NORTH TEXAS GIVING DAY
9.17.20
powered by COMMUNITIES FOUNDATION of TEXAS
North Texas Giving Day
Take 15: Graphic Design Basics and Editing
Design to Communicate
“What are we trying to communicate?”

“What is the goal?”
• Awareness?
• Promotion?
• Engagement
“Who is our audience?”

• Potential Donors
• Current Donors
• Lapsed Donors
• Event Invitees
• Volunteers
Consider your communication channel.

• Social Media
• Email
• Website
• Direct Mail
Design Principles: HPA
HIERARCHY
HIERARCHY

Lets your audience know

where to look first.
PROXIMITY
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.
ALIGNMENT
ALIGNMENT MEANS CREATING AN ORDERED APPEARANCE TO YOUR DESIGN.

Proper alignment ensures structure and clarity.
Branding Elements
REPETITION
How will you spread some love today?

NORTH TEXAS GIVING DAY.org
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"THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF IN THE SERVICE OF OTHERS."
- Mahatma Gandhi
Fonts: Explore, But Less is More!
Fonts, Fonts, and More Fonts

• Serif Font
• Sans Serif Font
• Display Font
Pairing Fonts

THESE FONTS

Go well together
Pairing Fonts

THESE FONTS ARE FROM

The same font family.
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: CMYK C 78 M 18 Y 1 K 0
  - Hex #00A2DA
  - PMS 2925
- Green: CMYK C 68 M 8 Y 100 K 0
  - Hex #5DAD46
  - PMS 361
- Yellow: CMYK C 0 M 23 Y 100 K 0
  - Hex #FFC5A1
  - PMS 7548
- Light Blue: CMYK C 58 M 4 Y 2 K 0
  - Hex #57C1E9
  - PMS 2985
Photography in Graphic Design

• Relevance
• High-Resolution
• Real Photos of Real People/Objects
A Word on Clip Art
North Texas Giving Day
Graphics and Materials
Canva Tutorial
Points and Picas

1 inch = 72 points
1 inch = 6 picas
1 pica = 12 points
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