

Howdy



# Start with the Experience

- Who Are you designing for?
- What is the appropriate aesthetic?
- What are your users expecting?
- What are your user's previous experiences?



# Start on Paper



- Doodle, sketch, draw a unicorn
- Sketch user flows, wireframes, and mocks
- Label all the things
- Have fun.

# Typography

- Choose a font. Don't use the defaults unless you mean to
- Pick the right font
- Use a grid to size your type
- Learn the differences between font styles
- Stick to 2-3 font families
- Use something like TypeWolf to help you pair fonts



# Overwhelmed

When you're spread thin, it's easy to feel defeated—but you don't have to be Overwhelmed. Let's look at how we can bring some strength and sanity to our daily lives.

[Visit Church Online](#)[Series Preview](#)

## That's a Big Number

See how your generosity is making a difference in other churches through the Open Network.



## For Parents

Find resources and people to help you, encourage you, and celebrate with you along the way.



## Find Real Help

Click here to get fresh posts for living the life God gave you. Because whoever finds God, finds life.

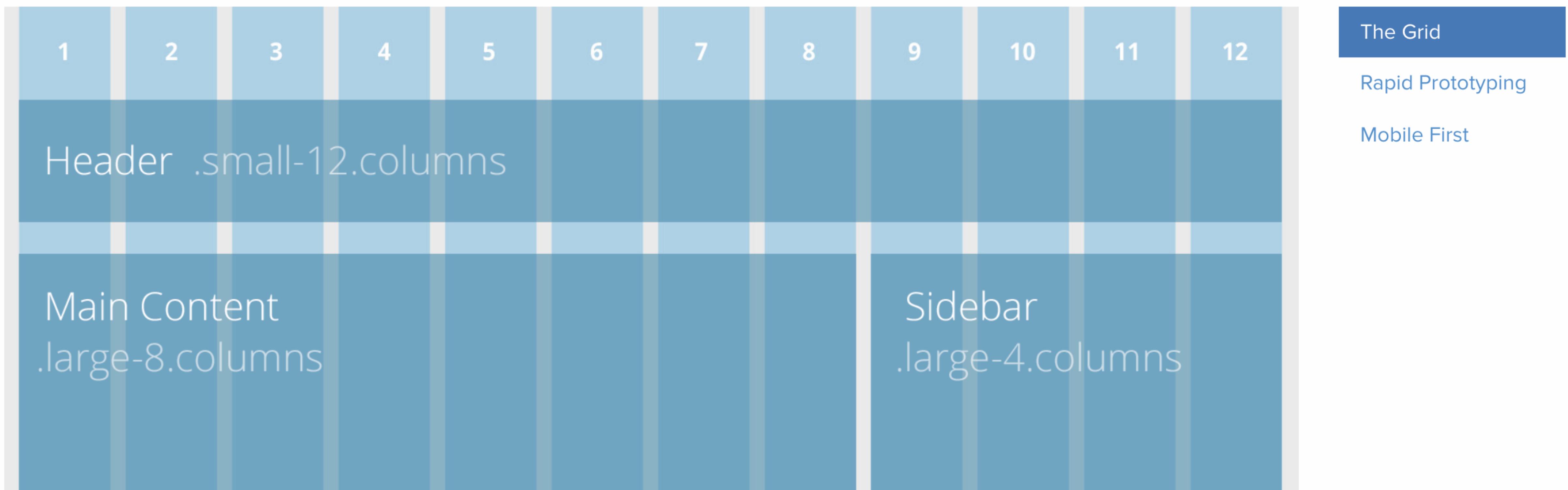
# One Church Multiple Locations

# Grids & Spacing



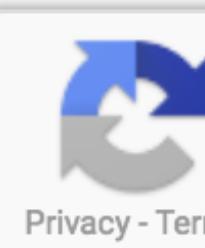
- 12-column grid. Know it, love it, master it
- Learn the art and science of vertical rhythm
- Give some breathing room, seriously.
- Learn what to show and what to hide

# The Grid



## Flexible, efficient layout.

You've probably used a grid framework before — we think you'll like this one. It's a 12-column flexible grid that can scale out to an arbitrary size (defined by the max-width of the row) that's also easily nested, so you can build out complicated layouts without creating a lot of custom elements.



Font size: 16

Line height: 1.5

Scale factor: 1.618

# Kitsch retro

## Typewriter delectus cred

Bushwick Schlitz. Est Shoreditch small batch, dolor Schlitz sapiente twee stumptown ex. Duis Carles pickled, cornhole Thundercats McSweeney's minim PBR vegan Tumblr irony. Kogi eu Thundercats, sed scenester before they sold out et aesthetic. Elit cred Vice ethical pickled sartorial. Stumptown roof party freegan High Life vero, ea sed minim meggings.

## Truffaut disrupt sartorial deserunt

Cosby sweater plaid shabby chic kitsch pour-over ex. Try-hard fanny pack mumblecore cornhole cray scenester. Assumenda narwhal occupy, Blue Bottle nihil culpa fingerstache. Meggings kogi vinyl meh, food truck banh mi Etsy magna 90's duis typewriter banjo organic leggings Vice.

## Fingerstache nesciunt lomo nostrud hoodie

- Roof party put a bird on it incididunt sed umami craft beer cred.
- Carles literally normcore, Williamsburg Echo Park fingerstache photo

```
html, .root {  
    font-size: 16px;  
    line-height: 24px;  
}  
body, .article {  
    font-family: sans-serif;  
    font-size: 16px;  
    line-height: 24px;  
    max-width: 560px;  
    margin: auto;  
}  
h1, .h1 {  
    font-family, weight, etc...  
    font-size: 68px;  
    line-height: 72px;  
    margin-top: 24px;  
    margin-bottom: 48px;  
}  
h2, .h2 {  
    font-family, weight, etc...  
    font-size: 42px;  
    line-height: 48px;  
    margin-top: 24px;  
    margin-bottom: 24px;  
}  
h3, .h3 {  
    font-family, weight, etc...  
    font-size: 26px;  
    line-height: 48px;  
    margin-top: 24px;  
    margin-bottom: 0px;
```

css

px

# Colors

- Don't use default colors, unless you mean to use them.
- Don't use #000000
- Use colors that match the brand you're building for
- Use an app like Adobe Color, Open Color, or Material Design Colors



# Images



- Images should tell a story
- Images should be high quality & resolution
- Images should complement the content and the design
- Use a site like *Unsplash* to find free, use anywhere, high resolution



BALDWIN

