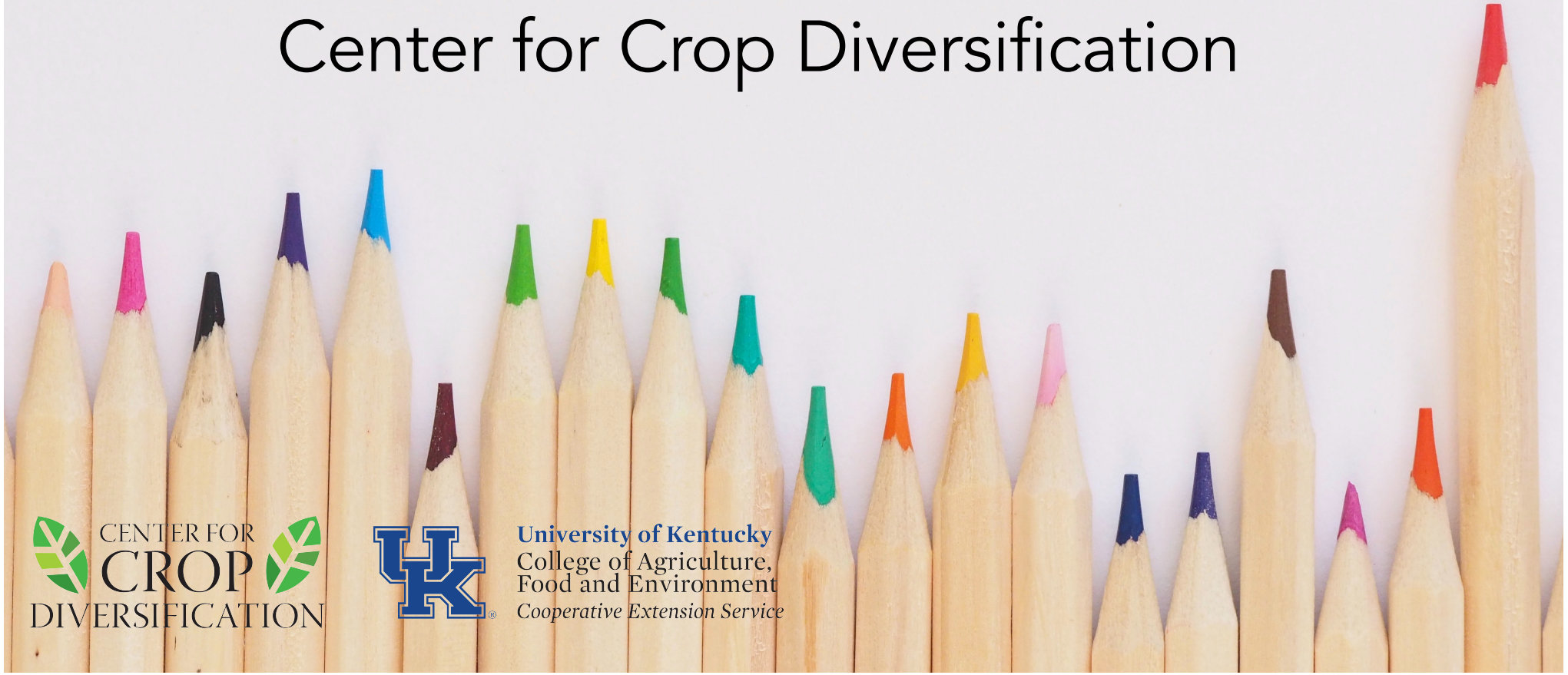
nice, easy graphics & advertisements

Brett Wolff
Center for Crop Diversification



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What we're going to do:

Canva Demo

Principles

- Color
- Fonts
- Balance

Action

- Tools
- Tips

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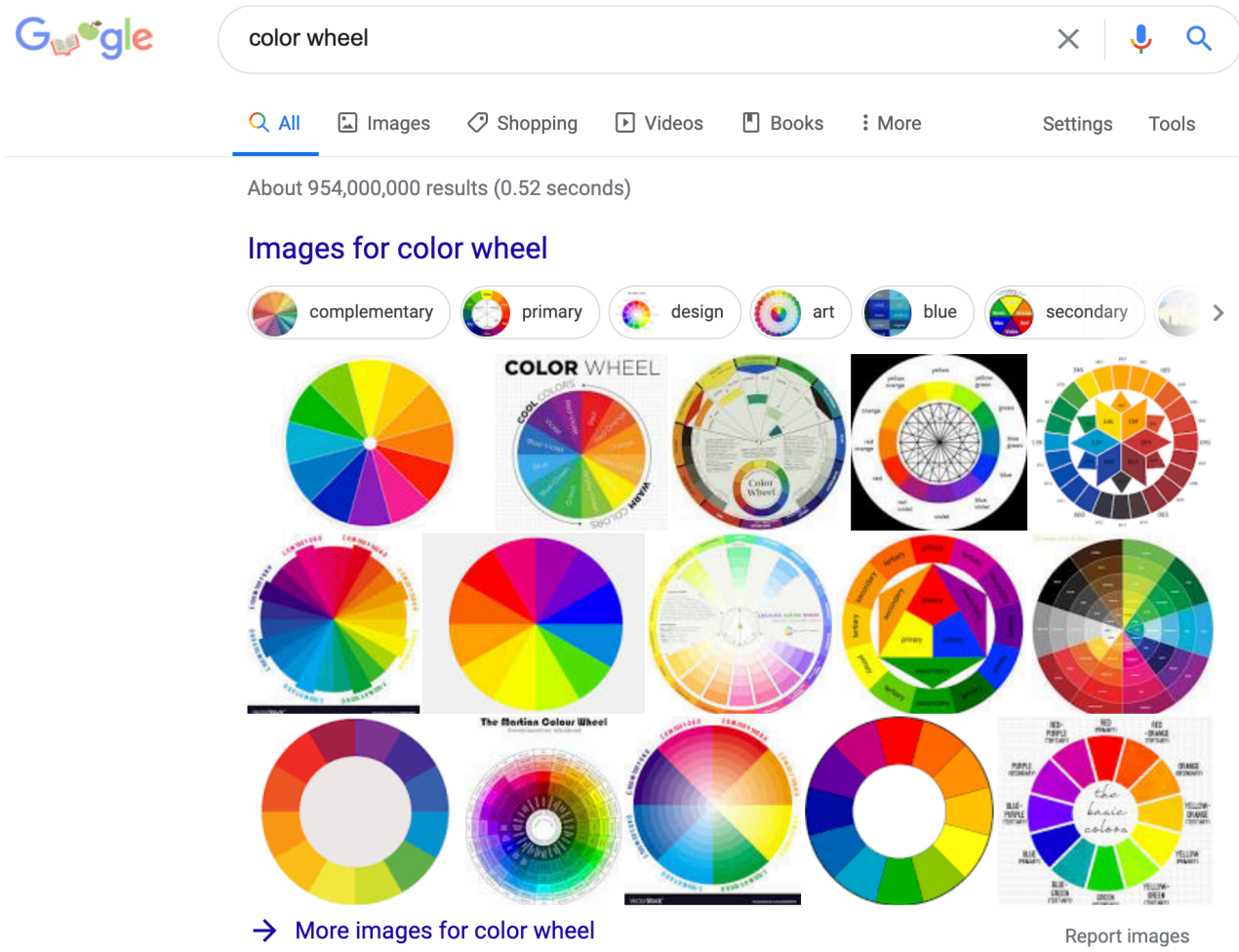
Principles

Let your **brand** be your guide.

Color

Principles



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Color

Principles

There are lots of common color combinations that are pleasing to the eye or eye catching:

Complementary
Contrasting
Split-complementary
Triads

Pay attention to colors that you find pleasing to the eye or that feel like the brand message you are trying to create. Write them down!

Examples: Earth tones, neons, pastels, etc.

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925

FANTASTIC 4 FOUR
JODIE FOSTER
FLIGHTPLAN
MATT DAMON IS JASON BOURNE
THE BOURNE IDENTITY
WASHINGTON TRAVOLTA
THE TAKING OF PELHAM 123
JUNE 2009
JONAH HEX
REVENGE GETS UGLY
JUNE 18
THE LEGEND COMES TO LIFE
DRAGONBALL EVOLUTION
FIRST CONTACT. LAST STAND.
CRAIG FORD WILDE
COWBOYS ALIENS
TRON LEGACY
TRANSFORMERS
THE SORCERER'S APPRENTICE
JULY 16
DAYWATCH
3RD MISSION. 3RD DIMENSION.
SPY KIDS 3D
GAME OVER
THE DARK KNIGHT
JULY 18
BEN STILLER
NIGHT AT THE MUSEUM
MASS EFFECT

Source: obs

Color Tools

A tool is only as effective as its **User**.

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Color

Tools

In the world of design & marketing, it's important that people are able to **describe colors accurately**. There are color "codes" used to describe different colors.

Examples: RBG, CMKY, Hexadecimal

Specific Tools:

Eye Dropper Color Picker

Canva Color Codes

Coolors.co

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Font Principles

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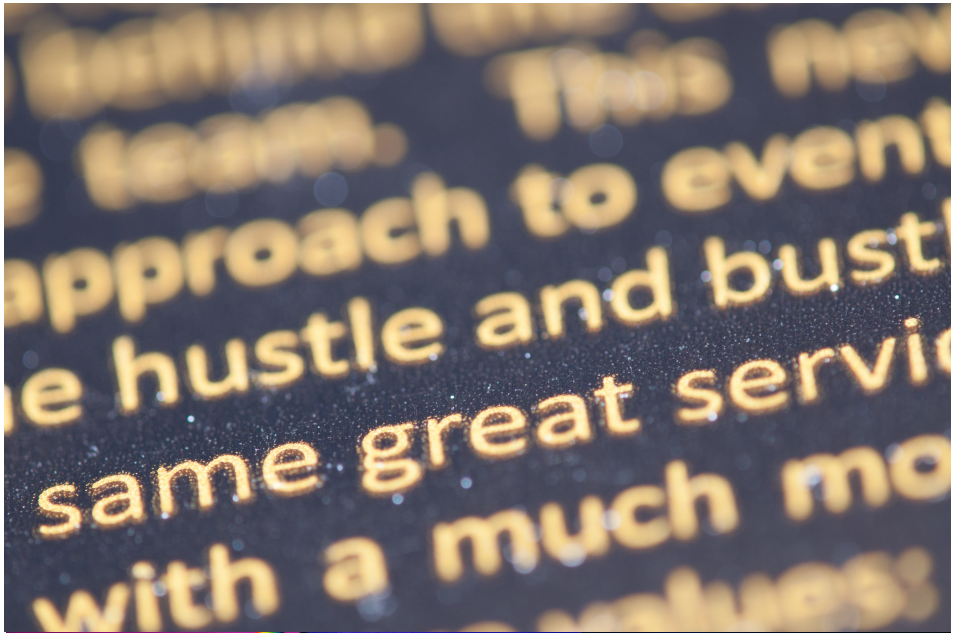
Fonts

Principles

Fonts are one of the most subtle, but impactful choices you'll make with your graphics.

Look for inspiration & examples online. There are very deep rabbit holes if you are interested.



Remember that you want to have some consistency with your brand. Consider choosing one font or font family and sticking with it for everything you make.

UK uses Avenir & Mercury

I am a serious brand. (Comic Sans)

I am a very serious brand. (Papyrus)

I am an exciting & original brand. (Times NR)

I am a modern brand. (Avenir)

I am a brand. (Bookman Old Style)

I am a very unique brand. (Helvetica)

I am a serious brand. (Calibri)

Font Tools

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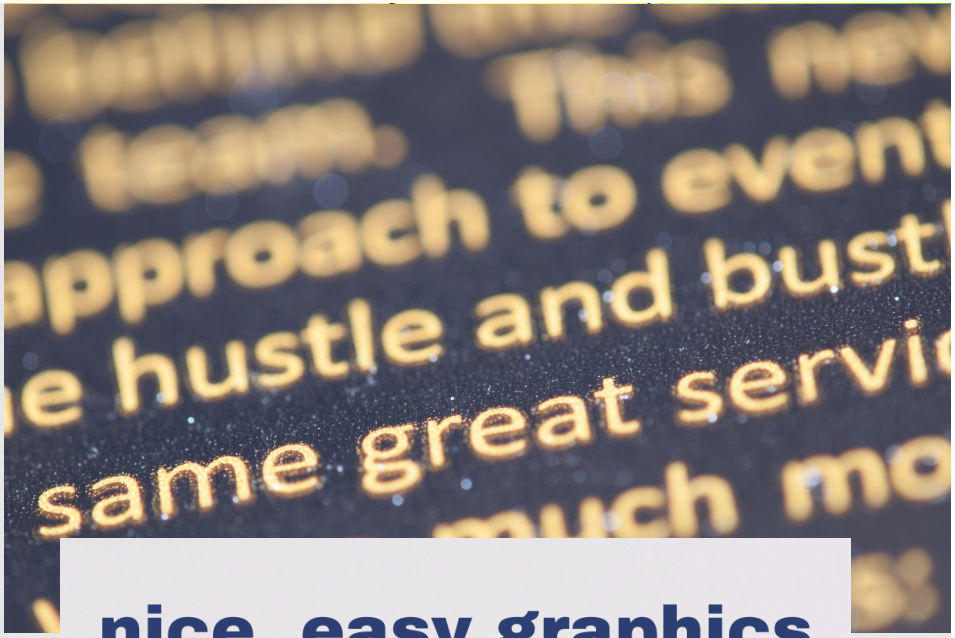
Fonts

Tools

There are thousands of pages with suggested font pairings. Spend some time looking through them, and decide on a few you think represent your brand AND work together.

You'll often need 2 or 3 different fonts for a particular graphic.



For Canva, see "Canva's Ultimate Guide to Font Pairing"

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Balance

Principles

Both symmetrical and asymmetrical arrangements can be attractive. Keep the focus on the goal of the graphic.

Pay attention to where your eye goes first.

A sense of balance is hard to describe, but you'll probably need to practice and make multiple drafts of the same graphic to see what looks good.

Look at graphics that you like and study them. Often.

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Balance

Principles

The main tip I have for balance (and for all of these graphical principles) is to find some friends or associates who have a good eye, and ask their opinion.

Keep things simple as much as you can. More noise distracts from your message.

Everything you are doing is about representing your brand and communicating the message you want.

Polished, simple graphics can communicate an organized, polished business. Look good, feel good ☺

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Reinforce your message and your brand!

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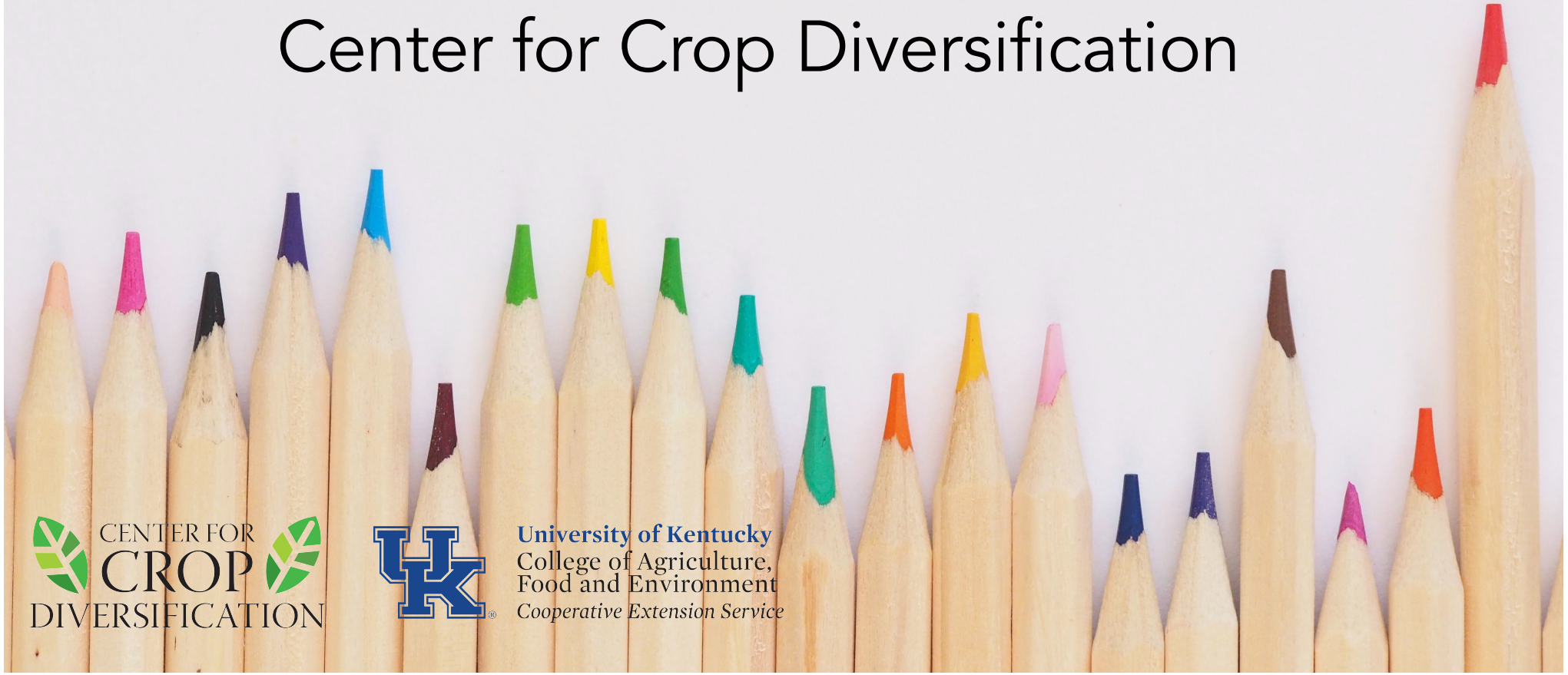

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