



## DESIGNING BEAUTIFUL CARDS

To design beautiful cards, there are some basic things to keep in mind. These tips will help you to position and align your key elements to areas in your design or picture where they will draw the most attention. This allows for a clean and pleasant looking design.



- **Use Grid lines** to align text and center your images

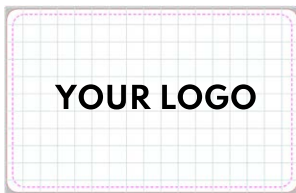
### **FUTURA**

Times New Roman

### **LATO**

Avenir

- **Find the best typeface for your brand:** Use your brand fonts for the cards to make it a cohesive brand. Make sure the font you use are easy to read.



- **Logo/text must be big enough** to be read. Keep in mind that your cards are only 3.25" so the text must be large enough to be read properly at that size. The text size should never be below 4 pt



- **Leave white space around any design:** if there are too many elements on the card, they'll all compete with viewer's attention and nothing will stand out. A little white space is easier on the eyes...and it can help draw attention to the most important details.

## 2 REMOVE BACKGROUND FROM LOGO

Have you uploaded your logo into our online designer, but simply cannot get around the unsightly box that is around it? Simply follow these simple steps once you are in our designer to create your masterpiece of a card!

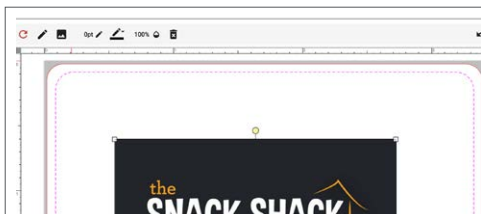
Once you reach designer follow these steps below:



- Click the “Image” button



- Upload logo file into the gallery



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- After you select your logo file, click on the pencil icon to open the editor



- Click on “background” tab and this will take you to a screen where you can adjust the background colour. Click on Transparent as the background and increase the Tolerance to about 50% and then click on the part you want to remove from the image. Once you have deleted unwanted colour from behind the logo click on “Apply” and “Save” and the changes will be reflected on the design right away.

# 3 COLOUR COMBINATION

When designing a card, choosing the right colour combinations plays a crucial role in making your card stand out in the way you want it to! Colours can affect us in ways you might not have thought of.



- A vibrant red colour has been found to grab a viewers attention faster than any other colour



- a yellow will generate happiness in the viewer.



- A blue colour has more of a calming effect on the viewer

Using a proper balance and mix of colours can deliver a message in and of itself, just always be sure to use a colour harmony that matches your brand well! Below are some great colour combinations to try:

