BASIC TO PRO TOOLKIT

DESIGNS

AEM

Welcome!

Whether you're creating a presentation, designing a flyer, or just exploring design, this toolkit is designed to help you get started with the essentials. Here's a simple guide to some of the key concepts and tools you'll need. Get ready to dive into a world of creativity and knowledge!

If you're not a designer but need to create something visually appealing, this guide will help you get started. Here's a simple breakdown of design basics included in the Toolkit:

1. Colours
2. Text
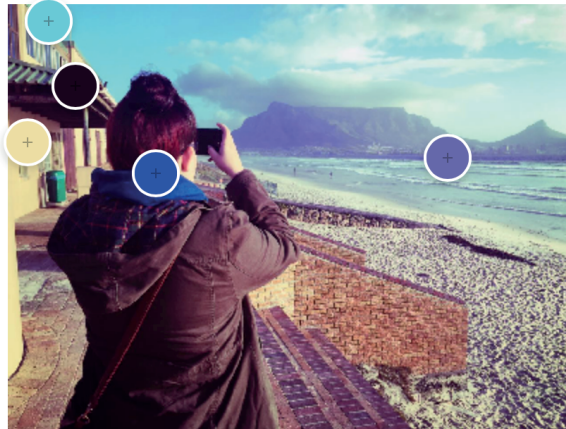3. Layout
4. Images
5. Design Tools
6. Need more Help?

DESIGNS

COLOURS

What Is Brand Colouring: How different colours look together.

#26111D	#6765A6	#2D4BA6	#7EC8D9	#F2DFA7

When you have a certain colour or look in mind, you can set up a colour palette that compliments each other. Colour palettes usually consist of the following types of colours: Dark, Muted and Bright (Primary, Secondary, Accent and Neutral Colours)

Primary Colours: These are your brand's bold, standout hues—think of them as the star performers in your colour lineup. They're the ones you'll use the most and set the tone for your brand's personality.
Secondary Colours: Here come the fabulous supporting acts! These colours mix it up with the primaries, adding extra flair and versatility to your brand's visual vibe.
Accent Colours: Pop and sizzle with these eye-catching hues! Used sparingly, they spotlight key elements and create a splash of excitement and emphasis.
Neutral Colours: The unsung heroes of your palette! They provide the perfect backdrop, balancing and grounding the primary and secondary colours with their calm and supportive tones.

Quick Tips:

Match Colours to Your Brand: Pick colours that fit your brand's vibe. If you're fun and quirky, go for bright and bold. If you're serious and professional, choose more muted tones.
Think About Your Audience: Choose colours that your audience will like. Different colours make people feel different things, so pick ones that match what you want your brand to say.
Mix and Match: Use a mix of main colours, extra colours, and a few stand-out colours. This helps make your brand look balanced and keeps important things easy to see.
Test Your Choices: Try out your colours in different places—online, in print, and in different lights. Make sure they look good everywhere before you settle on them.
Keep It Consistent: Use your chosen colours everywhere—on your website, social media, and all your materials. This helps people remember your brand and builds trust.

Want help picking the perfect colours? Contact us today and let's make your brand pop!

Colour Wheel: A circle showing how colours match.

Explore the colour wheel to find combos that work perfectly together! Colours next to each other, known as analogous, blend smoothly for a cohesive look. Meanwhile, colours opposite each other, called complementary, create a lively contrast that really stands out.

Here's a Simple Color Guide

1. **Primary Colours:** The essentials—red, blue, and yellow. These are the foundation and can't be made by mixing other colours.

2. **Secondary Colours:** Mix two primary colours to create these:
   - Red + Blue = Purple
   - Blue + Yellow = Green
   - Red + Yellow = Orange

3. **Tertiary Colours:** Blend a primary colour with a secondary colour for these:
   - Red + Orange = Red-Orange
   - Yellow + Orange = Yellow-Orange
   - Yellow + Green = Yellow-Green
   - Blue + Green = Blue-Green
   - Blue + Purple = Blue-Purple
   - Red + Purple = Red-Purple

4. **Analogous Colours:** Colours next to each other on the wheel. They blend well and create a smooth, harmonious look. For example, blue, blue-green, and green.

5. **Complementary Colours:** Colours directly opposite each other on the wheel. They create a strong contrast and make each other pop. For example, red and green or blue and orange.

6. **Neutral Colours:** Colours like black, white, gray, and beige. They balance and support other colours and are often used for backgrounds and text.

This simple guide helps you mix and match colours to create appealing and effective designs - accompanying your Brand Colours!

TEXT

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What It Is: How to arrange and style your text.

Typeface Pairing: It's Like Colouring!
Imagine you're colouring a picture. You wouldn't use every crayon in the box all at once—some colours are meant to stand out, while others are there to complement. Here's how to pair fonts like a pro:

Contrast is Like Choosing Bold Colours: Use one standout font for your headlines (like a bright, vibrant crayon) and a simpler font for your body text (like a more subdued colour). This way, your headlines pop and your text remains easy to read.
Harmony is Key: Just as you wouldn't use clashing colours, don't mix too many fonts. Stick to a couple that work well together—think of it as picking colours that blend nicely in your picture, creating a cohesive and pleasing look.
Font Families are Like Colour Shades: Different styles within the same font family (like light and dark shades of the same colour) can be used to create a balanced design. It's like shading a drawing—keeping everything in the same colour family for a polished look.
Adjust Size and Weight Like Colouring Pressure: Just as you might press harder or softer with your crayons to change the intensity, adjust your fonts' size and weight to create emphasis. This helps guide the reader's eye, just like how varying pressure helps highlight different parts of your drawing.
Legibility is Like Staying Inside the Lines: No matter how beautiful your colours are, if your colouring is messy, it can be hard to appreciate. Similarly, your fonts should be easy to read and well-organized to ensure your message comes through clearly.

We're the experts at picking the perfect colours—or fonts—for your design. We'll make sure your text looks as vibrant and well-coordinated as a masterpiece. Whether you need a standout website, eye-catching flyers, or any other design project, we'll help you create something visually stunning.

Ready to colour outside the lines of ordinary design? Contact us today and let's make your text shine!

Quick Tips:

1. Match Your Brand's Vibe
Pick a Font That Fits Your Brand: Choose a font that reflects what your brand is all about. For example, a tech company might go for a clean, modern font, while a vintage shop might choose something more classic or retro.

2. Make Sure It's Easy to Read Everywhere
Choose a Font That Works in All Sizes: Your font should look good whether it's on a business card or a website. It needs to be easy to read no matter where it's used.
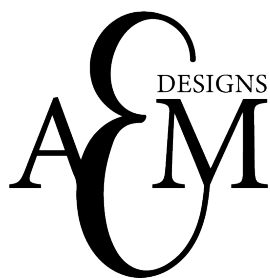
3. Use a Few Fonts
Keep It Simple: Stick to one or two fonts for your brand. One for titles and one for the main text is usually enough. Too many fonts can make your brand look messy.
These tips will help make sure your brand looks polished and professional everywhere it appears!
Fonts: Choose from different styles (like fancy or simple).
Size and Boldness: Use bigger or bolder text to highlight important parts.

LAYOUT

AEM DESIGNS

PASSION | CREATIVITY | DESIGN

Do you have a
BRIGHT
IDEA
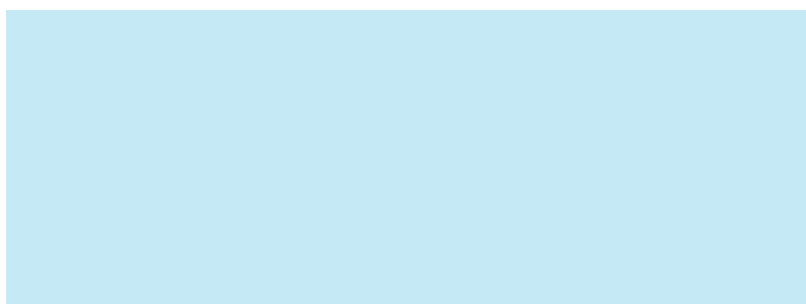& want it
designed?

OUR SERVICES

Corporate Imaging

Wedding Packages

Advertising

Contact us to find out
more about what we do, or
what you'd like to do!

SCAN THIS
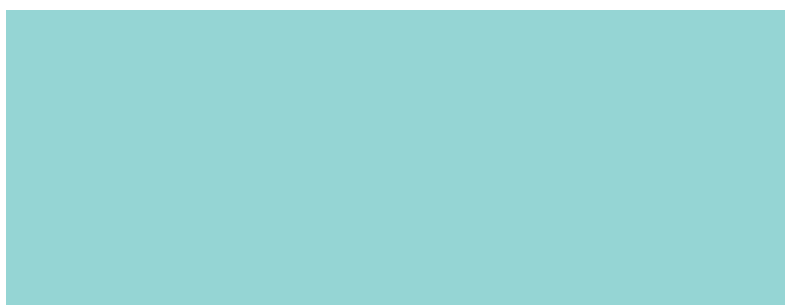TO CHECK
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Excellence through Passionate Creativity & Design

What It Is: How to place things on your page.

Let's think about placing things on your page like setting up a cool display at a party. Here's how to make sure everything looks just right:

1. Create a Visual Flow:
Imagine a Path: Picture your page like a dance floor. You want people to move smoothly from one part of the page to another, just like guiding your guests through different areas of a party. Place important elements where people's eyes will naturally go first—usually the top or centre. This way, they'll easily find the most important stuff.

2. Balance is Key:
Spread Out the Fun: Don't crowd all the decorations in one corner of the party. Instead, spread things out evenly across the page. This keeps everything looking balanced and prevents any part of your design from feeling too heavy or too empty.

3. Use Hierarchy:
Highlight the Stars: Just like you'd put the spotlight on the main entertainment at a party, make sure your most important information stands out. Use larger fonts or bolder colours for headlines and key messages. This helps your audience quickly spot what they need to see.

4. Group Related Items:
Create Zones: Imagine you're setting up different stations at a party—one for snacks, one for games, and one for photo ops. Similarly, group related items together on your page. For example, keep your contact info and call-to-action buttons in one area, and place images and descriptions in another. This makes it easier for people to find what they're looking for.

5. Leave Some Breathing Room:
Don't Overcrowd: Just like you wouldn't cram too many guests into a small space, avoid making your page too cluttered. Leave some space between elements to give your design room to breathe. This makes everything look cleaner and more organized.

By thinking of your page layout like setting up a party, you can make sure everything looks great and is easy for your audience to navigate. Have fun with your design, and enjoy the process of arranging things to create a fantastic visual experience!

Grids: Use invisible lines to help line things up.

1. Imagine a Big Dot-to-Dot Sheet:
Picture a Grid: Think of a grid like a big sheet of paper with a dot-to-dot pattern. These dots and lines help you line things up neatly, so everything is in the right place.

2. Keep Things Straight:
Line Everything Up: Just like you'd use the dots to draw a picture that looks neat, you use grid lines to keep your text and images lined up. This makes your design look tidy and organized.

3. Make Everything Match:
Be Consistent: Grids help make sure that text and pictures are placed in the same spots on different pages or sections. This way, your design looks put together and professional.

4. Use the Lines as a Guide:
Follow the Lines: Use the grid lines to see where things should go. They help you place items evenly, so your design doesn't look messy.

5. It's Just for You:
Invisible Help: The grid lines are just there to help you while you're working. They won't show up in your final design, so you can use them to make sure everything looks great.

In short, grids are like helpful invisible lines that make sure everything on your page is lined up and looks nice. They help you keep your design neat and easy to read!

Space: Leave empty areas to keep things from looking crowded.

Space in design means leaving empty areas around your text and images to keep things from looking too crowded. It helps make your design look clean and allows important elements to stand out more clearly.

IMAGES

let's chat

DESIGN CAN BE DAUNTING,
LET'S MAKE IT EASIER
TOGETHER!

DESIGNS
AM
Consultations

What It Is: Pictures and graphics you use in your design.

What They Are: Pictures and graphics are like the cool extras you add to your design to make it pop! Imagine your design is a blank canvas—pictures and graphics are the colours and shapes that bring it to life.

Why They Matter: Just like adding stickers to your school binder makes it more fun, adding pictures and graphics to your design makes it more engaging and visually appealing. They help tell your story and grab attention, making sure your message stands out.

Examples: Think of pictures as the photos you take on vacation and graphics as the fun doodles you add to your notebooks. You might use a photo of a sunset for a travel flyer or a playful icon of a pencil for a school event poster.

So, when you're designing, remember: pictures and graphics are your creative tools that make your design look awesome and help get your message across... but, LESS IS MORE!!!

Quick Tips:

1. Choose Quality Images:
Use High-Resolution Photos: Pick sharp, clear images that look professional. Blurry or pixelated pictures can make your design look unpolished. High-quality visuals make a big difference!

2. Keep Copyright in Mind:
Use Images Legally: Make sure the pictures and graphics you use are either your own, licensed, or free for commercial use. Avoid using images you find online without permission, as this could lead to legal trouble.

3. Stay Consistent:
Match Your Style: Use pictures and graphics that fit your design's theme and colour scheme. Consistent visuals help your design look cohesive and professional.

By following these tips, you'll make sure your design looks great and stays within legal bounds!

Types: Use pictures (pixel-based) or illustrations (scalable).

1. Pictures (Pixel-Based):
Think of Pixels Like Tiny Tiles: Imagine a picture as a big mosaic made up of tiny coloured tiles—these are pixels. Each tile adds a bit of colour and detail, but if you zoom in too much, you might start seeing the individual tiles. These are great for photos and real-life images, but remember, they can get blurry if resized too much.

2. Illustrations (Scalable):
Think of Illustrations Like Magic Stretchy Stamps: Imagine illustrations as drawings made with special "stretchy stamps." No matter how much you zoom in or out, they always look crisp and clear. They're perfect for logos, icons, and anything that needs to stay sharp at any size.
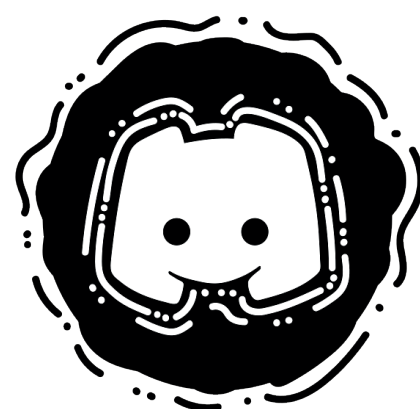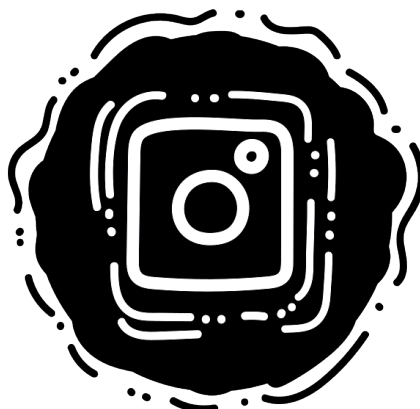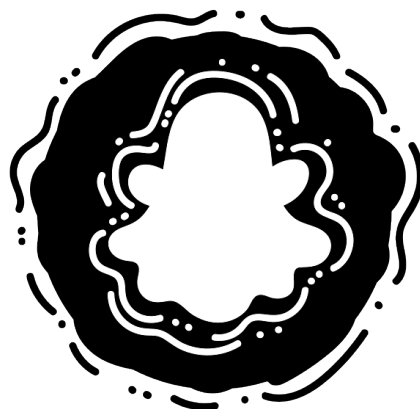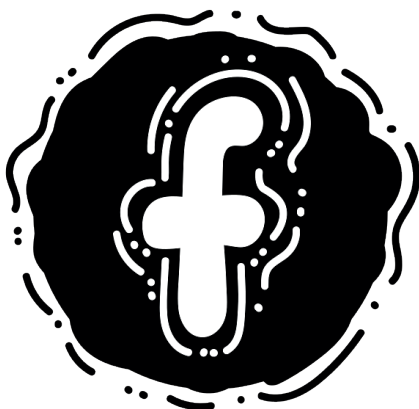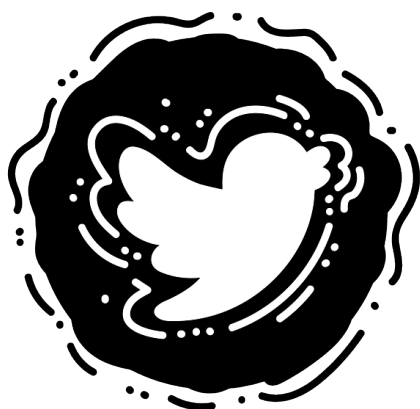
Pick Pixel Pictures for Realism: Use photos when you want to show real-life scenes or details.

Use Illustrations for Flexibility: Choose illustrations when you need something that can stretch or shrink without losing quality.

By understanding these two types, you can make sure your visuals look great and fit perfectly into your design!

DESIGN TOOLS

What They Are: Programs to help you design.

Imagine design programs as your very own creative toolbox. Just like a toolbox helps you build or fix things, these programs help you create amazing designs. They're packed with all the tools you need to bring your ideas to life!

There's a multitude of programs available for use today, a lot of them are user friendly for beginners and others require some extra skills – but they're their! Some of them are subscription based and some of them are free!

Programs can be daunting, I know! Especially trying to learn one in the midst of all your work and life happening at the same time. That's why I'm offering the **DIY Social Media Template**! It's a 6 page template, setup within your company branding style - **EDITABLE**, for you to customise and create quality content according to your branding style that's fresh and new and will elevate your social media profile.

If you'd like to know more about this template and how you can get set up with months of quality content, get into contact with us today!

NEED MORE HELP?

If you're feeling stuck or need some advice, you can book a free consultation with me through the website or by clicking the link above. Let's get your branding journey started the right way, happy designing!

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