

graphic
presentation
guide

**LESS
IS
MORE**



fonts

- >simple, easy to read, san serif fonts should not overpower design
- >stay away from over designed fonts such as: papyrus, comic sans, calligraphy
- >use only fonts in the same family, italic, bold
- >don't over design

Light

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Bold

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HELVETICA
NEU
1983

Neue Helvetica is a reworking of the typeface with a more structurally unified set of heights and widths. It was developed at D. Stempel AG, a Linotype subsidiary. The studio manager was Wolfgang Schimpf, and his assistant was René Kerle. Erik Spiekermann was the design consultant and designed the literature for the launch in 1983. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers.

SAN SERIF
LINEALE
NEO-GROTESQUE

well defined spur curved tail horizontal out terminals straight cross stroke

Humanist Garalde Transitional Didone Slab-Serif **Lineale**

minimal



01

01

solutions

02

02

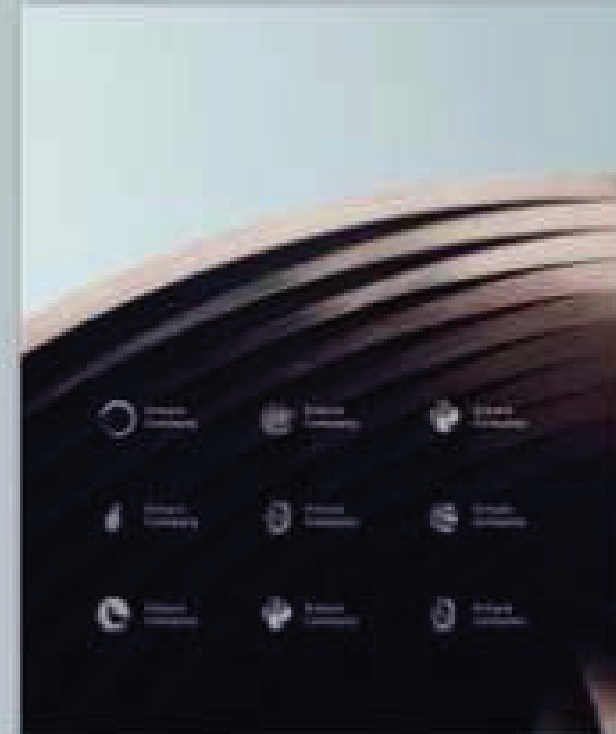


design



03

03



partners

04

04

color

- >pick a color palette & stick to it
- >pick colors that compliment design not takeaway from the design
- >use understated colors or use 1 attention color and the rest understated
- >understand color meanings and the when to use them (color theory)



Color Psychology



Red

Anger, danger, warmth and passion. Can increase heart rate and raise blood pressure, and be overwhelming if used too much.



Orange

Bright, fun, friendly and playful. Commands attention without being overpowering.



Pink

Dusty pink can be sentimental, while a vibrant pink symbolises a youthful energy.



Brown

Honesty and simplicity. Often used for organic companies and can bring warmth and wholesomeness to designs.



Yellow

Positive, optimistic and energetic. Good for point of sale messaging and calls to action.



Green

Growth, rebirth, nature, stability, endurance and abundance. Has a balancing or harmonizing effect and is often used in relation to wealth.



White

Simplicity and purity. Considered neutral, it conveys cleanliness and minimalism.



Black

Bold, powerful, classic, confidence and sophistication. Makes designs feel edgier or elegant and is used for typography and other functional parts for neutrality.



Blue

Trustworthy, calm and peaceful. Often used in banking. Light blue can be relaxing, while dark blue can signify strength and reliability.



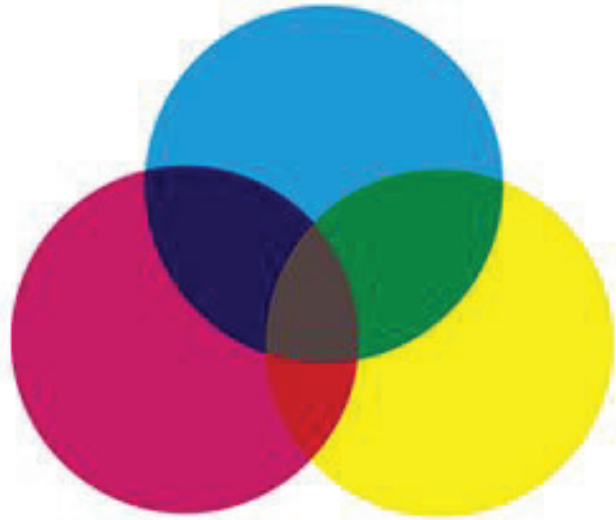
Purple

Nostalgic, sentimental and sophisticated. Symbolises wealth and luxury.



Grey

Neutral, moody, conservative and formal. Often used when formality and professionalism are key.



Subtractive color (CMYK)



Additive Color (RGB)



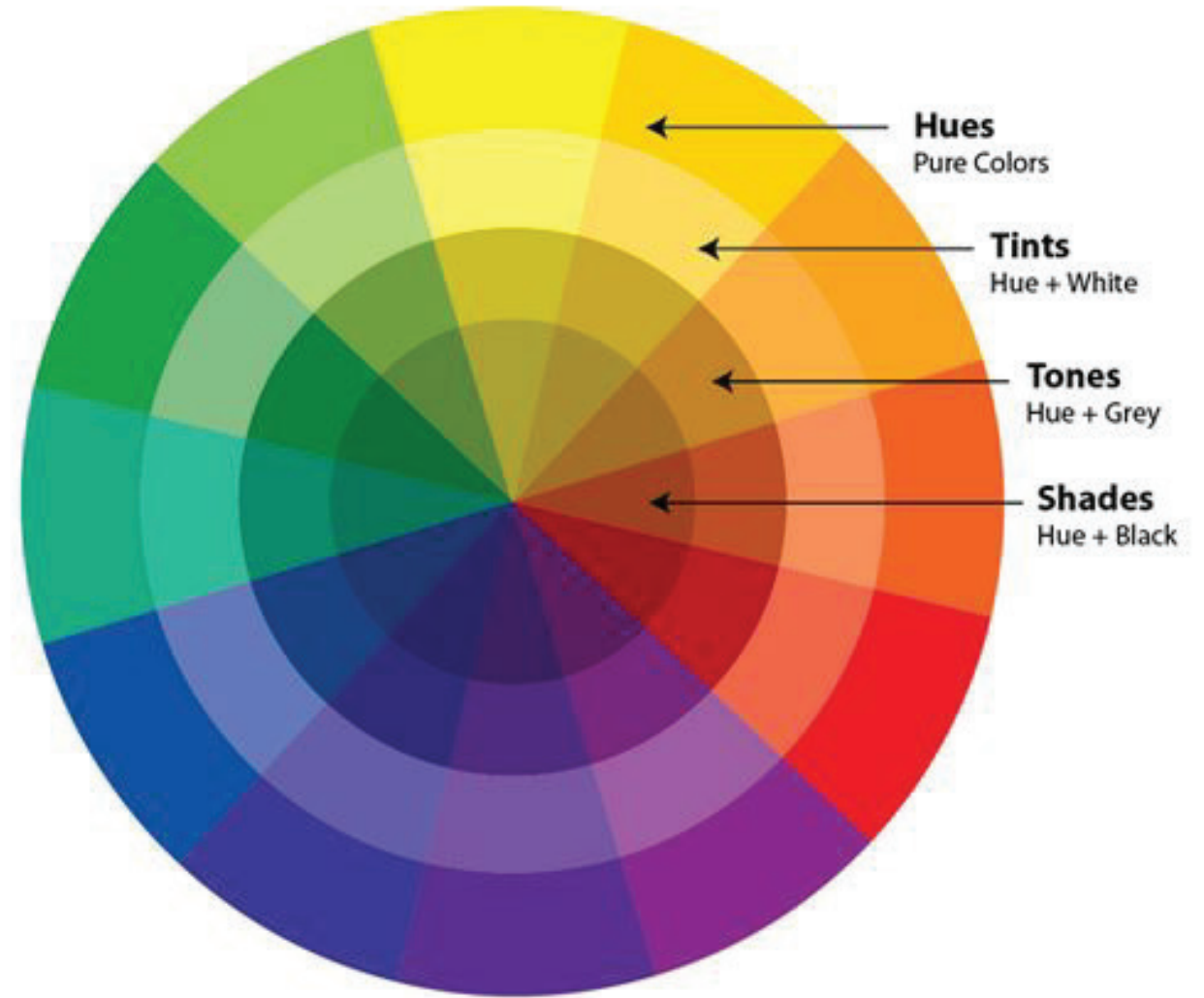
Primary Colors



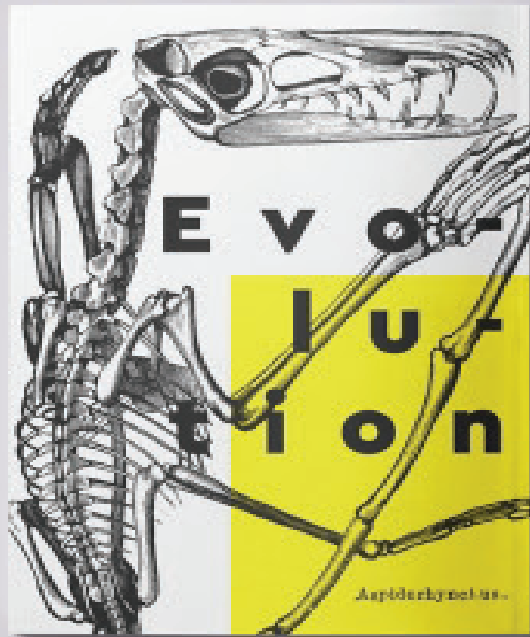
Secondary Colors



Tertiary Colors








alignment & grids

>make sure text, photos, floorplans align

>establish a grid and stick to it

>use grids for alignment





>pick centered, left justified, right justified and stay with it




24.06 – 31.12.2013
Museum Literatury
Rynek Starego Miasta 20
Warszawa
www.muzeumliteratury.pl





**Miron
Białoszewski**



Zaczęło się wszystko,
od mówienia,
a nie od pisania.




Co pisane było święte
bo samo pisanie



było święte.



Czytanie też.



No, i co z tego
urozło.

**INNOVATIVE,
PASSIONATE,
CREATIVE,
EXPERIENCE,
HARD WORK,**



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- 03 EDITORIAL DESIGN
- 04 WEB DESIGN
- 05 CONCLUSION

SECTION 01

BRAND DESIGN

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05 CONCLUSION



01 INTRODUCTION

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03 EDITORIAL DESIGN

04 WEB DESIGN

05 CONCLUSION



01 INTRODUCTION

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SECTION 02

EDITORIAL DESIGN

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SECTION 03

WEB DESIGN

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03 EDITORIAL DESIGN

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05 CONCLUSION

hierarchy

>pick what is important/what is the hero of the design

>use size, color, positioning, contrast, proximity to highlight hierarchy

>only show things that add to your design. don't add for the sake of adding



The School of

The School of Life: Special Events
February 2015

The School of Life
70 Marchmont Street
London WC1N 1AB

18.40 Thursday
05 February
Finding Your Voice
Caroline Goyder

18.40 Thursday
12 February
A Romantic Take On Work
Tim Leberecht

18.40 Thursday
19 February
Getting Perspective
Jack Fuller

18.40 Thursday
26 February
Why Compassion Matters
Dr Chris Irons

To book visit :
www.theschooloflife.com
All events £55

Life

white space

>don't be afraid of whitespace

>don't overcrowd the elements

>keep it simple

>whitespace gives the viewer's eye rest



With a focus on the use of
minimalist design,
simplicity, & elegance,
this collection is a perfect
example of minimalist
design in fashion.

minimal

09

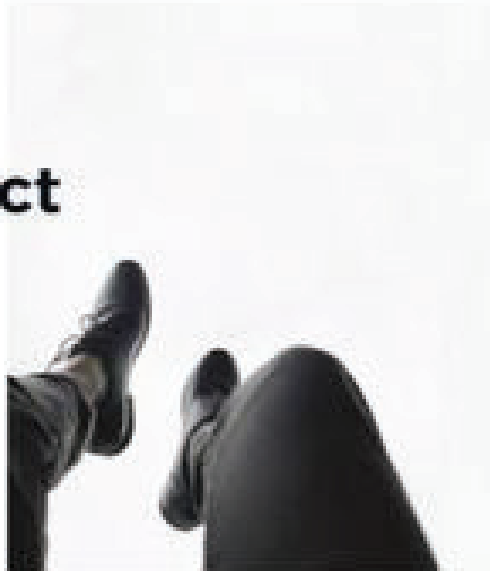
project



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10

project



A FEW WORDS

With a focus on the use of
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example of minimalist
design in fashion.

11

concept

With a focus on the use of
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simplicity, & elegance,
this collection is a perfect
example of minimalist
design in fashion.



12

zero



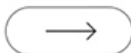
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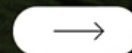
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Hats, Sunglasses & Accessories

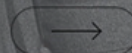


T'shirts, Shirts & Jackets



Search top picks

Jeans, Trousers & Shorts



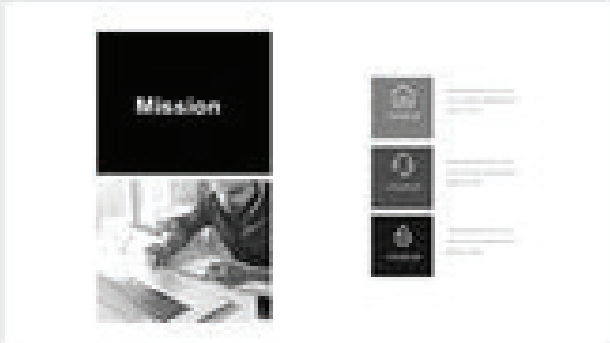
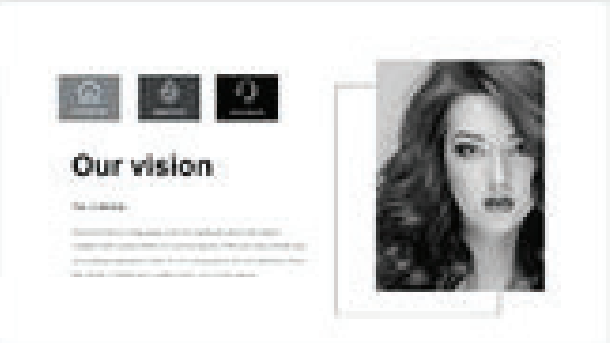
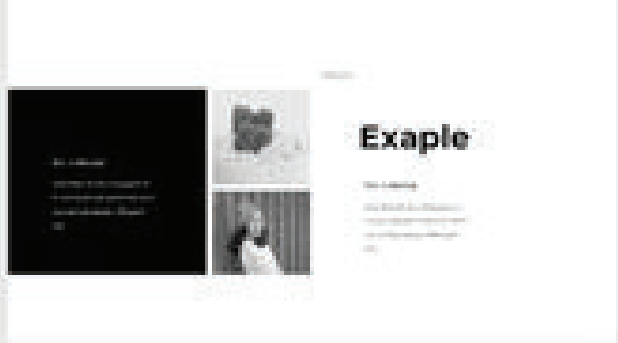
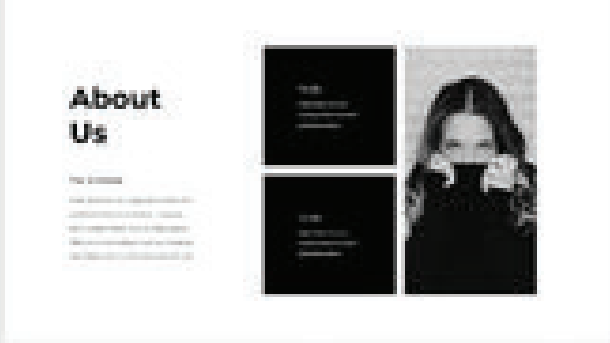
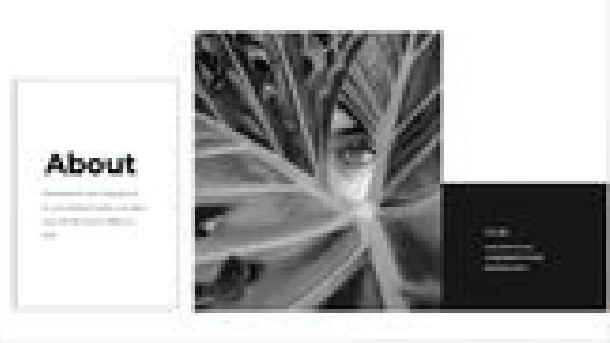
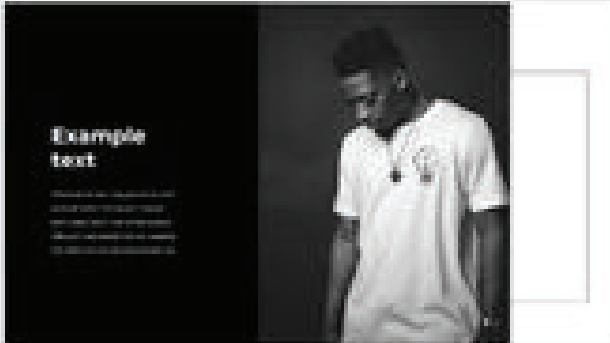
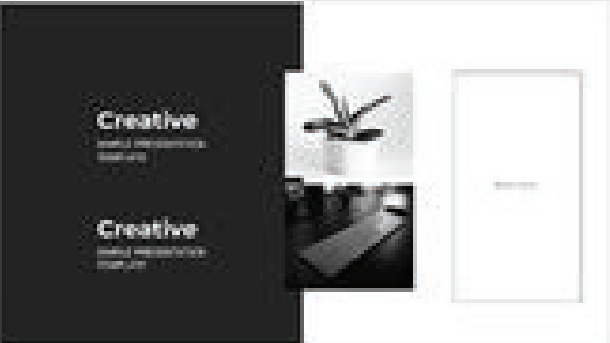
Shoes, Boots & Trainers



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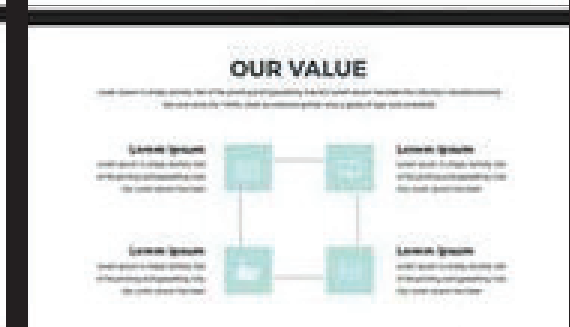
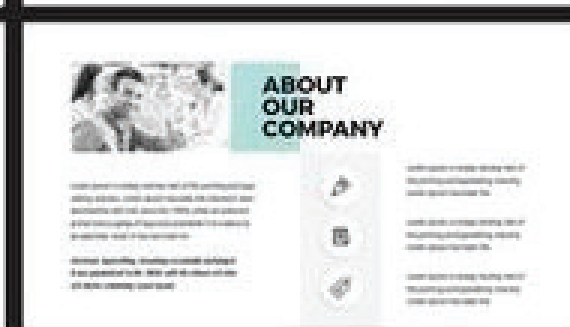
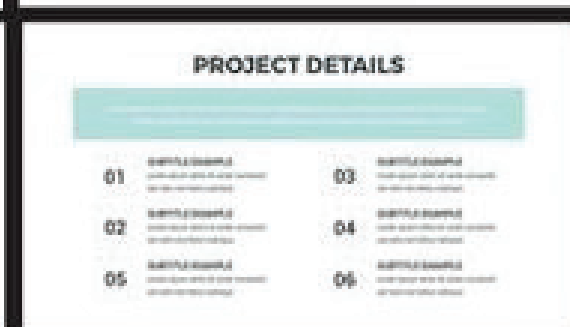
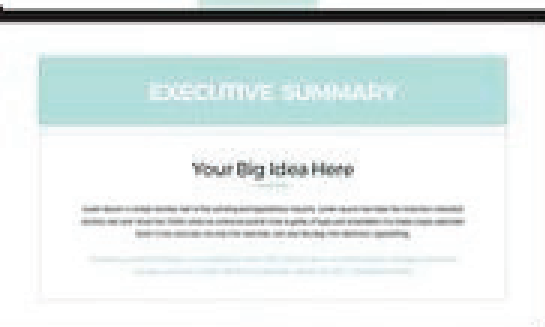
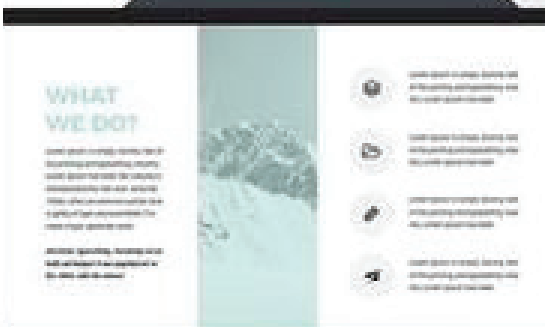
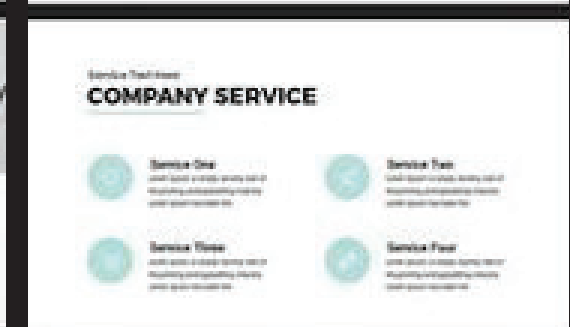
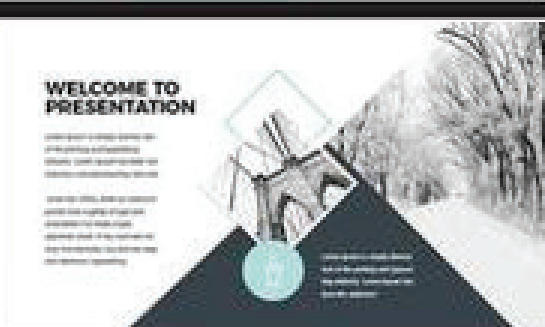
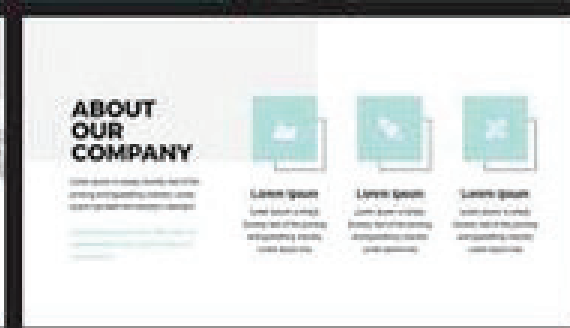


consistent

>be consistent. you should develop a style

>use the same fonts, colors, alignments, language

>don't be turned off by repetition



Chapter

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DOLOR AMET LOREM IPSUM
WRITE WHAT YOU WANT



CHAPTER 1

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"LOREM IPSUM DOLOR SIT."

Write what you want
Write what you want
Write what you want



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CHAPTER 1

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Chapter

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OUTPUT

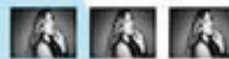
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Section



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Section

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