

# From The Ground Up

Your Guide To Starting An Education Corporation With Your Students

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# Design Principles

Like it or not, visual appeal impacts the sale of your product.

Visual Appeal impacts whether people look at your flyer long enough to see the date of your event, or if people will click on your ad and visit your website.

So, even if you are not an artist, you need to be able to capitalize on the visual aspects of your business.

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# Design Principles

Of course, you can always choose to outsource your work.

But as a startup, you do not necessarily have the funding to pay for graphic design for your website, business cards, flyers, brochures, ads, etc...

You also want to use this as a chance to expand your skillset. The most adaptable workers will be the most successful.

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# Design Principle 1: BRANDING

Your BRAND will describe your business and your product offerings. It helps customers identify what services/products you provide and what your “style” is.

Your BRAND encompasses many different aspects of your business and creates a snapshot of your approach to the consumer.

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# BRANDING

Your brand gives a strong sense of your company culture and the value you bring to the market.

For example: If you choose hot pink and maroon for your slogan of “Glitter and Glamour”, consumers will automatically associate your business with certain ideas such as females or makeup.

## Company Colors

Pick 2-3 colors.  
2 complementary and one contrasting

## Company Descriptors

Choose a slogan  
It should contain descriptive words that fit with your business’s goals and image

## Company Mission

Identify what value you plan to bring to which segment of the market. This will help identify the language, colors, and images you should use

# Design Principle 1: BRANDING

All design materials, both print and digital, should be loyal to your brand.

This means your logo should appear everywhere. On your emails, flyers, product labels, shipping labels, etc.

You should stick with your colors, selected language, even font type should be consistent. This will give consumers a recognizable idea of who you are and what you do.

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Do you recognize the candy bar? How did you know which candy bar it is? #brandawareness

# Design Principle 2: Visual Appeal Principles: Color

Color can be used to:

Create specific visual effects

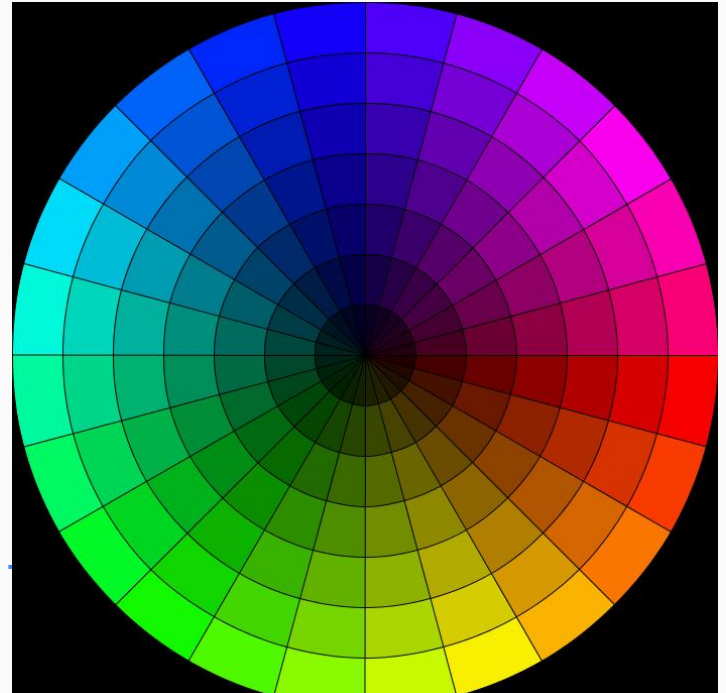
Aid in organization

Direct the vision of the reader

For Your Brand- Choose Two Colors On Opposite

Ends Of The Color Wheel To Create A Strong

Contrast For Maximum Impact





# Design Principle 2: Visual Appeal Principles: Balance

Many people erroneously assume that a page should be filled up with information in order to be the most effective.

**WRONG**

Leave some “white space” to balance the page for readers.

White space actually attracts more visual attention than lots of crowded words or pictures.

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# Design Principle 2: Visual Appeal Principles: Balance

Many people also assume you should also center all the text and photos.

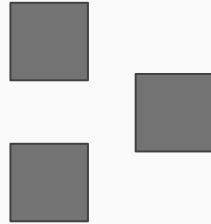
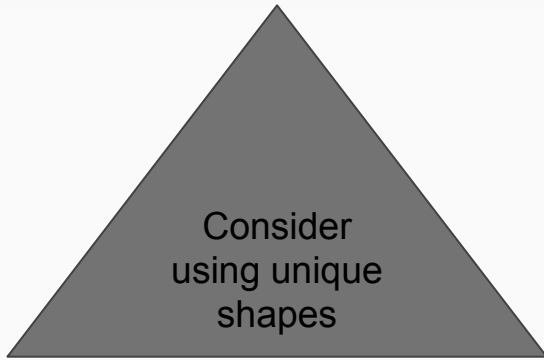
Don't Be Afraid

To Mix It Up.

Asymmetry is Alluring.

.....Try it out and experiment with new placement.....

# Design Principle 2: Visual Appeal Principles: Balance



But please stick to one general kind. Stick to spherical or square or hexagonal-but don't mix them up too much. Using too many shapes creates a confused look. Like you couldn't decide which way to go.

# Try to fill in the chart below using your own internal associations!

Kind of Business	Target Market	Colors (2 contrasting)	Associated Words
Makeup Retailer		Black and Hot Pink	Glitter, Sassy, Bold
Makeup Retailer		Cream and Grey	Classy, Elegant

# Try to fill in the chart below using your own internal associations!

Kind of Business	Target Market	Colors (2 contrasting)	Associated Words
Makeup Retailer		Black and Hot Pink	Glitter, Sassy, Bold
Makeup Retailer		Cream and Grey	Classy, Elegant
Health Clinic	Elderly Patients		
Health Clinic	Young Children		
Sports Equipment	Professional Athletes		