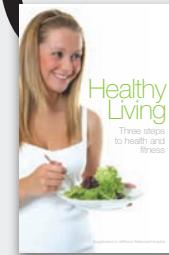
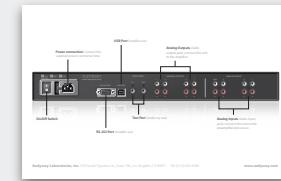


DesignTalk7 Five Design Ideas

Outside Inside



Product Callouts



Price Guide



Signature Logo



One-Photo Cover

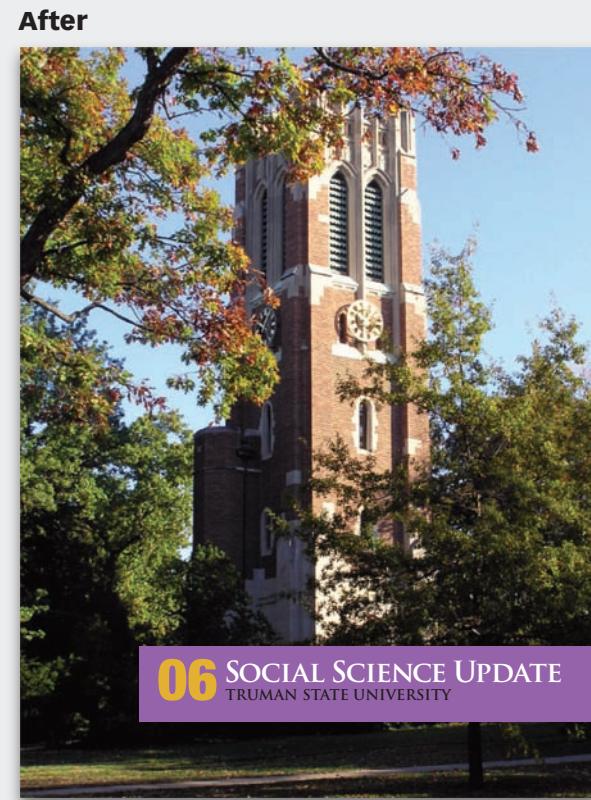


Continued ►

Design talk 0643

Cover design Do more with less

What do you do when you have three photos available? You use them all, right? Not necessarily. One can be more effective. Here, the campus tower alone conveys the essence of the school better than three photos could; the headline in a single, school-colored bar quietly provides the data.



(Above) **He had three good photos**, but to fit all three into his layout the designer had to shrink, crop and push each to the perimeter, where they now look alike (similar masses and textures) and are difficult to "read." He then added a flat (and meaningless) blue field, block type in three sizes and a motif of horizontal stripes. The more he "designed," the weaker the cover got; the school and its social science program were lost in the artificial stuff. To add insult to injury, it was too much work! Solution: Let one image do the talking.

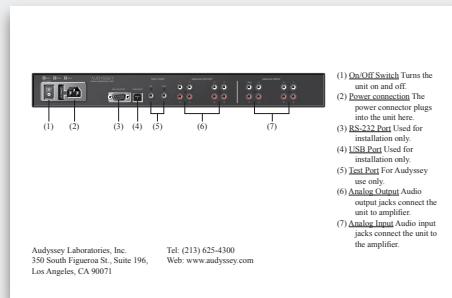
Less is more Campus tower anchors the makeover. Simply center it and let it do the "talking," then add your words. Note, above, that the bar is short enough to let the picture flow by. Below, school colors violet and tan plus the green of the trees make an appealing, *split complementary* palette.



Layout Bring the words into the picture

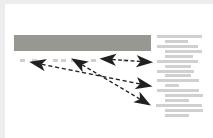
For the technical among us, descriptive graphics are fun to make. The key to clarity is to think of the words as part of the picture, not as an extra to be set off to the side.

Before

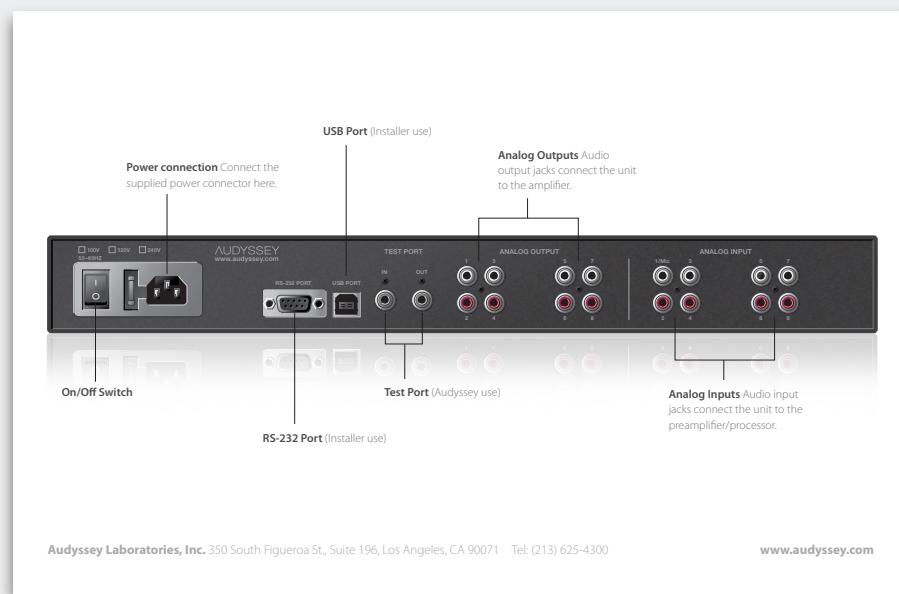


Design complicates the message

The goal of this small product guide was simple: label the parts of the product for the customer. But the designer lost sight of that and arranged the card in a neat L shape, product on one side, labels on the other. Result: The product's tiny, the important center of the page is empty, and the reader must refer back and forth needlessly (left).

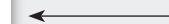


After



Front and center Above, center the product as big as possible, then put the labels in orbit around it with straight lines to their destinations. Sans-serif type reads easily; minimal contrasts (right) are *clean*. No numbering or indents are necessary.

Single-line contact information echoes the horizontal motif.



Inputs Audio

Above, one font family and size for *similarity*, contrasting weight and value for *difference*.

Layout Differences establish hierarchy | Page 1 of 2

Hutchins Street Square Hotel is a great place for conferences, banquets, receptions and other events, but no one looking at its information flier would know that. It's as bland as a bucket—a page of words in one style, one size, one weight, one color, lost in an ocean of white. The data's there, but no life.

Such a modest sheet is easy to overlook, but keep in mind that for many customers it's the first (and maybe the last!) thing they'll see. Take the time to give it appeal and *at-a-glance* clarity. Here's how to do that.

Before

Hutchins Street Square Hotel
125 South Hutchins Street, Lockeford, CA 95678
Tel: 209-333-1234 x2465 | Fax: 209-123-5678

Facility	Facility Use	Maximum Occupancy	Rental Fee	Deposit	Non-Profit Fee	Non-Profit Deposit
THEATRE*	Permanent Seating	789	\$1500	\$700	\$700	\$700
KIRST HALL	Lecture Banquet	700 (Lecture) 400 (Banquet)	\$1,400	\$600	\$600	\$600
CRETE HALL	Lecture Banquet	500 (Lecture) 200 (Banquet)	\$850	\$400	\$400	\$400
CRETE HALL KITCHEN			\$400	\$200	\$200	\$200
THOMAS THEATRE	Lecture Banquet	100 (Lecture) 100 (Banquet)	\$600	\$300	\$300	\$300
AMPHITHEATRE	Outdoor Theatre	250	\$600	\$300	\$300	\$300
COTTAGE ROOM	Lecture Banquet	75 (Lecture) 35 (Banquet)	\$400	\$200	\$200	\$200
PISANO ROOM	Lecture Banquet	75 35	\$400	\$200	\$200	\$200
COTTAGE-PISANO ROOMS (Combined)	Lecture Banquet	150 (Lecture) 75 (Banquet)	\$700	\$400	\$400	\$400
GREEN ROOM	Meeting	12	\$30			
ROTUNDA (Available only when no other facility is rented)	Receptions (No tables/ chairs)		\$600	\$300	\$300	\$300

*A Theatre technician will be assigned and fees will be additional and assessed according to individual needs.
Non-Profit Designation: 501(C)(3) Any group incorporated as a charitable organization with non-profit tax exemption status with the IRS.
Notes: Set-ups requiring unusually difficult formats will be reviewed and additional maintenance fees applied. Rental of facilities is subject to availability. The Square reserves the right to deem an event inappropriate for either space or content based on technical requirements and projected audience size. Holiday rental requests are reviewed on an individual basis and added costs will apply. Other charges will be quoted to renter at the time the contract is signed, fees are subject to change without notice. Certificate of Insurance required for every event. HSS Security Guards required for evening and week-end events.

It's all the same! The "before" doesn't look like the hotel; it looks like e-mail—one typestyle, weight and color, skinny lines like you'd draw with a pencil, no hierarchy, no visual guideposts of any kind. They set an attractive table (below); but the customer won't see *that* unless he gets past *this*. Problem: The plain sheet makes him do *all the work* of deciphering its information.



Page 2 of 2

① Rental Facilities

② Facility	Facility Use	Maximum Occupancy
③ Theatre*	④ Permanent Seating	789
Kirst Hall	Lecture Banquet	700 (Lecture) 400 (Banquet)
Crete Hall	Lecture Banquet	500 (Lecture) 200 (Banquet)

Non-Profit Designation: 501(C)(3) Any group incorporated as a

Create hierarchy with type Simple modifications to typestyle, weight and color are all it takes to make the information appealing and easy to read: (1) A headline clearly labels the page (no guessing) and bears a swashy resemblance to the elaborate table setting. (2, 3) Bold type identifies heads; white and black tell you they're different kinds. (4) Light type is for transitory data. (5) Column lines in white, not black, quietly recede, giving the more-important rows prominence.

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125 South Hutchins Street, Lockeford, CA 95678
Tel: 209-333-1234 x2465 | Fax: 209-123-5678

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Crete Hall	Lecture Banquet	500 (Lecture) 200 (Banquet)	\$850	\$400	\$400	\$400
Crete Hall Kitchen			\$400	\$200	\$200	\$200
Thomas Theatre	Lecture Banquet	100 (Lecture) 100 (Banquet)	\$600	\$300	\$300	\$300
Amphitheatre	Outdoor Theatre	250	\$600	\$300	\$300	\$300
Cottage Room	Lecture Banquet	75 (Lecture) 35 (Banquet)	\$400	\$200	\$200	\$200
Pisano Room	Lecture Banquet	75 35	\$400	\$200	\$200	\$200
Cottage & Pisano Rooms (Combined)	Lecture Banquet	150 (Lecture) 75 (Banquet)	\$700	\$400	\$400	\$400
Green Room	Meeting	12	\$30			
Rotunda	Receptions (Available only when no other facility is rented)		\$600	\$300	\$300	\$300

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The page now has visual levels of information that clue the reader to what's what.



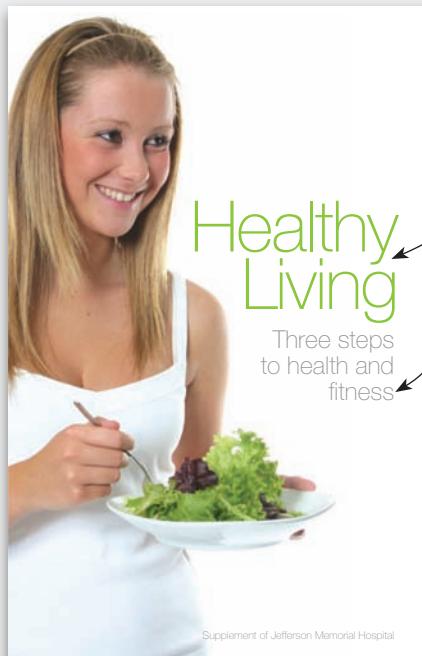
Create hierarchy with color Dark, medium and light colors define easy-to-follow rows. Dark belongs at the top; the light colors alternate down the page. All have been taken from the banquet room, giving the page a direct visual link to the hotel.

Color unifies the primary data and makes a focal point, visually the most important element on the page.

Layout Bring the outside in

Making an inside look like an outside can be tricky. Here's what to do. Carry over the typestyles, colors, image style and general layout. Proportion counts. A lot of green looks different from a little. Pictures look different big than small. Here's more . . .

Outside



Inside

3 steps to health and fitness

After decades of nutrition advice, it is now clear that diet does not stand alone in the quest for good health—physical activity plays an integral part as well. There is a powerful link between how active you are and the foods you eat. By making healthy food choices and becoming more physically active, you can look better, feel more fit, improve your health and fight disease.

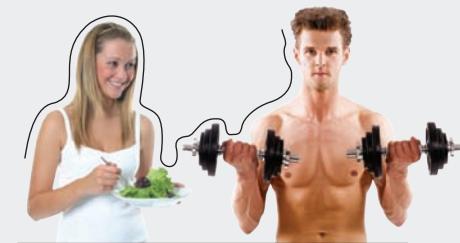
- 1 Set a reasonable weight-loss goal. Weight is an issue for some adults, however. The best strategy for managing weight is simple and straight forward. What should I eat as a diet? How many calories do I need to ultimately lose weight?
- 2 Get active for 30-minutes a day. All it takes is just thirty minutes a day of moderate intensity activity to improve your health—that's 3-4 hours a week! Can't fit a 30-minute chunk of time into your day? That's okay. Aim for a total time of at least thirty minutes, accumulated in short bouts of three 10-minute sessions.
- 3 Make sensible food selections. All foods fit! You can enjoy all food without overdoing it. Being moderately active lets you enjoy a wider range of foods as part of a healthful diet. Thirty minutes of moderate activity daily means you're burning extra calories if your weight is appropriate, that translates to increased choices in the variety of foods you select.

What activities are moderate in intensity and how many calories can you burn in only 30-minutes?

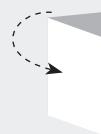
Volleyball	100
Leisure swimming	125
Brisk walking	160
Leisure cycling	160
Gardening	185
Tennis	220

* After your food intake (reduce portion sizes, eat less higher calorie/fat foods, substitute high calorie choices with low calorie alternatives)

* Exercise more to burn calories



Organic shapes Key to this design are the organic outlines of the extra-large images; they yield a fluid, indistinct edge that conveys a sense of airiness and health. Note that each image also has a straight edge where it bleeds off the page. Text set aligned left or right will mimic this exactly. Below, super-light type is mostly air and fresh as a breeze, just like the layout.



Letter-size
sheet, folded



White dominates the layout. Images are the same style and size. Typestyle is constant. Colors repeat. Green and gray sampled from the cover image, plus white (the background), yield a light, healthy palette.

Healthy

Logo Signature logo

Is anything more graphically unique than your signature? It's like no other. So if you have a business or project that's an extension of *you*—a notary public is a good candidate—why not use your signature as its logo? Here's one possibility:

Uppercase name,
bold, contrasting title,
italic description



A signature logo is easy to make. Just sign your name, scan it, then trace it with the Pen tool. The result is lightly stylized and can't be forged without detection. White on gray—or a color of your choice—adds *artistry*.



Sign ...

and trace

Reduce Franklin to match Garamond

ROSIER **NOTARY** *Certified*

8 pt

7.6 pt

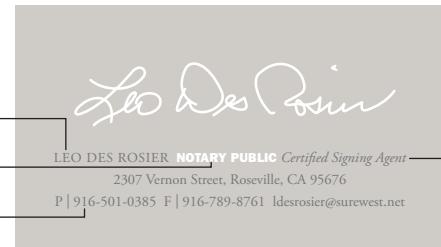
8.5 pt

Cap height

Typography reinforces Strengthen the design by setting excellent type appropriately chosen. Here, classic Adobe Garamond conveys age, tradition and dignity, while bold Franklin Gothic Heavy adds a highly visible counterpoint. Because these are very different *kinds* of type, you'll need to adjust their point sizes to make them the same visual size; in this case, Franklin was made smaller. Note the white title on the gray field stands apart *quietly*.



Article resources



Typefaces

- 1 [Adobe Garamond Regular](#) | 8.5/13 pt
- 2 [ITC Franklin Gothic Heavy](#) | 7.6/13 pt
- 3 [Adobe Garamond Italic](#) | 8.5/13 pt
- 4 (a-h) [Helvetica Neue Std Thin](#)
 - a) 66/53 pt
 - b) 23/24 pt
 - c) 10/11 pt
 - d) 40 pt
 - e) 216 pt
 - f) 14/17 pt
 - g) 50 pt
 - h) 12/13.5 pt
- 5 [Helvetica Neue Std Light Italic](#) | 7.5/10.5 pt
- 6 [Helvetica Neue Std Light](#) | 7.5/10.5 pt

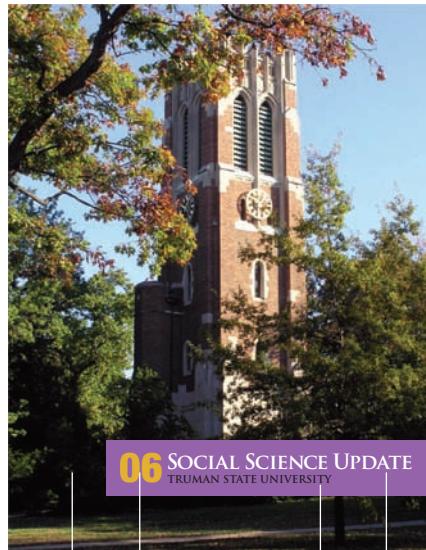
Colors

- | | | |
|----|--|--------------------------------|
| 8 | | C18 M15 Y18 K0 |
| 9 | | C50 M0 Y100 K0 |
| 10 | | C0 M0 Y0 K50 |

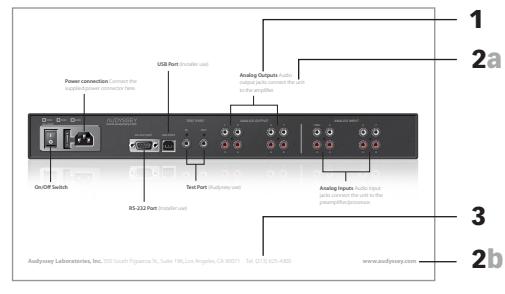
Images

- 7 (a-b) [iStockphoto.com](#) | a b

Article resources



12
13
14



6
7
8
9a
10a
9a
12
17
18
19
20
21

Rental Facilities

Facility	Facility Use	Minimum Occupancy	Rental Fee	Deposit	Non-Profit Fee	Non-Profit Deposit
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Cottage Room	Lecture Banquet	75 (lecture) 35 (Banquet)	\$400	\$200	\$200	\$200
Piano Room	Lecture Banquet	75	\$400	\$200	\$200	\$200
Cottage & Piano Rooms (Combined)	Lecture Banquet	150 (lecture) 75 (Banquet)	\$700	\$400	\$400	\$400
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Non-Profit Organizations: 2012 IRS ruling Any group incorporated as a charitable organization with non-profit tax exemption status with the IRS. Notes: Set-up requests requiring university official forms to be reviewed and additional maintenance fees applied. Rental of facilities is subject to availability. The Square reserves the right to turn down an event inappropriate for either space or context based on technical requirements. The Square reserves the right to cancel an event if there is a significant amount of time between the date of booking and the date of the event. Cancellations will be counted to revere in the time the contract is signed, fees are subject to change without notice. Certificate of insurance required for every event. HSS Facility Guidelines required for evening and week-end events.

9b 10b

Typefaces

- 1 [Myriad Pro Semibold](#) | 8/10.5 pt
- 2 (a-b) [Myriad Pro Light](#) | a) 8/10.5 pt
b) 9 pt
- 3 [Myriad Pro Bold](#) | 9 pt
- 4 [Helvetica Neue Std Black Cond](#) | 55 pt
- 5 (a-b) [Trajan Pro Bold](#) | a) 16 pt
b) 31 pt
- 6 [Helvetica Neue Std Black](#) | 9/14 pt
- 7 [Helvetica Neue Std Light](#) | 9/14 pt
- 8 [Zapfino One](#) | 20 pt
- 9 (a-b) [Helvetica Neue Std Heavy](#)
a) 9/10.8 pt, b) 8/13.5 pt
- 10 (a-b) [Helvetica Neue Std Roman](#)
a) 9/10.8 pt, b) 8/13.5 pt

Colors

- 12 C0 M0 Y0 K100
- 13 C0 M0 Y0 K65
- 14 C0 M0 Y0 K40
- 15 C45 M70 Y0 K0
- 16 C0 M20 Y100 K0
- 17 C20 M35 Y58 K265
- 18 C0 M0 Y0 K60
- 19 C20 M35 Y58 K15
- 20 C16 M15 Y20 K0
- 21 C0 M0 Y18 K2

Images

- 11 [istockphoto.com](#)

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Gaye McWade Associate publisher

Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

For presentation format

[Print: \(Specify pages 1–10\)](#)



Print

Format: Landscape
Page Size: Fit to Page



Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 12–16\)](#)

Landscape
Even though your design can ignore the folds, Note how the brochure has been designed in halves—the dark half is a narrative, and the light half is a listing.

Type
The halves of the page use the same two typefaces but in different sizes and line lengths. On the left half, oversize, 15-pt type creates a richly textured introduction.

The narrative begins beautifully with both headline and subhead in the same typeface. Note that the subhead runs in with the text. The adjustment—san-serif type usually has a greater x-height than serif type, so its point size must be reduced until it matches up (above).

Above left, the panel-width column yields a narrative-style look, while on the right, the narrow listing looks like a directory.

4 of 10 Peckaboo brochure 0410

Hidden ove Park offers
Same typeface
x height 12 pt 15 pt
The narrative begins beautifully with both headline and subhead in the same typeface. Note that the subhead runs in with the text. The adjustment—san-serif type usually has a greater x-height than serif type, so its point size must be reduced until it matches up (above).
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12 of 16

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13 of 16

0414 Design a presentation brochure
BAmagazine.com 12 of 16 Design a presentation brochure 0414

DesignTalk⁷

Five Design Ideas

Outside Inside



Product Callouts

Price Guide One-Photo Cover



Signature Logo



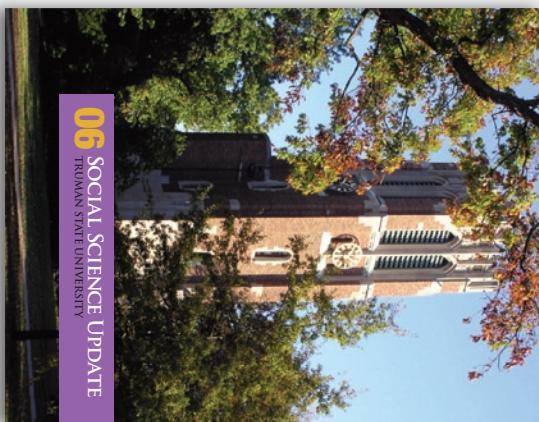
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Before



After



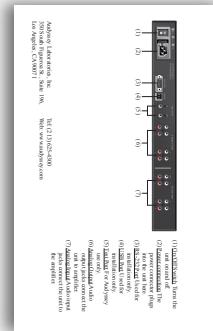
Less is more

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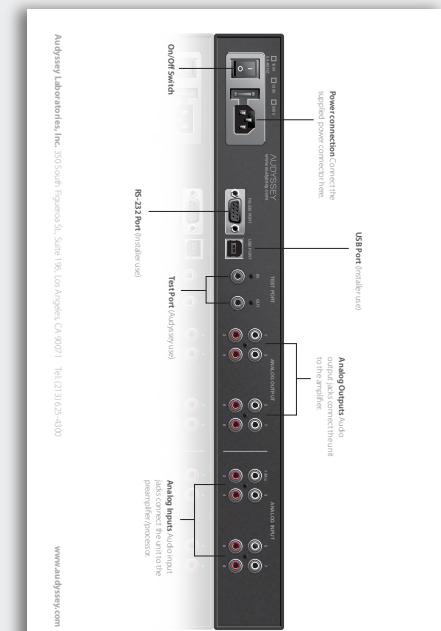


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simple: label the parts of the product for the customer. But the designer lost sight of that and arranged the card in a neat L shape, product on one side, labels on the other. Result: The product's tiny, the important center of the page is empty, and the reader must refer back and forth needlessly (left).



1



Front and Center Above, center the product as much as possible, then put the labels in orbit around it with straight lines to their destinations. Sans-serif type reads easily; minimal contrasts (right) are *clean*. No numbering or indents are necessary.

Inputs **AUDIO**
Above, one font family and size for *similarity*, contrasting weight and value for *difference*.

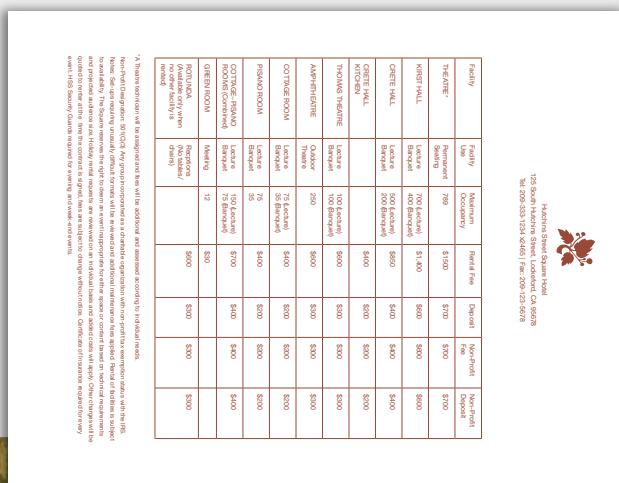
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Inputs / Audio

information echoes
the horizontal motif

as possible, then put the labels in or bit around it with straight lines to their destinations. Sans-serif type

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① Rental Facilities

Rental Facilities

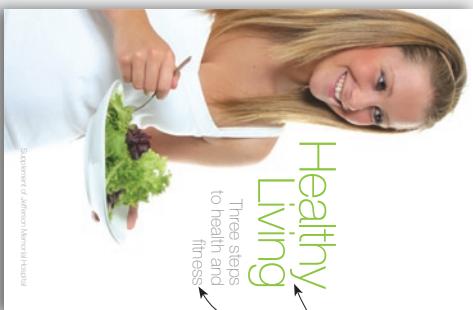
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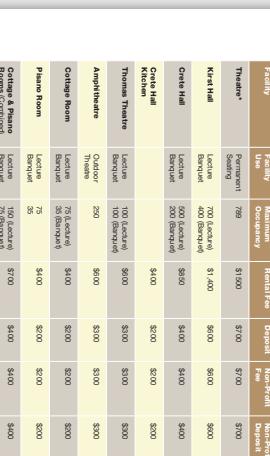
100

Letter-size
sheet, folded



White dominates the layout. Images are the same style and size. Typestyle is constant. Colors repeat. Green and gray resulted from the cover image, plus white (the background), yield a light, healthy palette.

A composite image featuring two photographs. The top photograph shows a woman with long blonde hair, wearing a white sleeveless dress, sitting at a table and looking down at a small green plant in a pot. The bottom photograph shows a man from the chest up, wearing a white t-shirt, holding two black dumbbells. A wavy line starts from the left edge of the text block and curves around the top of the woman's head and shoulder, then down to the man's arm holding the dumbbells.



Dark, medium and light colors define easy-to-follow rows. Dark belongs at the top; the light colors alternate down the page. All have been taken from the banquet room, giving the page a direct visual link to the hotel.

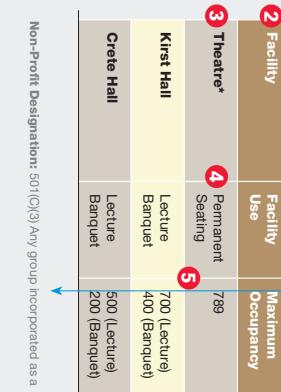


Color unifies the primary data and makes a focal point, visually the most important element on the page.

Rental Facilities

A diagram illustrating vector addition. Two vectors are shown originating from the same point on a horizontal surface. One vector points upwards and to the right, while the other points downwards and to the left. The tip of the second vector is positioned at the tip of the first vector.

The page now has visual levels of information that clue the reader to what's what.



Create hierarchy with type Simple modifications to typestyle, weight and color are all it takes to make the information appealing and easy to read: **(1)** A headline clearly labels the page (no guessing) and bears a swashy resemblance to the elaborate table setting. **(2, 3)** Bold type identifies heads; white and black tell you they're different kinds. **(4)** Light type is for transitory data. **(5)** Column lines in white, not black, quietly recede, giving the more-important rows prominence.

Layout Bring the outside in

Making an inside look like an outside can be tricky. Here's what to do. Carry over the typestyles, colors, image style and general layout. Proportion counts. A lot of green looks different from a little. Pictures look different big than small. Here's more . . .

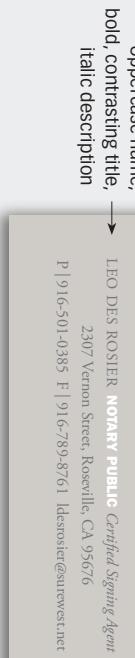


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A composite image featuring two photographs. The top photograph shows a woman with long blonde hair, wearing a white sleeveless dress, sitting at a table and looking down at a small green plant in a pot. The bottom photograph shows a man from the chest up, wearing a white t-shirt, holding two black dumbbells. A wavy line starts from the left edge of the text block and curves around the top of the woman's head and shoulder, then down to the man's shoulder and arm, ending near the dumbbells.

Logo Signature logo

Is anything more graphically unique than your signature? It's like no other. So if you have a business or project that's an extension of *you*—a notary public is a good candidate—why not use your signature as its logo? Here's one possibility:



A **signature logo** is easy to make. Just sign your name, scan it, then trace it with the Pen tool. The result is lightly stylized and can't be forged without detection. White on gray—or a color of your choice—adds artistry.



Sign ...
and trace

Typography reinforces Strengthen the design by setting excellent type appropriately chosen. Here, classic Adobe Garamond conveys age, tradition and dignity, while bold Franklin Gothic Heavy adds a highly visible counterpoint. Because these are very different kinds of type, you'll need to adjust their point sizes to make them the same visual size; in this case, Franklin was made smaller. Note the white title on the gray field stands apart quietly.



Article resources

Typefaces

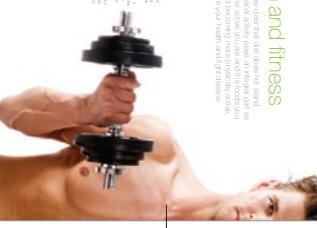
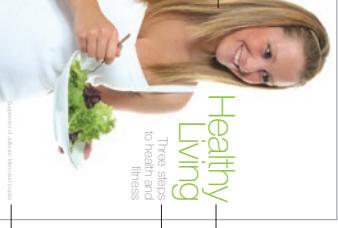
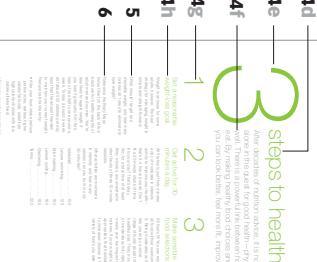
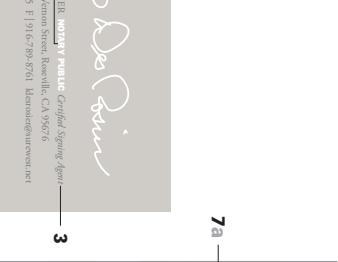
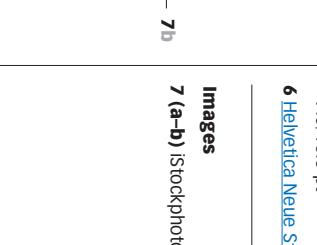
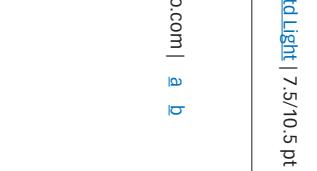
1	Adobe Garamond Regular	8.5/13 pt
2	ITC Franklin Gothic Heavy	7.6/13 pt
3	Adobe Garamond Italic	8.5/13 pt
4 (a-h)	Helvetica Neue Std Thin	
a)	66/53 pt	9
b)	23/24 pt	C50 M0 Y100 K0
c)	10/11 pt	10
d)	40 pt	C0 M0 Y0 K50
e)	216 pt	
f)	14/17 pt	
g)	50 pt	
h)	12/13.5 pt	

Colors

8	C18 M15 Y18 K0
9	C50 M0 Y100 K0
10	C0 M0 Y0 K50

Images

7 (a-b)	istockphoto.com a b	7.5/10.5 pt
6	Helvetica Neue Std Light	7.5/10.5 pt

4d **3** steps to health and fitness
4e 
4f 
4g 
4h 
5 
6 
7b 

Article resources

Typefaces

1 Myriad Pro Semibold | 8/10.5 pt
2 (a-b) Myriad Pro Light | a) 8/10.5 pt
b) 9 pt
3 Myriad Pro Bold | 9 pt
4 Helvetica Neue Std Black Cond | 55 pt
5 (a-b) Italian Pro Bold | a) 16 pt
b) 31 pt
6 Helvetica Neue Std Black | 9/14 pt
7 Helvetica Neue Std Light | 9/14 pt
8 Zapfino One | 20 pt
9 (a-b) Helvetica Neue Std Heavy
a) 9/10.8 pt, b) 8/13.5 pt
10 (a-b) Helvetica Neue Std Roman
a) 9/10.8 pt, b) 8/13.5 pt

Colors

12 C0 M0 Y0 K100
13 C0 M0 Y0 K65
14 C0 M0 Y0 K40
15 C45 M70 Y0 K0
16 C0 M20 Y100 K0
17 C20 M35 Y58 K265
18 C0 M0 Y0 K60
19 C20 M35 Y58 K15
20 C16 M15 Y20 K0
21 C0 M0 Y18 K2

Images

11 Stockphoto.com

11 **4** **5a** **5b** **9b** **10b**

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