

NORTH TEXAS GIVING DAY^{ORG}

9.17.20

powered by

COMMUNITIES
FOUNDATION of TEXAS



North Texas Giving Day

Take 15: Graphic Design Basics and Editing



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS

Design to Communicate

“What are we trying to communicate?”

“What is the goal?”



**NORTH TEXAS
GIVING DAY**.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



- Awareness?
- Promotion?
- Engagement



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



“Who is our audience?”

- Potential Donors
- Current Donors
- Lapsed Donors
- Event Invitees
- Volunteers



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS

Consider your communication channel.

- Social Media
- Email
- Website
- Direct Mail



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS

Design Principles:

HPA

HIERARCHY



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



HIERARCHY

Lets your audience know

where to look first.



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



PROXIMITY



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



You're Invited: Proximity Party!

When: September 17, 2020 | 6 a.m. - midnight

Where: Computers and laptops everywhere!

Join in to learn about proximity, an important design principle. We'll share how proximity creates organization throughout your design and establishes a relationship between individual elements.



**NORTH TEXAS
GIVING DAY**.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS

ALIGNMENT



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



ALIGNMENT MEANS CREATING AN ORDERED APPEARANCE TO YOUR DESIGN.

Proper alignment ensures
structure and clarity.



NORTH TEXAS
GIVING DAY  .ORG

powered by
COMMUNITIES 
FOUNDATION of TEXAS

Branding Elements

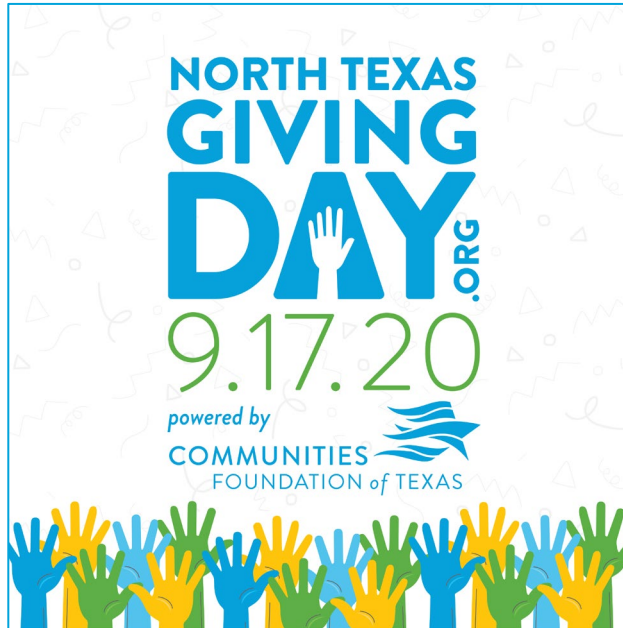
REPETITION



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS





NORTH TEXAS
GIVING DAY^{ORG}

powered by
COMMUNITIES FOUNDATION of TEXAS

Fonts: Explore, But Less is More!



**NORTH TEXAS
GIVING DAY**.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



Fonts, Fonts, and More Fonts

- Serif Font
- Sans Serif Font
- Display Font*



Pairing Fonts

THESE FONTS

Go well together



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS



Pairing Fonts

THESE FONTS ARE FROM

The same font family.



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS

Colors

- Consider your organization's brand colors in addition to the colors of the North Texas Giving Day brand (when appropriate)

North Texas Giving Day Brand Color Standards:

Blue



C 78 **M** 18 **Y** 1 **K** 0
R 0 **G** 163 **B** 219
HEX #00A2DA
PMS 2925

Green



C 68 **M** 8 **Y** 100 **K** 0
R 94 **G** 174 **B** 70
HEX #5DAD46
PMS 361

Yellow



C 0 **M** 23 **Y** 100 **K** 0
R 255 **G** 198 **B** 11
HEX #FFC50A
PMS 7548

Light Blue



C 58 **M** 4 **Y** 2 **K** 0
R 87 **G** 193 **B** 233
HEX #57C1E9
PMS 2985



Photography in Graphic Design

- Relevance
- High-Resolution
- Real Photos of Real People/Objects



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS

A Word on Clip Art



North Texas Giving Day Graphics and Materials

Canva Tutorial

InDesign Tutorial

Points and Picas

1 inch = 72 points

1 inch = 6 picas

1 pica = 12 points



NORTH TEXAS
GIVING DAY.ORG

powered by
COMMUNITIES
FOUNDATION of TEXAS

Free Resources

Stock images:

- Burst by Shopify
- StockSnap
- Landing Stock

Stock videos:

- Coverr
- MixKit
- Videvo

Icons:

- Noun Project
- Ionicons

Fonts:

- Google Web Fonts
- DaFont

Illustrations:

- Drawkit
- Ouch Pics

Design Inspiration:

- Dribbble
- Behance



Questions?

Check out the FAQs on
NorthTexasGivingDay.org
or email northtexasgivingday@cftexas.org