



Whether you're designing a newsletter, brochure, business card, or even a website, creating a visually unified and pleasing piece is a key to getting your message to your reader. Applying simple strategies for effective design can help make your materials a success.



### Tip!

Don't use more than 2 fonts – your document will end up looking like a ransom note. Make sure the fonts you use are different enough to contrast with one another.



### Tip!

Keep your color scheme simple and readable. Avoid light or medium colored text over light backgrounds, and try not to use more than 2 – 4 colors in one document.

## Building Blocks

These are some tools you will use as you lay out your document:



1. **Font:** *Serif* fonts (with tails and headers) tend to be more readable in running text and are ideal for body text. *Sans Serif* fonts (without tails or headers) stand out more and are ideal for headings.

Sans Serif	Serif
Arial	Times New Roman
Avant Garde	<b>Book Antiqua</b>
Geneva	New York
Helvetica	Garamond
Lithos	Palatino

2. **Color:** Use color to create interest without distracting.

Make color work for you...

**PVHS Senior Wins Top Honors at County Math Fair**

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... not against you.

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