign up for your email list to get updates and see how large your list grows during the campaign.


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Before you start designing your brochure

- **Set your budget**
- **Your budget is more than just knowing how many brochures you can print. It determines everything from your type of paper to the fun printing techniques** you can use to jazz up your brochure.
- Come up with a budget-per-print and start making some decisions based on what's most important. Do you need your brochures to be extra sturdy? Invest in a thicker paper. Do you have a cool idea on how to illustrate one of your points? Look at more expensive ink options and printing techniques to bring your visuals to life.
- Knowing how much cash you have on hand for the design and printing process will help you make the best decisions for your budget and squeeze the most out of every dollar.

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Designing your brochure

- **Remember your brand identity**
- As you're starting the design process, **keep your brand identity front of mind.** These elements describe the visual look and feel of your brand, and no matter what kind of brochure you're designing, it needs to be consistent with your overall branding.
- **Choose design elements (colors, fonts, and images) that match your brand personality and the tone and content of your brochure.** If you've already set your brand color and fonts, make sure you carry them over into your brochure design.

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Designing your brochure

- **Design with the reader in mind**
- As a business owner or designer, it's easy to get caught up in what you want. But, real talk? What you want doesn't actually matter. It's what your customer wants that counts.
- **When you're designing your layout, keep your reader in mind. How would your ideal customer want to receive information? Are they OK with big blocks of text, or do they need things to be broken up with images so they don't feel overwhelmed? Are their specific colors or fonts that would be particularly appealing to them? Where can you put all of your information (like your business name and contact information) so it's easier for them to find?**
- When you're designing, make sure to lay things out in a way that appeals to your customer.

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Designing your brochure

- **Choose your brochure type**
- You might think "Well, isn't there just one brochure type... you know, like a brochure?" And the answer is no. There's a laundry list of options when it comes to choosing your brochure type and the way it's folded.
- **The brochure type that's right for your brochure design is 100% going to depend on the content.**
- You might keep it simple with a Classic Tri-Fold. If you've got a ton of information you need to communicate, go for an option that has more space, like an Eight-Panel Roll Fold or a 16-Panel Fold. If you're doing a step-by-step product tutorial, use a Four-Panel Roll Fold to make your content easy to follow for readers.

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Designing your brochure

Tri-fold Z-fold Parallel fold Roll fold

Accordion fold Single gate fold Double gate fold Half + half fold

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Designing your brochure

Half + tri-fold

Half-fold

Half-fold (letter)

- Also consider how your brochure is ultimately going to be delivered.
- Are you going to put the brochures on a rack? Are you going to stuff them in a bag with other promotional goodies? Are you going to send them as a mailer? How you plan to deliver or display your brochures will go a long way in determining which fold is the best choice for you and your business.

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Designing your brochure


- Gather your copy and images**
- Have your copy and images ready to go before you start putting pen to paper and creating a design. This will help you make important decisions about layout, length, font size, and more.
- But don't get too attached. Chances are that design restrictions will affect how much text or how many images you can include.
- Start with your ideal amount of copy. Huge text blocks can feel overwhelming and actually discourage them from reading. Shoot for something in the middle.
- Use headlines and sub-headers to structure your text and make it skimmable for readers who don't have the attention span to read the entire thing (and trust us, they exist). Your headline is especially important. You only get one chance to grab your audience's attention.

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Designing your brochure

- Gather your copy and images**
- Then, do the same with your images. Gather them all in front of you and figure out which ones will help tell your story and where they should be placed. Your images are the first things people will see, so they should help you connect with your reader and illustrate what you do.
- As you develop your design, your copy and image selection will likely grow and shrink. Again, be flexible and use these creative elements to tell the story your audience needs to hear.


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Designing your brochure

- **Find your style**
- When all is said and done, it's the stylistic elements that are really going to make your brochure shine.
- **Keep it clean and simple**
- Graphics! 3D Elements! Glitter! ALL THE TEXT!
- If your brochure has too much going on design-wise, it's going to feel totally overwhelming to your reader. You don't want to overcrowd your brochure design with too much text, too many graphics, or too many different design elements that compete for your reader's attention. Keep your design clean, simple, and easy-to-digest for the best results.


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Designing your brochure

- **Find your style**
- **Think outside of the box**
- Stock brochure design... It can be a major yawn.
- Consumers these days are savvy. They don't want a bunch of the same old, same old. So, if you want your brochure to make an impact on your audience, it can't look like every other brochure they've had in their hands for the past 10 years.
- When it comes to brochures, the best designs dare to be different. What can you do that no one else has done before? The more you rock the boat with your brochure design, the more it's bound to grab people's attention.


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Designing your brochure

- **Focal point = your CTA (Call to Action)**
- The reason you're designing your brochure in the first place is to encourage your readers to take action. And if you want them to take action, you need to tell them in a big way.
- If your CTA is buried in a mountain of text in the last paragraph on the last page of your brochure, guess what? No one's going to see it. **If you want your CTA to actually inspire people to take action, make it big, bold, and impossible for them to miss.**
- Give your CTA center stage. Put it in multiple places on your brochure. Make it so that no matter how far into your brochure they read, they won't miss your CTA. Because the more front-and-center you put your CTA, the more people will actually take action.


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Evaluating and printing your brochure

- **Evaluate your design**
- Once your brochure is designed, take your time to evaluate the final product. Now is your last chance to make changes and get your design right.
- **Ask yourself:**
 - Does this design grab my attention?
 - Is my messaging clear?
 - Does this design point to my CTA?
 - Is this brochure in line with my branding?
- Ask other people those same questions to get an outside perspective. Show your design to your colleagues, customers, even friends to figure out if you've got a winner. Once you're happy, it's time to get printing!


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Evaluating and printing your brochure

- **Choose your printer**
- Working with a top-notch printer can mean the difference between your brochure design coming to life exactly as you imagined it... Or turning out like some gnarly, bootleg version.
- If you can, visit printers so you can see their work in person. Viewing samples IRL will always give you a better idea of what you can expect from your print job than looking at samples online.


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Evaluating and printing your brochure

- **Choose your printer**
- When you're researching printers, ask them questions to see if they're going to be the best fit for your job. Here are a few examples:
 - What are your ink options?
 - What is your best printing option for time? For cost?
 - Do you do color matching?
 - Do you offer printed or digital proofs?
 - What happens if I'm not satisfied with my print job?
 - Do you have designers in-house?
 - Do you have experience in brochure printing and design?
 - Can you provide references for other brochure clients?


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Evaluating and printing your brochure

- **Choose your print materials**
- Work with your printer to select the best materials for your brochure. Here's a little cheat sheet to help you on your way:
- **Paper weight**
- Generally speaking, the higher the paper weight, the thicker the sheet. There are a few different ways to measure paper weight (like basis weight and mils), but the most common is metric weight, also known as GSM. **The GSM is the weight of one sheet of paper cut into a 1×1 meter square.**
- **Just as an FYI, most brochures fall somewhere between 170 and 300 GSM.**


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Evaluating and printing your brochure

- **Finish**
- Once you've chosen your paper, it's time to choose your finish. There are a few different types of finishes to choose from:
- **Matte:** A completely flat finish without any shine
- **Semi-Gloss:** A somewhat shiny finish that falls between matte and glossy
- **Glossy:** A shiny, reflective finish
- The finish you choose is all dependent on the look you're going for. Talk to your printer about the different options you have within your budget and what print materials will be the best fit for your objectives.


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Evaluating and printing your brochure

- **Ink and specialty processes**
- Some printers also offer specialty inks that can enhance your brochure. Here are a few options you can inquire about:
- **Foil:** A shiny, metallic ink or stamp that reflects light
- **Embossing:** The process of pressing a shape or image into paper to create a raised effect
- **UV spot:** A shiny coating applied only to certain spots of paper (typically a logo, headline, or accents)
- Check with your printer if these options (or others) are available and how they might change the cost and production time of your brochure.


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Traditional Brochure Design Sizes

- So what is a traditional brochure size? Well, there are different types of brochures and lots of standard brochure sizes, and the size you choose depends on your content. The most common brochure sizes before folding are 8.5" x 11", 9" x 12", 8.5" x 14", 5.5" x 8.5", 11" x 17", and 11" x 25.5":
- **Letter size:** 8.5" x 11". Letter size is the most popular brochure size for product and service information as it has a perfectly balanced design area.
- **9" x 12".** This size is slightly bigger than the Letter size. It is typically used when you need to create more detailed designs and text,


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Traditional Brochure Design Sizes

- **Legal size:** 8.5" x 14". This size is slightly larger paneled than the Letter size. If your design seems like a tight fit in 8.5" x 11", use the Legal size to give it more white space around the design, so it won't look crowded.
- **Memo size:** 5.5" x 8.5". Memo size is half the size of Letter size. It is the smallest brochure size.
- **Tabloid size:** 11" x 17". This size works best with large content areas and for creating multi-page folds.
- **11" x 25.5" is the biggest brochure size standard.** Perfect for businesses who have a wide range of products and services to showcase, or to create step-by-step guides.

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Types of Brochure Design

- **Single Fold (Half-Fold or Bi-Fold)**
- The single-fold brochure, also called a bi-fold or half-fold brochure, is the simplest brochure type to create. Its name is self-explanatory: it is a paper size (legal, letter, or tabloid) folded in half. The half-fold layout consists of four panels to add information: two internal panels, with a front and back cover. Although the number of pages is limited, this option provides better readability and enough room to place images and text, which makes it a great option for marketing. The front page is perfect for applying attractive visuals to the design.
- This popular type of single-fold brochure works well for informative content, greeting cards, product presentations, tradeshows, invitations, price lists, restaurant menus, programs, bulletins, etc.

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Types of Brochure Design

TRI-FOLD (LETTER FOLD)
6-Page Brochure

8.5" x 11"
8.5" x 14"
11" x 17"
11" x 25.5"

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Types of Brochure Design

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Types of Brochure Design

- **Z-Fold**
- The Z-fold brochure is also a single piece of paper divided into three panels, similar to the tri-fold, except it gets its name from its distinctive Z-shape fold. The Z-fold has each panel on top of each other to make a Z-shaped outline. Also note that the cover is on the right-most panel, rather than the left.
- This type of brochure fold has a classy look. It opens left to right and can be placed in a standard envelope, which makes it a great choice for promotional or sales material, events, letters, invoices, special offers, product presentations, and price lists. The Z-fold is a good alternative to the tri-fold, and it's useful for direct mail marketing. Make sure to use every panel to draw your customers' attention.

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Types of Brochure Design

OPEN SINGLE GATE FOLD 8.5" x 11"
 6-Page Brochure 8.5" x 14"
 11" x 17"

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Types of Brochure Design

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Types of Brochure Design

- **Accordion Fold**
- The Accordion Fold divides the brochure into four or five panels that fold on top of each other in a zigzag formation that looks like an accordion. It is similar to a Z-fold but with more panels to fold. This brochure type has more sections, about 8–10 panels for you to add the text and images, and it's typically designed larger than the standard size of 8.5" x 14".
- Choose the Accordion Fold if you're designing something with a lot of information, like tourism guides, maps, step-by-step tutorials, or menus, or if you have a list of products or services to display.

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Types of Brochure Design

QUARTER (FRENCH FOLD) 8,5" x 14"
11" x 25.5"

8 Page Brochure

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Types of Brochure Design

10 PSD **Poster MOCK-UP**
CHANGEABLE BACKGROUND


Full Editable Photoshop File | All formats: A1, A2, A3, A4, A5 | Fast and Easy Customization

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Types of Brochure Design


- **Roll-Fold**
- The roll-fold brochure is a half-fold tucked into another half-fold that folds inwards, so basically the folds roll inwards onto themselves. The roll-fold brochure folds in a few times, so it has eight to ten panels available for content and images, which makes it thicker than most brochures.
- The standard size for this roll-fold brochure is 8.5" x 14". Use the roll-fold if you have material that needs to be placed at a point-of-sale location, or when showcasing sales content, instructional booklets, tutorials, or step-by-step guides.

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 **Types of Brochure Design**


ROLL FOLD
8-10 Page Brochure


8.5" x 14"
11" x 17"
11" x 25.5"



4 PANEL ROLL FOLD

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 **Types of Brochure Design**



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