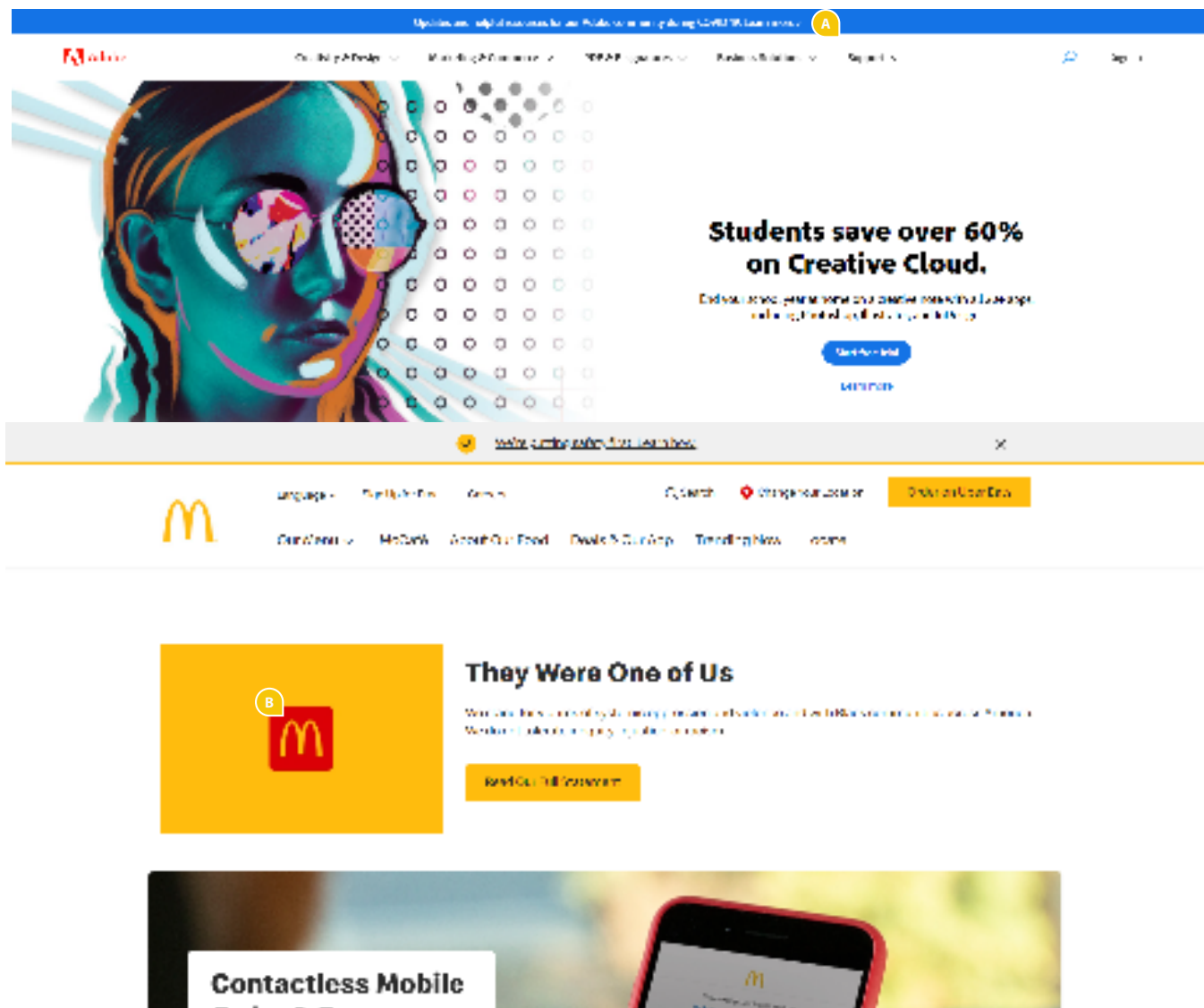


# Design Principle Sheet

## Aesthetic Consistency and Style

When a designer is using aesthetic consistency there are a few things they need to look for. They will want to make sure they are using consistent font, color, graphic, and the same logo for the entire brand/website. Adobe uses consistent font, graphics and logo across the entire brand.

McDonald's did very well with aesthetic consistency and style. They used the same font across the entire website. The graphics used are very similar in how they express the brand. They also did a great job on the company logo being consistent.



## Consistency

[ Definition: The usability of a system is improved when parts are used in a similar fashion to express an idea together in a similar way. Parts of the design are complimented with each other to bring across a similar and familiar look to increase relationship.

**A** On the other hand Adobe uses blue across the website and almost no red. The logo is made up of white and red and Adobe uses a big portion of blue. This will in turn confuse the consumer and not really make a great connection with them. Some pages on the website have red others green, blue, and so on. There is not much consistency on colors used sitewide.

**B** McDonald's does a great job of keeping the color consistent with its brand. The website uses a good amount yellow and red, and implements a great portion of white space. The issue with the McDonald's is the website uses a great color and brand is recognizable, but they don't use this color scheme across the entire brand. They have multiple logos and the lesser known brown logo they use is the main color of their stores.

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