

## Print Material/Digital Signage Best Practices

In order to maintain a look that represents your individual units, and meets Institute Communications (IC) standards, we are providing the following guidelines to aid in the creation process of your flyers, print materials, digital signage, etc.

- Your unit logo (approved by IC) should appear in a prominent location.
  - This doesn't always have to be at the top, but make sure that it is highly visible.
    - You can place your logo on top of photos, textures, etc.
  - Logos of partners can be included as long as there is sufficient distance between their logos and yours.
    - Make sure logos are the same size when possible.
- Using "themes" for your designs is a great idea, as long as careful attention is placed on ensuring graphic elements are easily distinguished from your unit logos.
- Use captivating and relevant photos.
  - Use photos that show diversity and engagement whenever possible.
  - Make sure that the photos you are using are relevant to your overall design.
    - Example: A photo of three students studying makes more sense for a tutoring design than a stock image of Tech Tower.
- Use inclusive language on all of your designs.
- Limit text wherever possible. (Especially on digital signage.)
  - Use bold headings, phrases, bullets, etc. to emphasize your point.
  - **TIP:** try "chunking" by taking lots of information and breaking it down into manageable – and therefore memorable – pieces.
    - Short paragraphs separated by white space
    - Bolded short lines of important text (50-75 characters)
    - Clear visual hierarchies with related items grouped together
      - Example: An image that has an accompanying header and paragraph. The three elements work together to make memorable content.
- Choose fonts wisely.
  - Choose only one or two fonts for each flyer/document. Using too many fonts can detract attention from key points you're trying to make.
- When in doubt, keep the design simple.
  - Not everything needs to be "flashy" or full of images to convey your message.
  - White space is just as important as visuals and color.

\* If your designs are intended for a larger audience and you'd like to have them reviewed, feel free to send them to [cory.hopkins@gatech.edu](mailto:cory.hopkins@gatech.edu) and he will offer suggestions to make your designs more successful.