



A guide to typographic knowledge and solutions

Five Rules of Type & Color

Next to words, color is one of your most powerful communications tools. Combine them well and your graphics can be compelling, eloquent and commanding.

Color Aids Understanding

It can improve the communication quality of just about any document. Color can tie related elements together so their relationship is recognized at first glance.

Color Emphasizes

Color can lead the reader's eye to the key point, the benefits, the bottom line.

Color Shows Ranking

Color can indicate ranking of information by exploiting its various degrees of noticeability. A red headline will stand out, while one in blue will recede

Five Rules for the Best Use of Color

1. Plan to use color from the start Color must be more than an embellishment. It should work for its living by giving added value.

initial design process. Color should not be an afterthought, or a decoration. Don't waste the power of color. 2. Use less color rather than more It's easy to over-use color, because it is so much fun, and it's such an engaging media for displaying

Whether it's for running heads or simple list-bullets, the color plan and palette should be part of the

creativity. Be discriminating, however, in the application of color in your projects. A simple drop initial to mark the beginning of copy or a pull-quote to break up lengthy text can benefit from the judicious use of color. A page that is awash in color, however, is just graphic noise. It is color's rarity that makes it noticeable and powerful.

e are interpreters — not merely translators between sender and receiver. What we say and how we say it makes a difference. If we want to speak to people, we need to know their language. In order to design for understanding, we need to understand design.

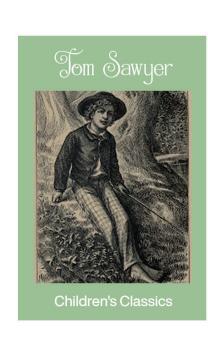
Erik Spiekermann

Small applications of color work best

3. Use color consistently Few documents stand alone; most are part of a brand. Being seen as "belonging" is useful both to the individual document and to the organization that publishes it. Color is a quality that people tend to remember. A color scheme can become an identifier, if it is coordinated with consistent typography and uniform layout.







A solid page covered in brilliant, saturated hue is probably painful enough to push viewers away. Yet the identical hue may be ideal for a small, sparkling spot or typographic highlight. The rule of thumb is:

4. Make large areas pale, small areas bright

the bigger the area, the paler the color should be.



worthy of being legible.

Bump It Up

Another trick is to make lines of copy shorter and increase line space slightly. If it is worthy of color, it is

Bump It Up Bump It Up Type is a beautiful Type is a beautiful group of

Matthew Carter

letters, not a group of

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Smart use of color makes your message and brand clear and memorable.

Weight and size improve color's visibility

Illustrations set in Helvetica® Now, Queensby, Chonky and Corporative Slab

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