1. Use complementary colors to create contrast, or combine similar colors for muted designs.
2. Use one or two fonts per design, and don’t mix two typefaces of the same category.
3. Establish clear visual hierarchy and add visual interest with text size, color, and position.
4. Use novelty typefaces for titles and small amounts of text, never for paragraphs.
5. Never use all capital letters in sentences, PEOPLE WILL THINK YOU ARE YELLING.
6. Always re-size images proportionately: hold down the Shift key and use a corner control point.
7. Create effective focal points with contrasting size, color or placement.
8. Integrate the copy with the image: it’s more likely to be read.
9. Design logos with simplified forms for ease of recognition, recall and reproduction.
10. Great design is based on great ideas: first work on the concept, next sketch, and then use the computer.