

# 1 Day<sup>®</sup> TIDBIT-C Tips

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## TYPOGRAPHY

- Use “live” web fonts for all type except for logos.
- Keep it to 1-2 font families for performance.
- Save stylized fonts for display type and use super legible body type.
- Use semantic type with proven hierarchy models.
- Use branded fonts when possible.



## IMAGERY

- Don't be afraid to Photoshop or manipulate the images.
- Find consistent stock photos that have the same look.
- Try photo cutouts, fun borders or clipping masks when appropriate.
- Avoid bad stock photos.
- When all else fails, use graphics in place of photos!



## DIVIDERS

- Use dividers to emphasize important content and make it easier to read.
- Make sure the dividers match the brand.
- Use dividers to group or separate different types of content.
- Don't go overboard with dividers and make the design too complicated.
- Ensure the dividers will work on all screen sizes.



## BUTTONS

- Make the buttons stand out from the rest of the design.
- Always create a hover state that is different from the resting state.
- Use SVG files for custom background shapes so they can scale without pixelation.
- Make sure the button text is highly legible.
- Make buttons easily clickable on a mobile phone with plenty of space above and below.



## ICONOGRAPHY

- Start with a vector or an icon set to save time.
- Remember, icons don't have to be literal!
- All the icons need to have the same style to avoid looking like clip art!
- Even simple icons can be spruced up with a custom shape or border.
- Use more illustrative icons when you don't have great photos!



## TEXTURES

- Subtle, low-contrast patterns are key so the site doesn't look too busy.
- Only use a texture if it truly matches the existing brand identity.
- Use perfect repeating patterns for maximum scalability on background textures.
- Avoid large .png files whenever possible.
- Consider texture bursts to add just a little extra something.



## COLORS

- Address color questions early to avoid rework later.
- Include neutrals, tints and shades in your work for versatility.
- Shoot for a color contrast of at least a WCAG 2.0.
- Use Illustrator's CSS Properties to generate CSS for your gradients.
- Use your instincts! Sometimes less is more.