

DesignTalk14

Five Design Ideas

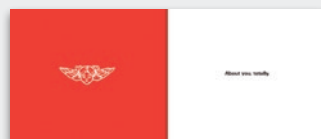
Visual Oxymoron



Functional Beauty



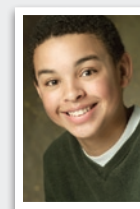
Portfolio Card



Sneak Peek



Background Selection



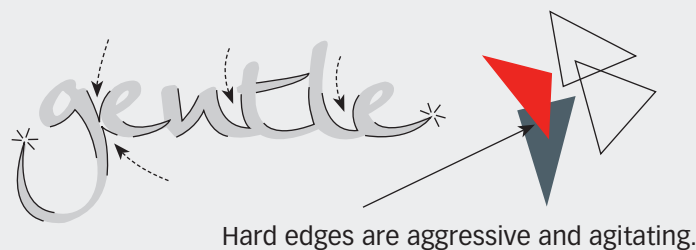


Logo The visual oxymoron

What happens when your words say one thing, but your graphics say something else? Have a look at this sign above our dentist's office. It's a nice name, but pay attention to how it's set. The sharp, needlelike typeface, industrial colors and that bloody tooth are enough to make a nervous patient turn and run! It's a design mistake you don't want to make. Here's a better way:

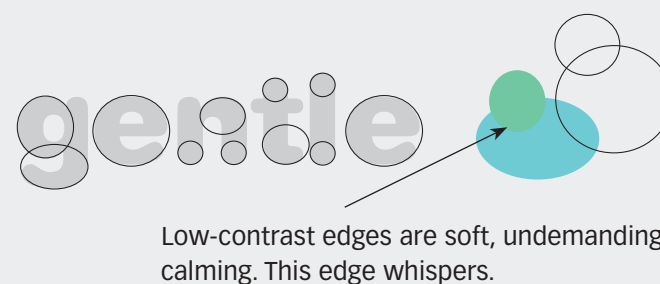
Before

Gentle Dental is an inviting name, and the lowercase handwriting was the designer's effort to make it look that way. But yikes! That typeface is all needles, barbed wire and razor blades, with hard edges and sharp points even in the negative spaces. Red is not a good color for a tooth—for obvious reasons—and paired with blue makes it aggressive and agitating, too.



After

To say "gentle," you need a typeface with round, pillowy shapes—think circles and soft, cuddly things. Use light tones, which are chifony and undemanding. Add fresh, watery colors like aqua greens and blues, a dreamy little curve, and you're done. Words and graphics now say the same thing. If you add a tooth, make it sparkling white.



Business Card Functional beauty

Here's a brilliant bit of marketing design—a business card that's an envelope of grass seeds! What we especially like are that the colors, textures and graphics weren't dreamed up, but rather taken from "the world of" landscaping, letterpressed by hand and printed on earthy, recycled paper.



Landscaping colors Leaf green and earth brown set an organic tone. The typography is simple and unusual—everything's in upper-case except the name. Old-fashioned, letterpress printing adds texture by literally pressing the type into the paper.



Textured paper Slick, shiny surfaces would not be appropriate here; the paper is uncoated, grainy, earthy—tactile qualities that are *just as important as the graphics*.



www.struckcreative.com



Repetitive graphic The leaf on the logo is carried over from front to back. This small drop of color is enough to tie both sides together.



The surprise Open the envelope, and out fall enough grass seeds to get a tiny lawn growing. This makes a delightful, physical connection to the vendor. Memorable and fun!

Portfolio Card Show one piece at a time

Your design portfolio is bulging with work. How do you show it all to clients? Short answer: You don't. Instead of cramming everything in, do what the Langton Cherubino Group does—choose just one piece, and create a mailer around it. To show more pieces, make more mailers. It's easy on the eyes and easy to understand, too.

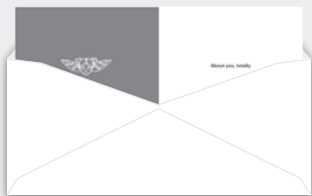
Divide a sheet of card stock into thirds.



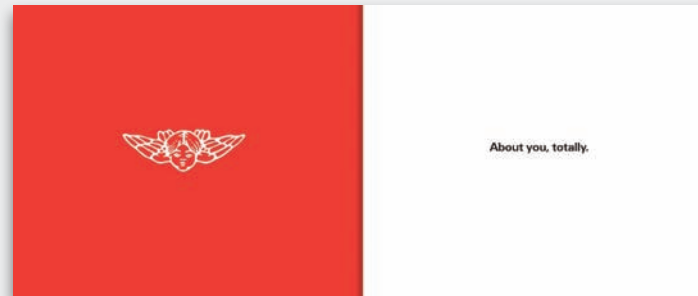
Fold.



Mail. Fits a #10 envelope.



Front



Less is more

Logo and tiny headline are centered in bold red and white fields. Plenty of open space gives the viewer room to breathe. The white panel opens . . .

Inside



Back

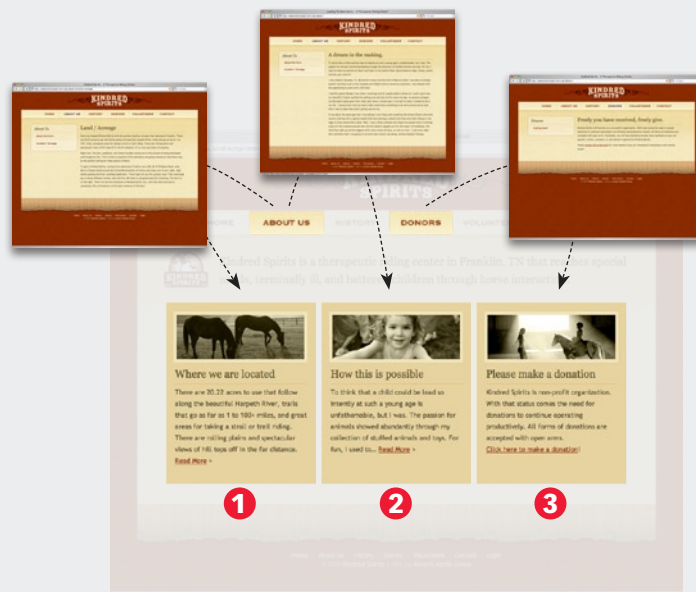


. . . to reveal a carefully displayed portfolio piece—and—very important—a paragraph that tells its story. On the back (left) is the name and contact info in a single, *minimal* line. Note that every element is centered, sustaining the continuity.

www.langtoncherubino.com

Web Page Sneak peek

She calls her work “animal-assisted therapy.” Never heard of that? When one has an unfamiliar story like Alicia Burcham’s, it helps to explain it right up front. Her Kindred Spirits site does this simply—it borrows the opening lines from three articles and starts the stories on the home page.



The opening lines from three pages deeper in the site are added to photos and dropped into uniform containers on the home page. A single, opening sentence above the stories clearly states what the site’s about. Carefully chosen headlines add clarity. Simple, peaceful, nice.

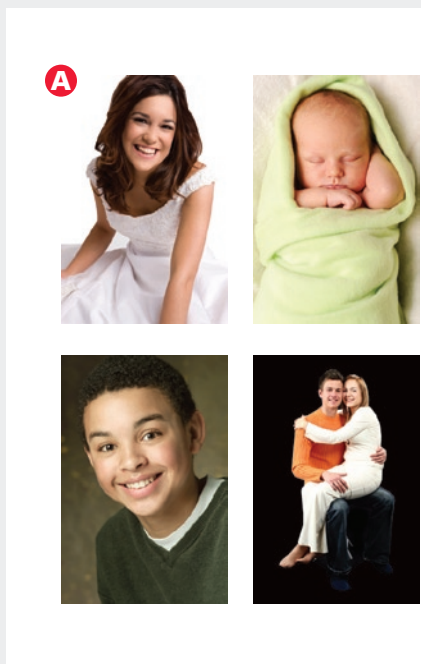


www.kindredspiritsn.org

Color Background selection

You're making a photo gallery and need a suitable background. What color to use? Neutrals are best. White is clean, black is dramatic, and gray has the most depth. Like this:

White



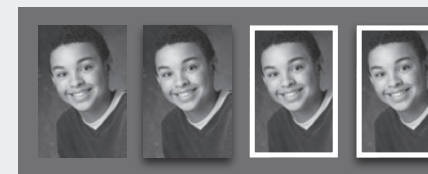
Black



Gray



White is clean, fresh, inexpensive and always easy. Make sure it's pure white, not something *off*, which merely looks ordinary and not designed. White photo edges (**A**) blend in. **Black** is bold and sophisticated and onscreen will brighten your photos! Black edges (**B**) blend in. **Gray** is most versatile, accommodating light and dark edges. Against gray (right) you can add a shadow, border or both.



Article resources

gentledental

1

6

7



3



4



5



2

Typefaces

1 [Helvetica Rounded Black](#)

Images

Images: iStockphoto

2 ([2881844](#))

3 ([5373514](#))

4 ([5365380](#))

5 [Rubberball.com](#)

Colors

6 C55 M0 Y47 K0

7 C52 M0 Y18 K0

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Gaye McWade Associate publisher
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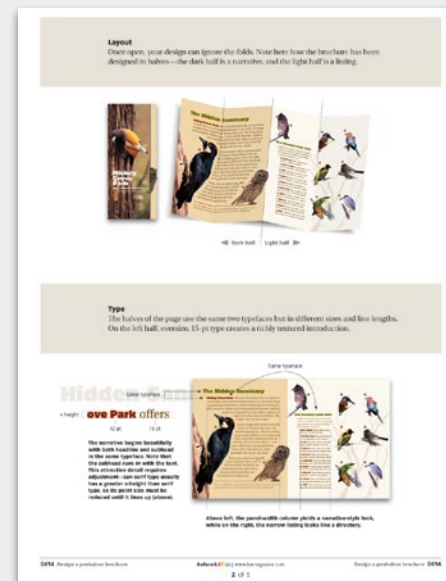


Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 10–13\)](#)



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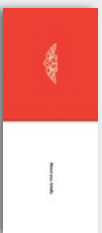
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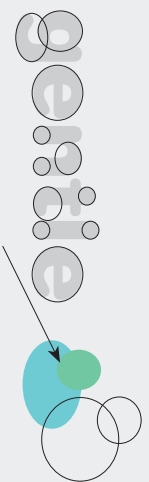


Hard edges are aggressive and agitating.

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Low-contrast edges are soft, undemanding, calming. This edge whispers.

Business Card Functional beauty

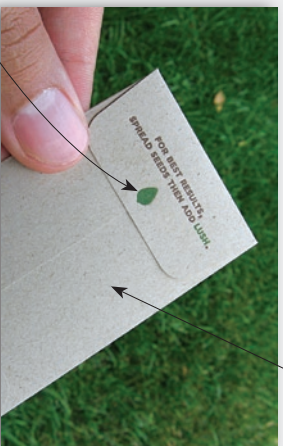
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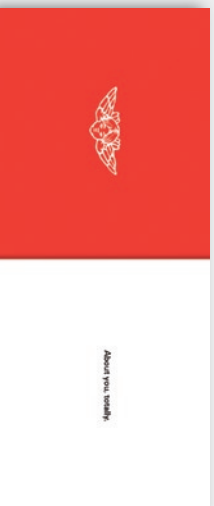
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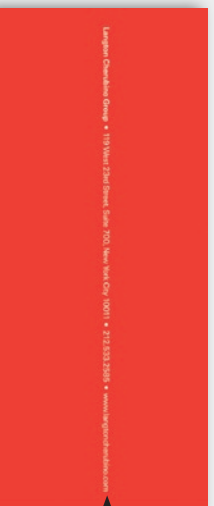
Front



Inside



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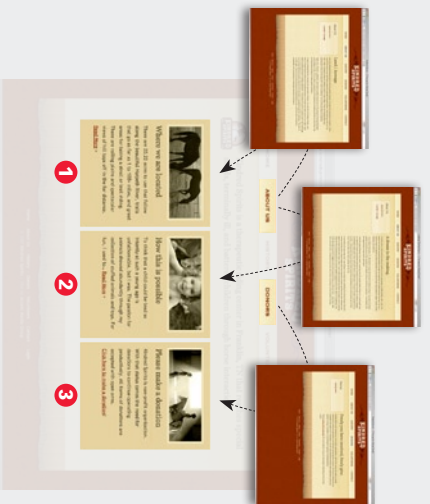
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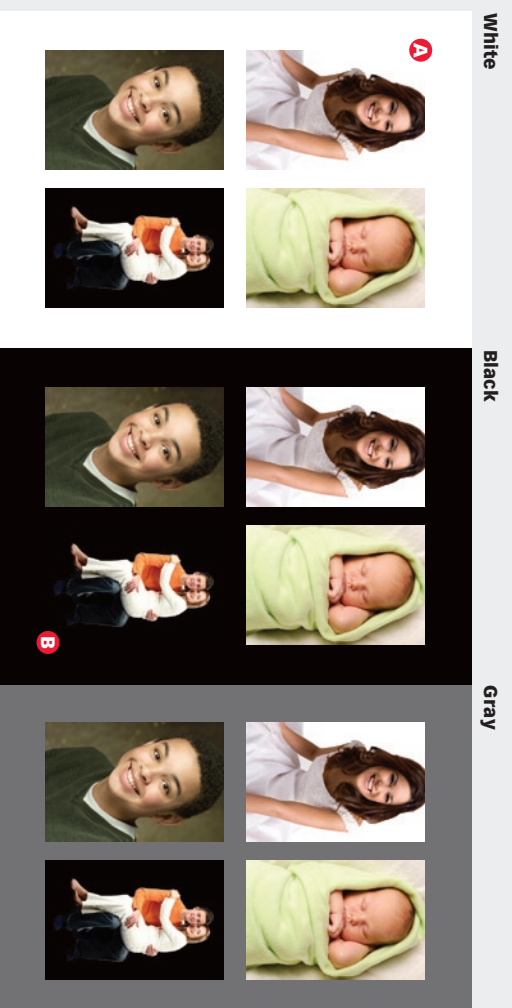


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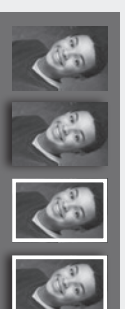


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gentledental



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