

PLEASE READ THE FOLLOWING GUIDELINES

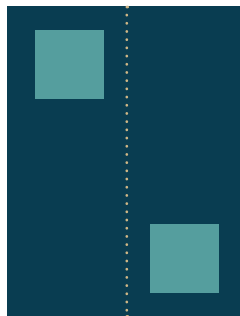
Once you've completed the content, remember to delete this section and any instructions on individual pages before sending it out to your readers.

VITAL LAYOUT BASICS



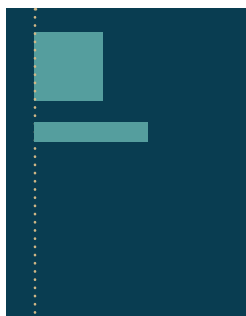
HIERARCHY

Draw attention to what has the most importance on a page to make it easier on the viewer of the design to know where to look.



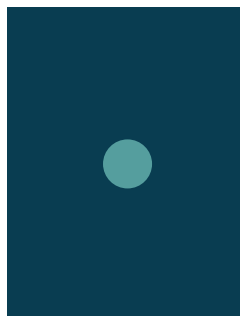
BALANCE

Distribute shapes, typography and images on the page to make the design feel stable and in order, either through symmetry or asymmetry.



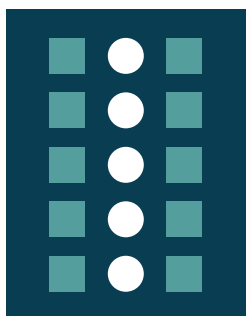
ALIGNMENT

Place or arrange images, shapes and typography in relation to each other or in relation to the edge of the page to bring order



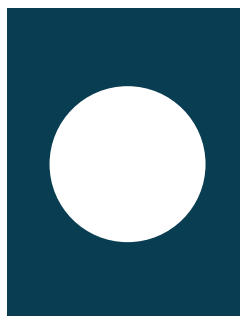
WHITE SPACE

Create space in the design without any elements, allowing the viewer to know what to focus on and feel a sense of relief (note: it doesn't have to be white).



REPETITION

Repeat elements, colors, typography and patterns to create unity, make the design look cohesive and to be recognizable.



CONTRAST

Make a design element noticeably different from another through color, value, style or size and as a result creates visual interest, surprise or emphasis.

DESIGNER TYPESETTING

- For headlines and subheads, we prefer to use All Caps in place of Small Caps. To create All Caps, select text and then choose the All Caps setting.
- For body typesetting in Segoe UI, use at least 10pt type on 13pt leading.

COPY SETTING

- All text should be flush left. Do not full justify text. Full justify text creates large spaces between words which decreases readability.
- Use greater than points for listing primary points.
- Use bullet points for listing secondary points.
- Find and replace all double spaces with a single space after periods.
- Differentiate website addresses from body copy using italics.

- Avoid and fix widows, which are single words or the end of a hyphenated word at the bottom of a paragraph or column.
- Avoid or fix orphans, which are single words or a very short line at the top of a column or page.

DELIVER ADA COMPLIANT PDF OUTPUT

- Searchable text.
- Images with Alt Text.
- Bookmarks for documents over 9 pages.
- Add tags.
- Logical reading order (left-to-right) in tables.
- No background images or watermarks.
- Table rows that don't split across pages.

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

DEPARTMENT OR PROGRAM NAME HERE



TALL HEADER OPTION FACTSHEET TITLE GOES HERE

IMAGE PLACEHOLDER (CLOUD BACKGROUND)
KEEP OR REPLACE WITH FACTSHEET RELEVANT PHOTO
APPLY TRANSPARENCY BLENDING MODE OF OVERLAY AT 65%

SECTION HEADER TITLE

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QUICK FACTS BOX HEADER

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SHORT HEADER FACT SHEET TITLE

IMAGE PLACEHOLDER (CLOUD BACKGROUND)
KEEP OR REPLACE WITH FACTSHEET RELEVANT PHOTO
APPLY TRANSPARENCY BLENDING MODE OF OVERLAY AT 65%

SECTION HEADER TITLE

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QUICK FACTS BOX HEADER

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