

# PRESENTATION

## Flyer Flyers

At non-profits with shoestring marketing budgets, collateral design is usually left up to individual program managers. This results in an incongruent, inconsistent brand expression across all touch points. In an effort to support non-profits in maintaining brand continuity, I created this presentation to educate staff on visual language, symbology, color theory and cognition in order to ground them in basic principles of communication and branding. I also walk through a simple formula to create effective flyers and collateral.

### Snippets

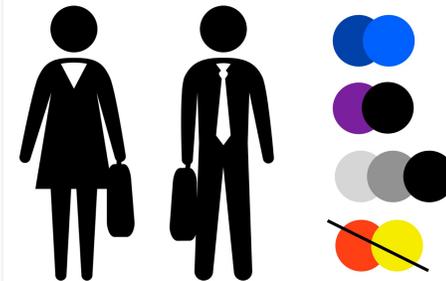
The psychological association of a color is often more meaningful than the visual experience.



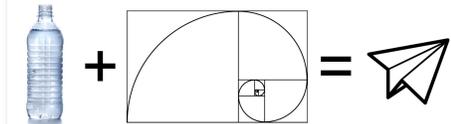
**Color is a language that all brains speak.**



**Did you know...? All stop signs around the globe are red.**



**Different color palettes resonate with different groups of people**



**There is a simple formula for creating effective collateral**