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


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 palate 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 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