

## Tips!



### Graphic tips to make your school or organization stand out!

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Stand  
Out!

#### THE JOY OF SAMENESS

Sameness, sometimes confused with monotony doesn't sound very interesting. Flash animations, videos and music fill our websites. Colors flash and explode. We are bombarded, sometimes assaulted by a barrage of images, movement and sound. In fact, the sure sign of an amateur is the use of too many bells and whistles.

Suddenly subtlety and a little sameness, a little consistency looks new and fresh. Sameness (in the form of continuity and consistency) looks different. **The simple fact is not everything can stand out.**

#### BLACK IS THE NEW RED!

Want your ads, website and print material to stand out? Try black and white or another simple or subtle color scheme. Now place one pop of color against it. Suddenly that color becomes more important...the highlighted object is more conspicuous!

Too much variety can be worse than none at all. So reserve color, animations, sound and other effects for just one item you want your audience to take away. A sale, a promotion, a new or noteworthy feature, these should be prominent. **Get noticed!**



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