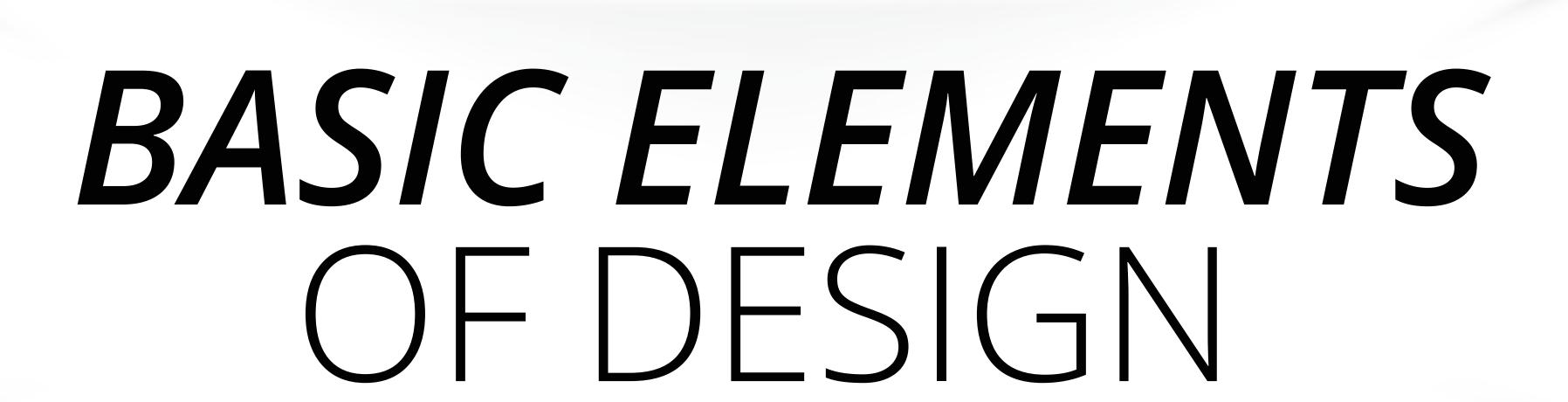# COLOR

A strong color scheme makes for a good design. Choose wisely. Too much color becomes overbearing, and not enough–you can get lost.

Source: Black Bear Design

FONT

Different fonts say different things about your business. You want to choose a font style that defines you.

Source: Canva

BASIC ELEMENTS OF DESIGN

WHITE SPACE

White space is not wasted space. Without white space, your design elements get lost.

Source: Designmodo

CONTRAST

Contrast creates emphasis and makes your design dynamic. Contrast is used to draw attention to specific elements of your design.

Source: Pluralsight

REPETITION

Consistency between designs creates a brand image. Style guides and brand books are a must.

Source: Concendium