

**The
ultimate
guide
when
creating
your
graphics.**



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Align Left! When Possible.

Why? It's easier to find and read overall. You can align right when it is appropriate but never have your text all over the place.



2

White Space Is Your Friend.

When there is no space between elements, consuming the content becomes really hard and overwhelming. The user starts to feel stress when there is no breathing room with your graphic. Photos and videos can operate as white space if they serve as a background.

**what
we do**



We are small team with big ambitions. Our objective is to create stunning web experiences and software products that make our clients successful and their users happy. With relentless attention to detail, we turn ideas into a finely-tuned digital reality.

3

Use 2-3 Colours.... And Stick To Them!

It's important to keep colour use to minimal across your designs and marketing material. With such limited real estate on a screen at any given time, Keeping colours to a minimal will make your graphics stand out and stay inline with your brand identity.

<http://colormind.io/>

The screenshot shows the Colormind website interface. At the top, there is a navigation bar with the Colormind logo, a grid icon for 'Website Colors', a bookmark icon for 'Templates', a camera icon for 'Image Upload', and social media icons for Facebook and Twitter. Below the navigation bar is a horizontal bar with five color swatches: dark teal, medium teal, light cyan, yellow, and orange. Underneath each swatch is its corresponding hex code: 082A3C, 19738B, 30B4C5, E2D521, and FF6B04. Below the color swatches is a 'Generate' button. To the right of the button is a paragraph of text: 'Colormind is a color scheme generator that uses deep learning. It can learn color styles from photographs, movies, and popular art.' To the right of this paragraph is another paragraph: 'Different datasets are loaded each day, check back tomorrow for even more color inspiration. Visit the [blog](#) for tech info or have a look at our [API](#)'.

Colormind

Website Colors Templates Image Upload

082A3C 19738B 30B4C5 E2D521 FF6B04

Generate

Colormind is a color scheme generator that uses deep learning. It can learn color styles from photographs, movies, and popular art.

Different datasets are loaded each day, check back tomorrow for even more color inspiration. Visit the [blog](#) for tech info or have a look at our [API](#)

Build an audience for your brand new business with the #1 email marketing tool. ads via Carbon

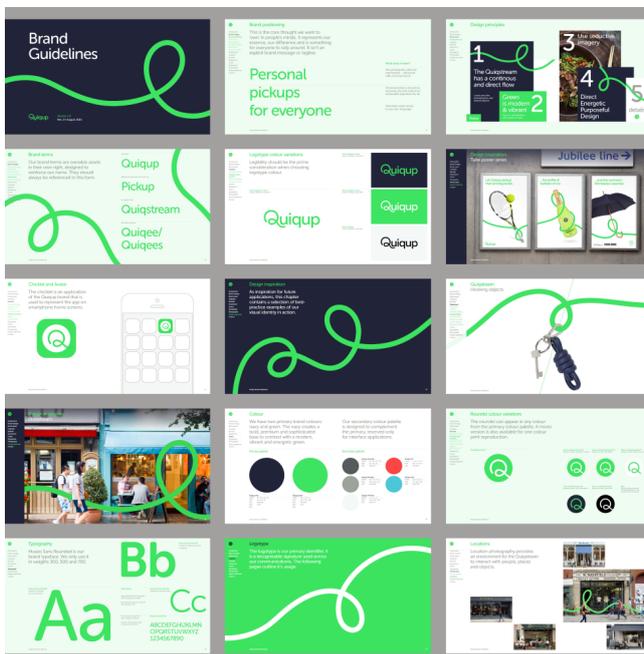
Also check out some of my other projects

color wheel font pairing logo maker svg nesting

4

Keep Consistent.

Consistency ensures visibility and recognition within your target audience and potential leads so you stay at the forefront of their minds, ready to be there when they need your product or service. When creating your graphics, stick with your fonts, stick with your colours and create custom template backgrounds you can use for your graphics and marketing material.



5

Use 1-2 Fonts.

Until you understand how to complement different fonts avoid using more than 1-2. If you're not convinced check out the site below for further font combinations to choose from.

<https://fontpair.co/featured>

Featured Pairs

Here are some font pairs we've found online that look beautiful together.

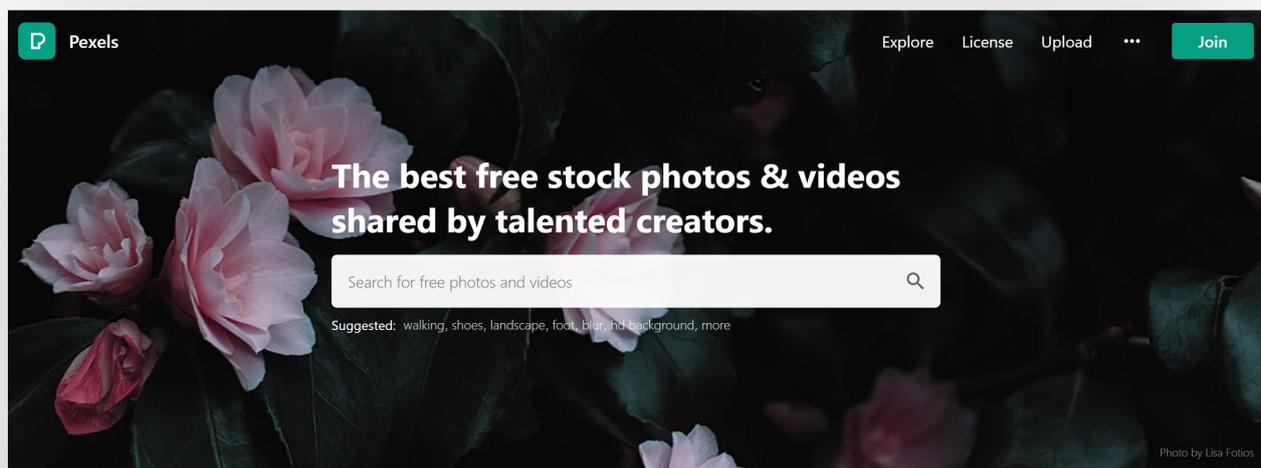


6

Keep Imagery Clean.

Clean, high quality imagery is an absolute must in 2020. Your business can utilize many tools such as phone editing apps, freelance photographers, free and paid stock photos. If like many businesses your on a strict budget, the website listed below will help you find FREE hi quality imagery for you to use or your next graphic.

<https://pexels.com>



Free Stock Photos Trending | New



7

Headings & Subheadings

Giving your headlines, taglines and body copy room to breathe will make your graphics pop more! If your headline or tagline is too long? then shorten it. Your potential lead will not read the entire message, so focus on the main points to get across.

And you will read this last

You will read this first

And then you will read this

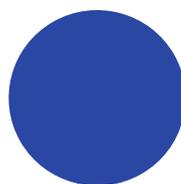
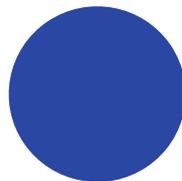
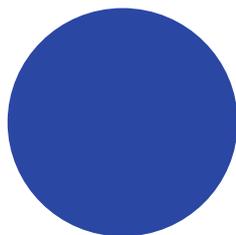
Then this one



8

Less Is More.

If you complicate your point and visuals than your message will never be read and your brand will struggle to find a place in your target markets head. The smaller the graphic the less info. When creating for social media, stick with a visual, headline and short tagline with the rest of the info within the caption. This gives the potential lead, a quick way to draw their eyes to your post resulting in the value driven written content being read!



9

Build Up Your Own Template Base.

As mentioned in our consistency point, It's important to have a consistent look. A way to create this in a short time is to create simple branded backgrounds that you will use whenever placing text for creating social media or advertising graphics. Incorporate simple shapes from your logo, colours and even minimalistic imagery to create a non distracting background to re-use over time.





We hope this helps!

Show us your graphics!
#mographics

And be in the chance to win giveaways!

