

Design Checklist for the Non-Designer

Not having a design education doesn't mean you can't have professional looking marketing materials. Follow this simple checklist and your posts, fliers and brochures will be more effective.

- Make it about the customer**
Always focus on the target audience's needs and desires.
- Use the Rule of 1**
Simplify your message to one core idea, solution, and call to value.
- Use the Rule of 2**
only 2 fonts maximum- Maintain consistency and avoid visual clutter.
- Use a grid**
Create visual structure and balance through a grid layout.
- Include ample white space/margins**
Enhance readability and create a clean aesthetic.
- Call to Value instead of calls to action**
Clearly communicate the benefit to the customer.
- Employ Visual Hierarchy**
Prioritize information through size, color, and placement.
- Never Sacrifice Consistency**
Maintain a consistent look and feel across all materials.
- Demand Readability**
Ensure the text is easy to read with appropriate font sizes and spacing.
- Always Proofread**
Thoroughly check for errors in grammar, spelling, and punctuation.

