

DESIGN BASICS FOR NONPROFITS

 The Nonprofit Partnership

WWW.YOURNPP.ORG



THANKS FOR THE DOWNLOAD!

This ebook is meant for the "accidental marketer," the beginner, and/or anyone looking for a refresher.

Some things we'll cover...



FILE FORMATS

.PNG VS. .JPEG ...
WHAT DOES IT
ALL MEAN?



FONTS & COLOR

BRAND FONTS, HEX
CODES, CMYK... LEARN
WHAT IS WHAT.



LINKS & TOOLS

BE HONEST... YOU
CAME HERE FOR THE
FREE/CHEAP STUFF!

LET'S TALK ABOUT...

FILE FORMATS

The basics you didn't know
you needed to know until
you knew...



Keep it simple...

FOR OUR PURPOSES, A BASIC UNDERSTANDING OF
.PNG, .JPEG, & .GIF FILES IS ESSENTIAL.

.PNG files support transparency. This means that you can create designs without a white box around your image. The second arrow to the right is a .PNG file. The .PNG arrow would work best in designs with a background that is not white. .PNG images lend to a crisp design piece.



.JPEG

.PNG

.PNG files have lossless formatting - this means that they do not lose quality when compressed.

.JPEG files are appropriate for basic website/social media images.

A .GIF file is an animated file type. These file types are often used to spice up social media posts, presentations, etc. To add .GIF files to your marketing, visit www.giphy.com.

For additional information on file types, check out "The Missing Guide to File Types" by clicking the smiley to the right (links will also be listed at the end of this guide).

Or, click the grey smiley to the right to be directed to "The Ultimate Guide to File Formats."



LET'S TALK ABOUT... FONTS / TYPOGRAPHY

Don't fret if the word 'typography' intimidates you... it's just a fancy word which describes the art & technique of arranging written type.

A NONPROFIT DESIGNER NEEDS TO HAVE A BASIC UNDERSTANDING OF THEIR ORGANIZATION'S BRAND FONTS AND TERMS SUCH AS TRACKING, KERNING, & LEADING.





Getting funky with fonts... in moderation!

It can be addictive to experiment with unique and exciting fonts but it is important to keep brand consistency in mind. Brand fonts are the organization's agreed upon set of fonts (2-3 fonts).

- **CONSISTENCY**

Consistency is a mirrored theme throughout this ebook because brand consistency lends legitimacy to your organization's message and persona.

However, aside from brand fonts, special fonts can be used for themed promotions and/or specialty marketing. Visit the end of this piece for links to font resources!

Typography talk...

KERNING

the space between
two letters in a word
- specific to the two
characters

TRACKING

the space
between
letters in a
word - equally
throughout the
entire word

LEADING

the vertical depth of
spacing between
horizontal lines of text

"BLAH BLAH, SHOW ME THE EXAMPLES!"

What is kerning?



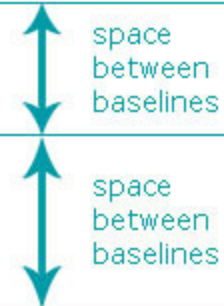
W h a t i s t r a c k i n g ?



What is leading?

What is leading?

What is leading?



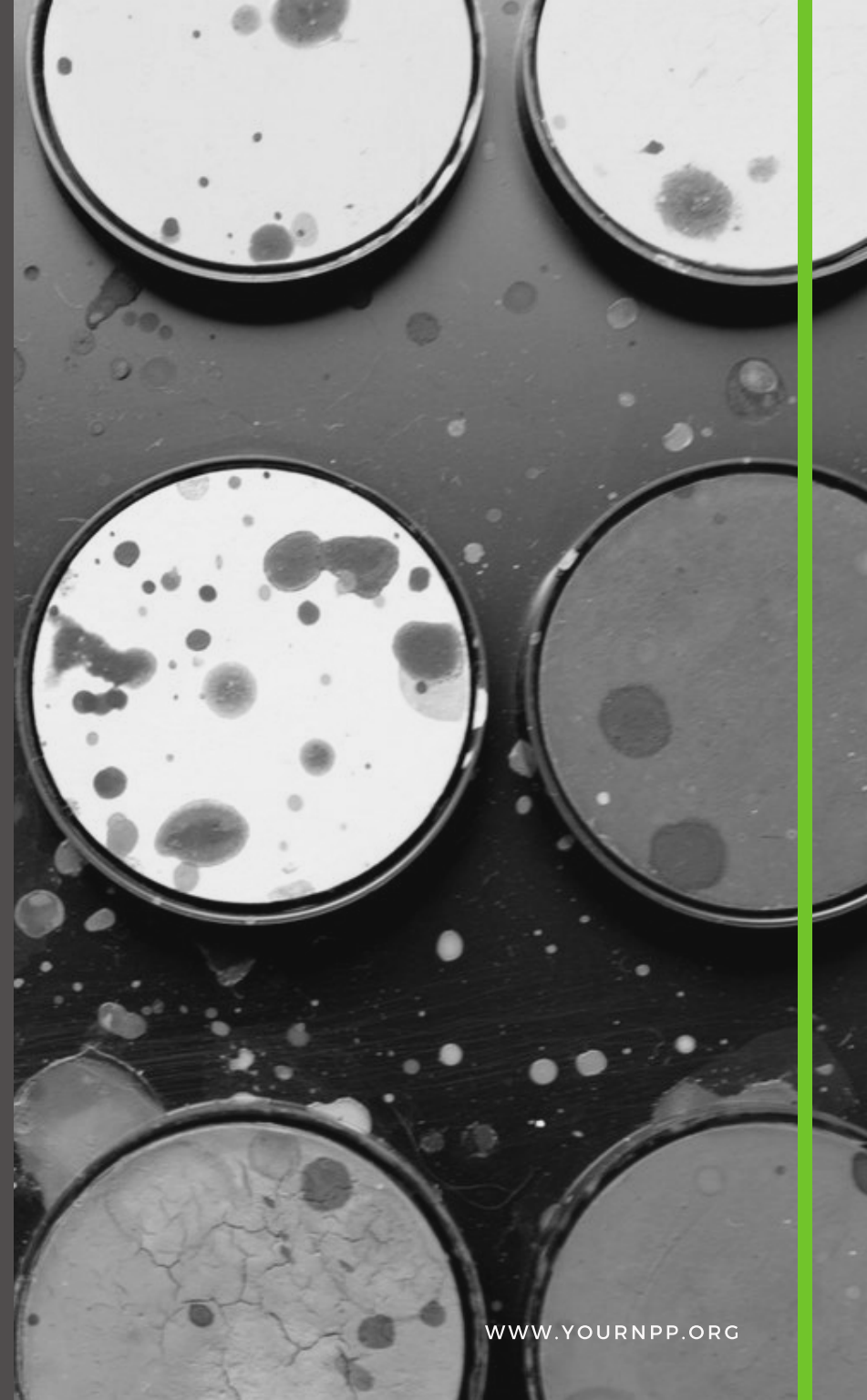
<https://www.templatemonster.com/blog/leading-kerning-tracking-difference/>

LET'S TALK ABOUT...

COLOR

(#71C42B)

Did you know that the code:
#5288DB translates to a
shade of blue in the world of
computers & colors?





"I have a good eye for color matching... why should I bother with codes?"

... You ask? Well, first of all, there are **16,777,216** varying hex (color) codes! Using the correct color codes allows for...

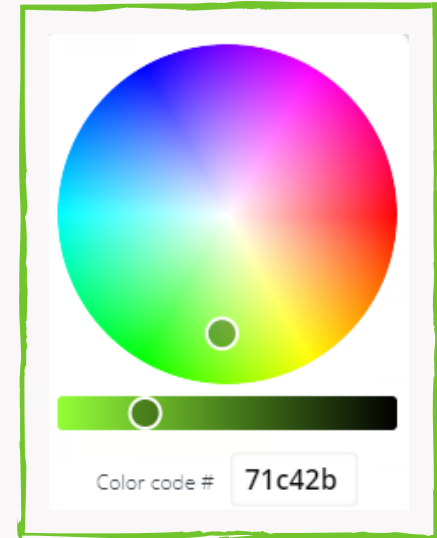
- **CONSISTENCY**

Consistency is key here, too. In regards to your brand, knowing your color codes allows for a consistent design/feel with each marketing piece. Additionally, colors can appear different from screen to screen - utilizing the color code (and not just your eye) allows for another safeguard against inconsistency.

"Okay, okay... tell me about the codes!"

TO KEEP THINGS BASIC, WE'LL TOUCH ON HEX CODES. HEX CODES ARE THE MOST COMMON COLOR CODES UTILIZED WHEN CREATING DESIGNS FOR THE WEB.

A hex code is a six character code (comprised of letters and numbers) that translates to a color - used on the web. For example, the **green color** used throughout this ebook translates to **#71c42b** as seen to the right.



RGB (red, green, blue) designation is also used on the computer. NPP Tip: stick with one type of code (RGB vs. hex) & convert when necessary! There are different converter tools listed at the end of this ebook to assist you.

CMYK (cyan, magenta, yellow, key (black)) & Pantone (PMS) colors are used for printing purposes and for more advanced design.

Keep in mind... COLOR EVOKES EMOTION

COLOR EMOTION GUIDE

YELLOW OPTIMISM CLARITY WARMTH

ORANGE FRIENDLY CHEERFUL CONFIDENCE

RED EXCITEMENT YOUTHFUL BOLD

PURPLE CREATIVE IMAGINATIVE WISE

BLUE TRUST DEPENDABLE STRENGTH

GREEN PEACEFUL GROWTH HEALTH

GREY BALANCE NEUTRAL CALM

Source: <https://thelogocompany.net/blog/infographics/psychology-color-logo-design/>

We chose green so that you feel **peaceful** while **growing** your knowledge base! 😊

IT'S... TOOL TIME!

Feel free to peruse the following list of free/low-cost apps and tools that relate to the discussion above.

FUN FACT: THIS ENTIRE EBOOK WAS CREATED USING CANVA - AN ONLINE DESIGN PLATFORM THAT IS FREE FOR NONPROFITS!





Font tools...

- **DaFont** - download fun, theme-oriented fonts for free
- **Google Fonts** - download basic fonts for free
- **Creative Market** - get free font downloads delivered to your inbox (& other design elements, too!)

Color tools...

- **Image Color Picker** - extract color codes from an upload
- **ColorZilla** - use this Google Chrome Extension tool to extract a color code from anything on the Web
- **Canva Palette Generator** - derive a color palette from an image
- **Colour Lovers** - peruse color palettes for inspiration

We urge you to experiment with **Canva** to create your designs.

- **Canva for Nonprofits**

**CHECK OUT OUR LIST OF 100+ APPS
AND TOOLS AT YOURNPP.ORG!**

PRINTING THIS RESOURCE? DON'T MISS OUT ON THE LINKS!

There are many links embedded throughout this ebook. For those viewers who like to hold a real piece of paper, don't worry... the links are listed below:

- <https://creativemarket.com/blog/infographic-the-missing-guide-to-file-types>
- <http://blog.creativelive.com/handy-guide-file-formats-designers-photographers/>
- <https://giphy.com/>
- <https://www.templatemonster.com/blog/leading-kerning-tracking-difference/>
- <https://negliadesign.com/ask-a-designer/whats-the-difference-between-pms-cmyk-rgb-and-hex/>
- <https://thelogocompany.net/blog/infographics/psychology-color-logo-design/>
- <https://www.dafont.com/>
- <https://fonts.google.com/>
- <https://creativemarket.com/free-goods>
- <https://www.canva.com/font-combinations/>
- <http://imagecolorpicker.com/>
- <http://www.colorzilla.com/>
- <https://www.canva.com/color-palette/>
- <http://www.colourlovers.com/palettes>
- <https://about.canva.com/canva-for-nonprofits/>
- <http://yournpp.org/resources/resource-library/marketing-communications.html>





THANK YOU!

The Nonprofit Partnership exists for our member organizations. We aim to deliver programming and content that helps nonprofits to achieve their missions. Please reach out with any questions or concerns.



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