

# Basic Graphic Design Principles

## Readability

Look for:

- Too many words
- Crowded text
- Text colour



VS



## Hierarchy

Remember:

- What is your most important message?
- Use different fonts/sizes from your brand guide
- Decide what you want to say before you design

And you will read this last

# You will read this first

And then you will read this  
Then this one

## Consistency

Remember:

- Use the same fonts, colours, shapes & styles from your brand guide across all of your communications

Humble Dietitian Brand Guide



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