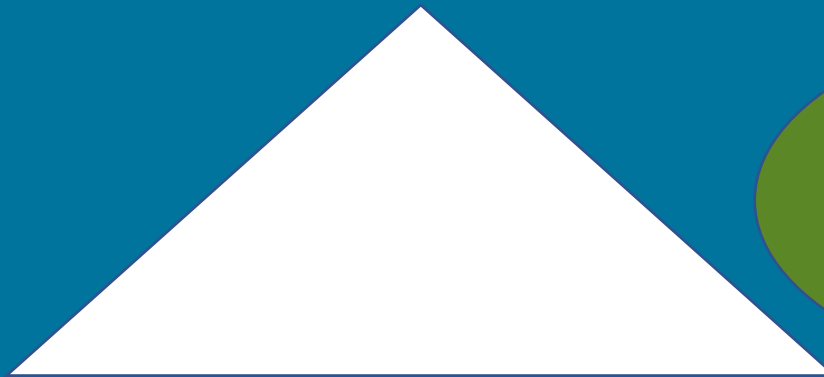


# Graphic design

## Tips, Tricks & Resources



**Presented by Ann Marie Quill, Communications Manager, City of Brookhaven**

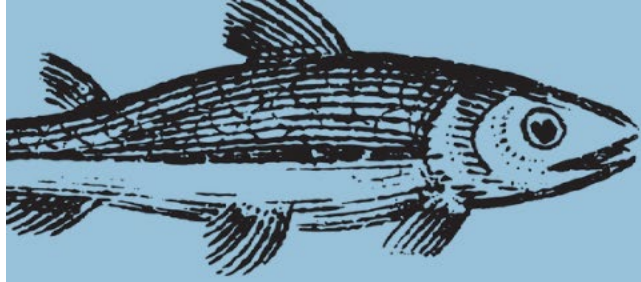
**2022 GMA Communications Conference**

**Canva.com**

**News@BrookhavenGA.gov**

**404-205-3832**

Alignment  
is key



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Source:  
[Adobe.com/express](https://adobe.com/express)

# Information hierarchy

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Key points should stand out.

# MODERN FURNITURE

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REALLYGREATSITE.COM



Source:  
Canva



COMING  
SOON


# NEW COLLECTION

reallygreatsite.com

Source:  
Canva

# Choose colorfully

---



- Use your brand colors
- Limit to two or three colors
- Use contrast
- Use complimentary colors
- Useful articles:

[tinyurl.com/AdobeColorTheory](https://tinyurl.com/AdobeColorTheory)

[tinyurl.com/AdobeColorCombos](https://tinyurl.com/AdobeColorCombos)



# Fabulous fonts

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This is a sans serif font

This is a serif font

- Use your brand fonts if available
- Limit to one or two font families
- Use legible fonts
- When using two fonts, use a serif and sans serif. Don't mix serif fonts; don't mix sans serif.
- Useful article:  
[tinyurl.com/7FontTips](https://tinyurl.com/7FontTips)

# Find your balance

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- **Doesn't have to be symmetrical**
- **Use negative space**
- **Can use type, colors and shapes to balance the other**

# MONDAYS WITH MADELEINE



Monday, July 25  
6-7 p.m.



**MADELEINE SIMMONS**

City Council District 3



**JOHN ERNST**

Mayor



Facebook Live &  
[tinyurl.com/MondaysJUL2022](https://tinyurl.com/MondaysJUL2022)

# MONDAYS WITH MADELEINE



**MADELEINE SIMMONS**

City Council District 3



**JOHN ERNST**

Mayor



Monday, July 25  
6-7 p.m.



**TOPIC: City Hall/MARTA  
deal**



Facebook Live &  
[tinyurl.com/MondaysJUL2022](https://tinyurl.com/MondaysJUL2022)



# Some final tips

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**Keep it simple.**

**Keep it consistent.**

**Don't be afraid to break the rules.**

**Proofread!**

# Graphics software

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**Adobe Indesign – publications, reports, ads**

**Photoshop – photo editing: cropping, resizing, color correction**

**Illustrator – logos, large-scale graphics projects**

**Canva & Adobe Express – social media, templates & ideas**

# Questions?

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**404-205-3832**

