Design
BEST PRACTICES

Every element should have a visual connection

good alignment organizes & unifies design elements

Proximity Principle: Items that are grouped together are viewed as one visual unit

Consistency is key. Stick to a design palette.

OSWALD Quattrocento typefaces

#333333 Color

Typography & color choices matter. Check for Readability & Tone

Consider the SCALE of your design in relation to the medium

Contrast Adds interest & organization to any design

Rep eti tion of design elements, colors, fonts, shapes, etc. helps unify and organize a design.