

Design and content are equally important

- good design will get them to read and then the content needs to be relevant and to the point

LESS IS MORE!!!!

- less is more – with content, design, fonts. The less copy there is the better chance that they will read it
- playful is useful - helps engage the user

Type

- serif vs sans serif – serif is “cleaner”
- use two fonts with a few variations of size/weight
- use caps sparingly, for a few words - i.e. title, headline. It's harder to read
- centered type is harder to read - *never use it for a paragraph*, just for an occasional line

EXAMPLE: <https://www.jillsingergraphics.com/portfolio/event-marketing/vnsw-foundation-2019-gala-innovation-and-journal/?postcat=3>

Colors

- warm - think of the sun - red, orange, yellows - elicits warm feelings, heightened emotions, passion
- cold - think of winter - blues, green, purples - good for calmness, soothing
- don't use too many colors. Pick a palette that has about 3-4 colors and stick to it
- one good way to differentiate different programs in the same org is to color brand them with slight variations. i.e. with four colors, maybe 2-3 stay consistent and one differs for each program
- middle weight background color allows for both black and white type to work on top.

EXAMPLE COOL COLORS: <https://www.jillsingergraphics.com/portfolio/annual-reports/child-care-council-of-westchester-annual-report/?postcat=6>

EXAMPLE WARM COLORS: <https://www.jillsingergraphics.com/portfolio/event-marketing/el-centro-hispano-3/?postcat=3>

EXAMPLE MIDDLE WEIGHT BACKGROUNDS: <https://www.jillsingergraphics.com/portfolio/annual-reports/westchester-library-system-5/?postcat=6>

White space

- very important. The eye needs to have a place to rest in order to be able to absorb what is there
- uneven color is just as important, so the eye can catch onto specifics.

EXAMPLE: <https://www.jillsingergraphics.com/portfolio/brochures/arc-westchester-gallery-brochure/?postcat=9>

Adobe

- discounted for non-profits
- use Indesign for layout

Stock photography

- istock, shutterstock
- silhouetting = no background/photo looks cut out search for i.e. mother and child on white
- mix photos with background and those without
- look for unusual photos – go down that rabbit hole!
- look for intimacy – a close up of a face, try and catch a “moment”

EXAMPLE USING STOCK PHOTOS: <https://www.jillsingergraphics.com/portfolio/campaigns/croton-ems/?postcat=5>

EXAMPLE USING SUPPLIED PHOTOS: <https://www.jillsingergraphics.com/portfolio/brochures/gallop-ny-c/?postcat=9>

Templates

- hire designer to do one great template that you can update/reuse
- templates can be for email marketing, a virtual journal, program flyers, ads, etc.

Social media image design

- get a strong photo
- Put in just a few words, with the rest of the content in the description

Web ads

- use very few words. Typically the ad is shown for just a few seconds