

## **Basic Graphic Design Principles**

## Readability

#### Look for:

- Too many words
- Crowded text
- Text colour



VS



### **Hierarchy**

#### Remember:

- What is your most important message?
- Use different fonts/sizes from your brand guide
- Decide what you want to say before you design

And you will read this las

# You will read this first

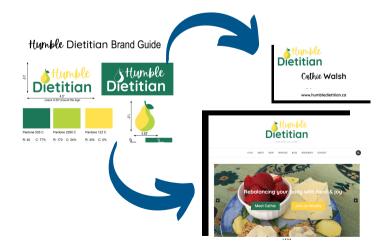
And then you will read this

Then this one

## **Consistency**

#### Remember:

 Use the same fonts, colours, shapes & styles from your brand guide across all of your communications



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