



graphic design



brand identity

“

QUESTION

What is the brand image
you are trying to portray? ”

understanding brand identity

CONSISTENCY IS KEY

have a recognizable logo/style



typography

DIFF TYPES OF FONTS

think about message and choose font that pics

SERIF FONTS classic look

Used in print publications and traditional projects

SANS SERIF clean and modern

Rounded fonts look more playful/informal
Easier to read on computer screens

DISPLAY FONTS FUN FONTS

includes handwritten, **GRAPHIC**, *script*, **Blackletter**, ALL CAPS, FANCY

use as a decorative accent— small amount of text (ie: title)

FONTS WITH "BAGGAGE"

if you have any worries, clean fonts are the best!

Chalkduster

Courier

Bradley Hand

Brush Script

Impact

Comic Sans

Papyrus

Kristen Itc

Jokerman

FONT RULES

there are really no rules. do what you think is best

ONE
TWO

1-2 fonts per
projects MAX

AVENIR
AVENIR

Choose fonts
with large
family for more
variation

white
space

LESS IS MORE.
utilize negative
space!

NARROW wide
type *script*
BOLD LIGHT

Opposites
attract to create
contrast

OTHER STRUCTURE RULES

things to keep in the back of your mind

HIERARCHY: guide readers eye to what's important using different levels of emphasis

TITLES **TITLES** *titles* **text** subtext

TRACKING (character spacing): smaller the font, larger the character spacing

NARROW **LARGE** *s m a l l w i d e*

The background of the image is a dark, atmospheric landscape. It features rolling hills and a dense forest of evergreen trees. The sky is misty and grey, blending into the dark tones of the trees and hills. The overall mood is somber and mysterious.

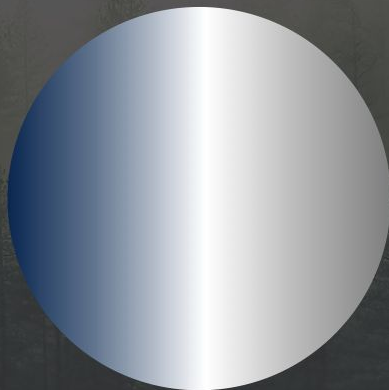
color

COLOR TERMS

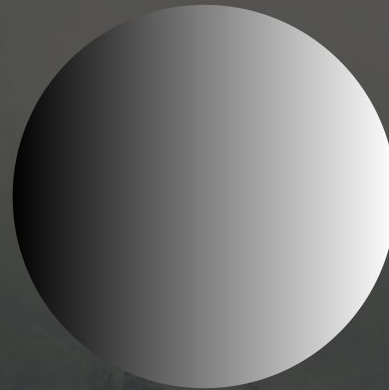
things you can play around with to create contrast



HUE



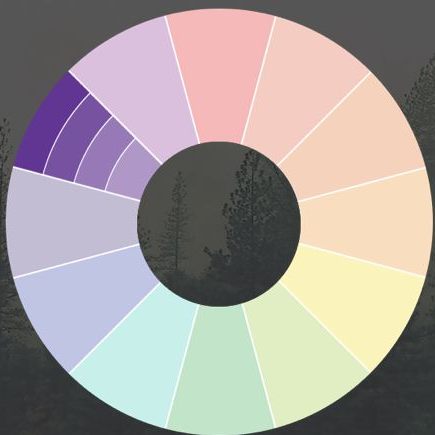
SATURATION



VALUE

COLOR HARMONY

when playing with colors, having a dominant color and accent colors



MONOCHROMATIC



ANALAGOUS



COMPLEMENTARY

PSYCHOLOGY OF COLOR

it all depends on CONTEXT!

BRIGHT COLORS

fun and modern

DESATURATED COLORS

professional and
minimalistic

The background is a dark, moody photograph of a mountain landscape. In the foreground, a dark blue, silhouetted mountain slope rises from the bottom left. Behind it, a dense forest of evergreen trees covers a hillside. In the far distance, more mountain peaks are visible, shrouded in a thick mist or fog. The overall color palette is dominated by dark blues, greys, and muted greens, creating a somber and mysterious atmosphere. The word "Questions?" is centered in the upper half of the image in a clean, white, sans-serif font.

Questions?

INSTRUCTIONS

- 1) determine brand identity of the business
- 2) Create 3 (publicity) materials utilizing graphic design
 - A. i.e. flier, powerpoint slide, menu cover, Instagram ad

BUSINESS INFO:

- a spaghetti restaurant
- 1234 noodle rd.
- opens 3-8 pm for dinner