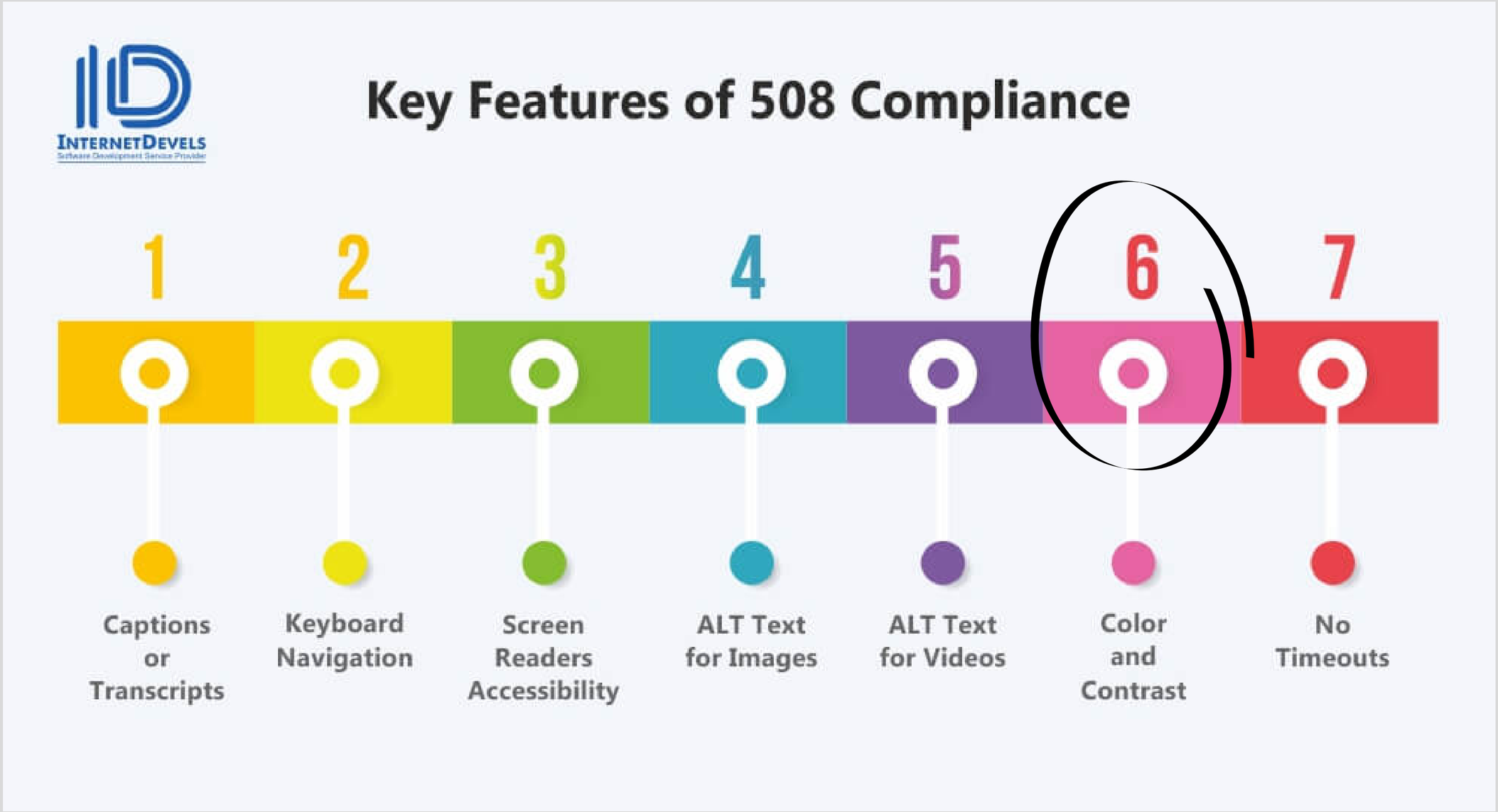
Interactive DIY Branding Workshop

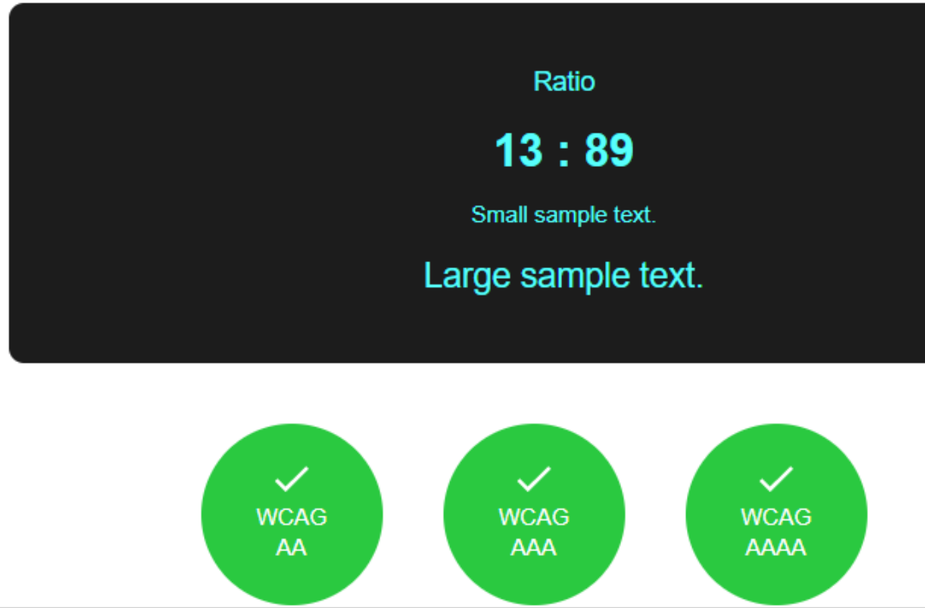
with Canva and Friends!

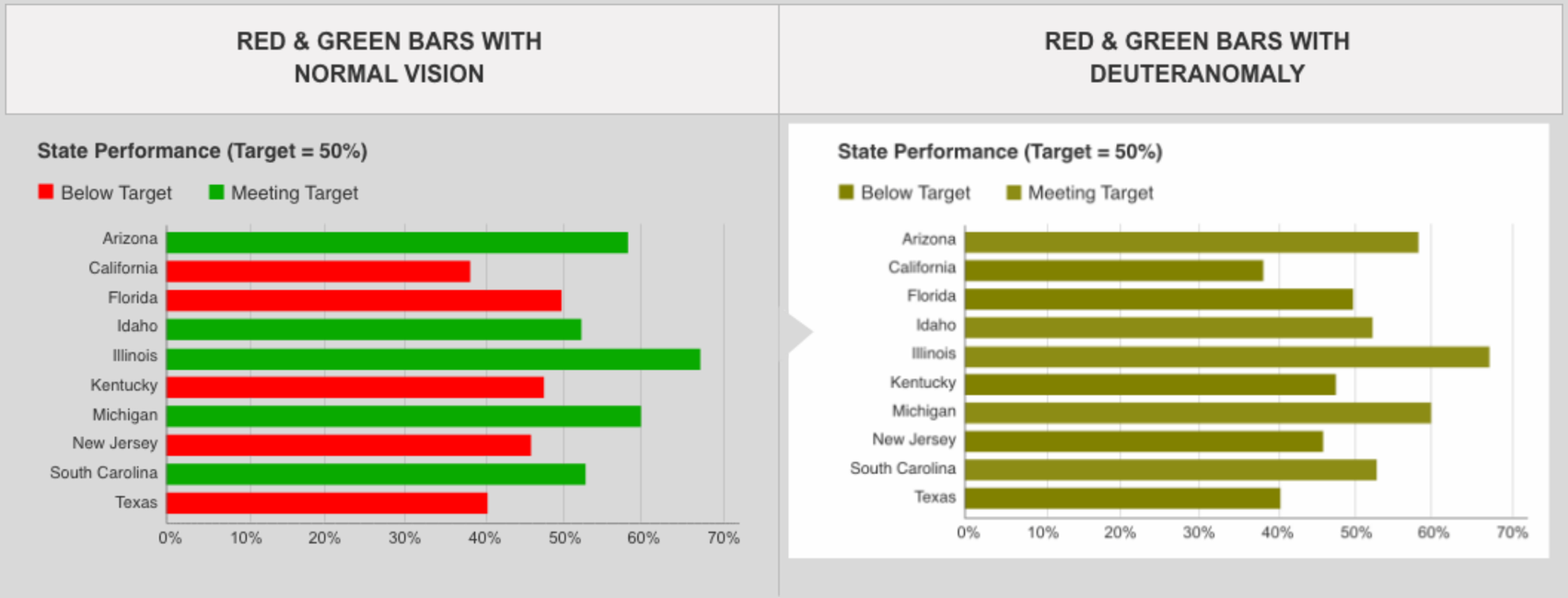
C. DeSimone – SFA 05/2022



https://internetdevels.ua/blog/508-compliance-and-website-accessibility

w3docs Color Checker in action





- **Contrast**
- **Size**
- **Colorblind Alternatives**

https://www.linkedin.com/pulse/dashboard-design-color-blind-shannon-brown/

Choosing Fonts

- Stick to two or three styles
- Readability is key!
- Aim for balance

Live Laugh Love Death Metal Classic T-Shirt, Marc Junker/RedBubble

$1,000,000

FLORIDA STATE CONSOLIDATED LOAN.

L. P. BAYNE & CO.,

BANKERS,

No. 54 BROAD STREET, NEW YORK,

OFFER FOR SALE AT PRESENT ONLY

$500,000

Florida Consolidated Six Per Cent.

GOLD BONDS.

ued for the purpose of funding the present indebtedness of the State.
se Bonds mature January 1st, 1903. The interest is payable in Gold Coin in
, January and July.
Bonds now offered to the public, are applicable alone to the retiring of the
heretofore *hypothecated*, and to other legitimate debts maturing after July 1st.
ich orders the issue of these bonds provides for an *ample tax* for the prompt
e interest, and the creation of a sinking fund to meet the principal. It also
the coupons "*shall be received for taxes.*"
Act stipulates that "*no other bonds shall be issued while said bonds remain*
and this is declared to be an express *contract* on the part of the State with the
se Bonds.

[OVER.

State Archives of Florida/L.P. Bayne & Co.

- Caps/Case
- Bold/Italic
- Cursive and Others

Creativity is intelligence having fun.

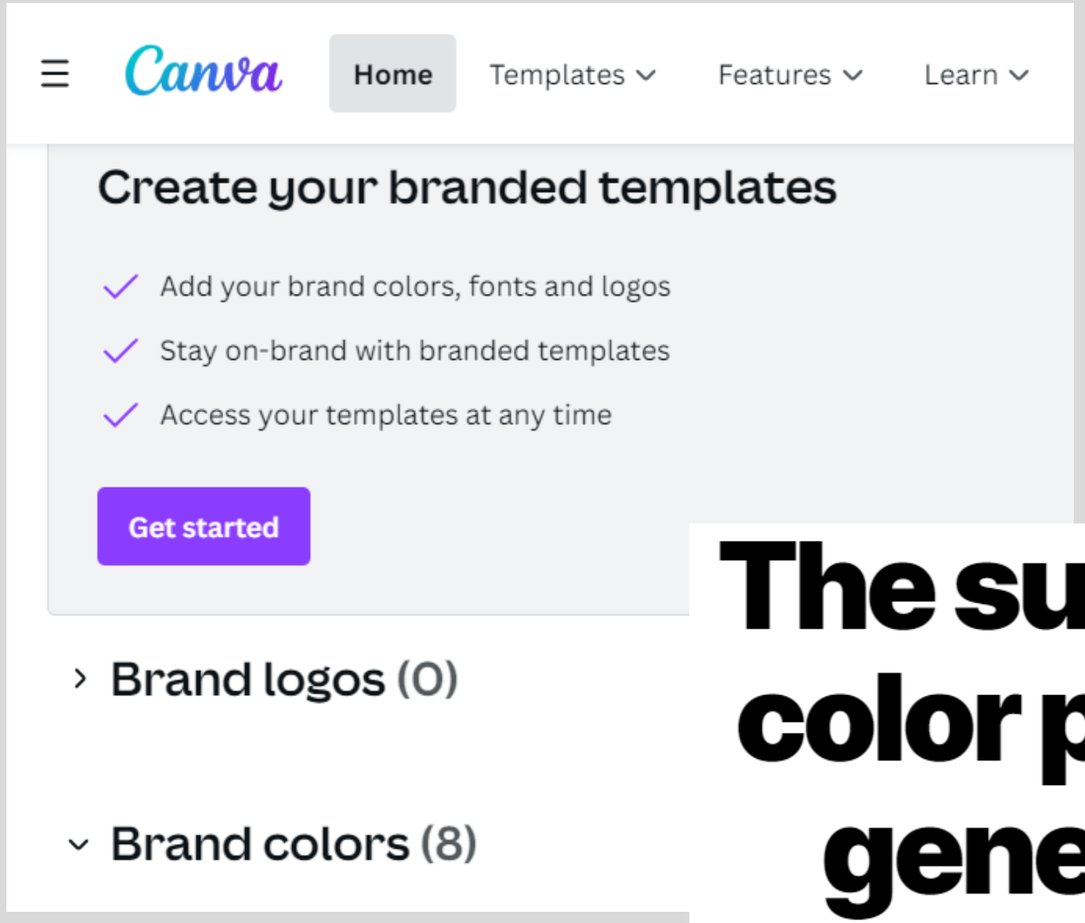
ALBERT EINSTEIN

All you need is love. But a little chocolate now and then doesn't hurt.

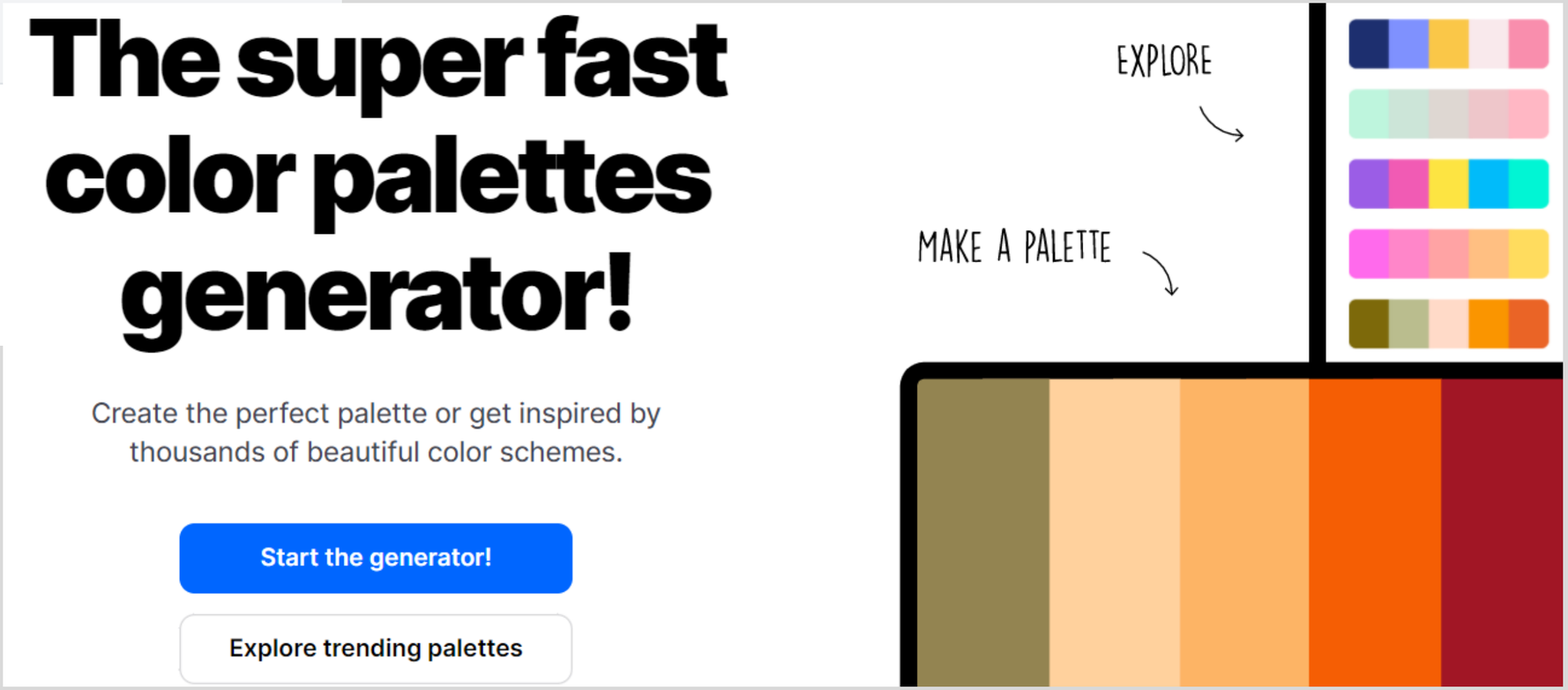
CHARLES M. SCHULZ

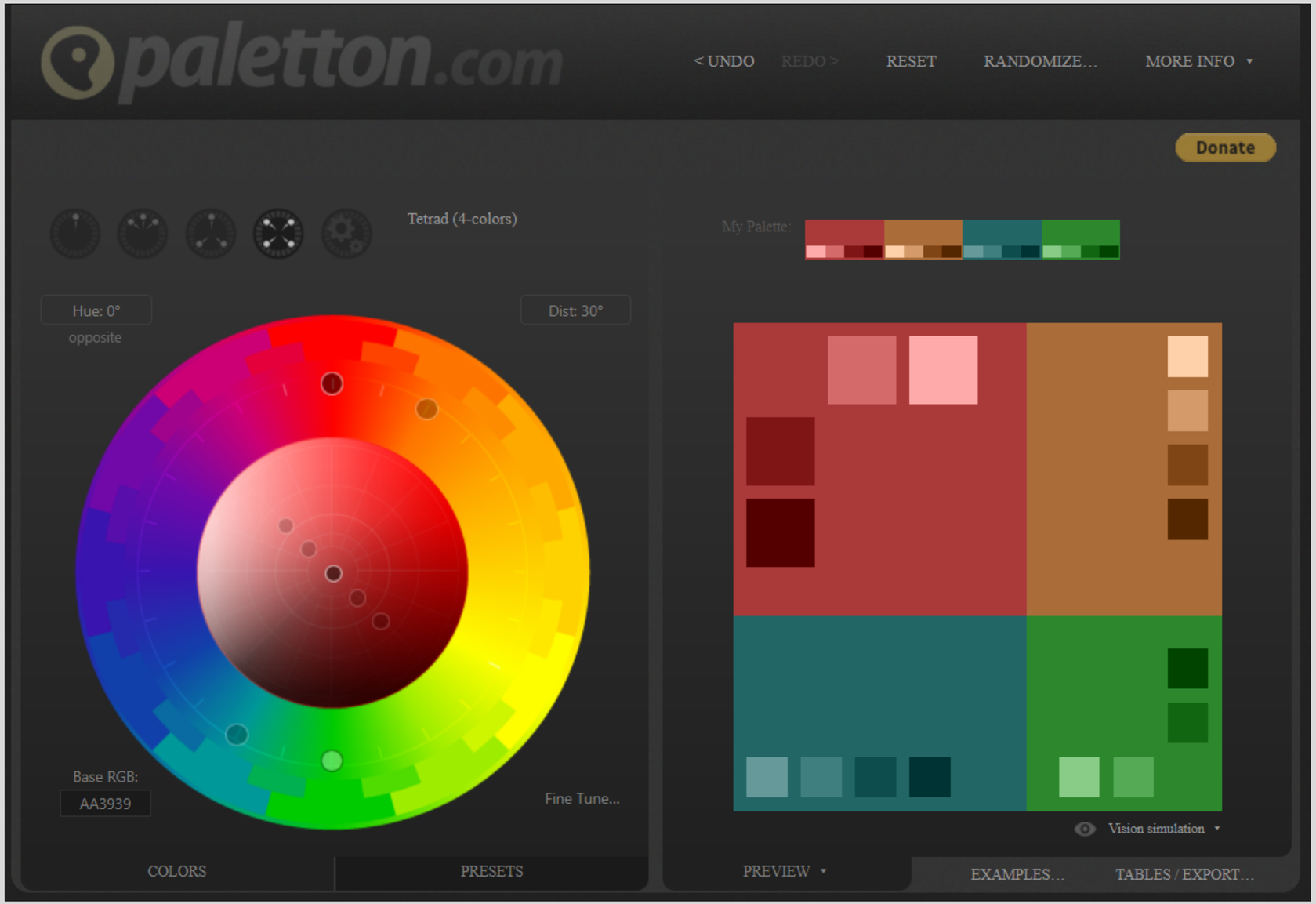
ARCHITECTURE IS A VISUAL ART, AND THE BUILDINGS SPEAK FOR THEMSELVES.

Julia Morgan



meet your new best friends...




paletton.com
< UNDO
REDO >
RESET
RANDOMIZE...
MORE INFO
Donate
Tetrad (4-colors)
My Palette:
Hue: 0°
opposite
Dist: 30°
Base RGB:
AA3939
Fine Tune...
Vision simulation
COLORS
PRESETS
PREVIEW
EXAMPLES...
TABLES / EXPORT...

What to Do?

- Start with institutional standards
- Choose fonts: style and size
- Choose colors: Hex code is easiest
- Mind the Gap (consider accessibility)
- Write it down: this is your theme!

...How about an example?

Palette Methodology

Inspired by Nature and History

- Inspiration
  - Color theory
  - Accessibility
  - Florida 'spirit'
- Source Images
- Coolors.co (NOT com)
  - Lock Colors
  - Explore Alternates

What is a Group of Flamingos Called? (Complete Guide) | Bird Fact

F7B6B6	5A0C1F	C8EAF9	124E78	E0E7C5	8DA040	FFC6AD	D55F34
Spanish Pink	Claret	Columbia Blue	Indigo Dye	Pale Spring Bud	Moss Green	Apricot	Flame

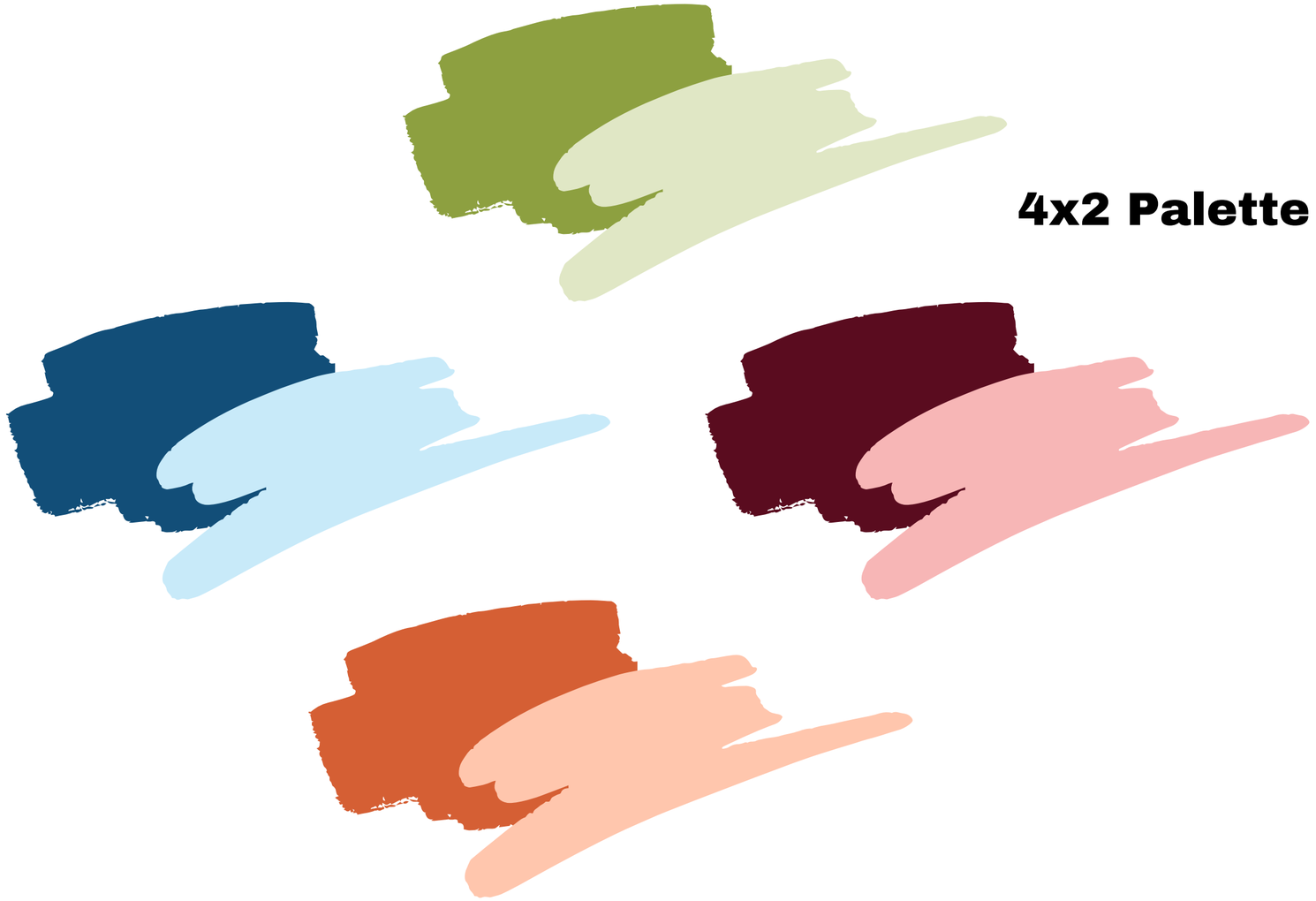
About this Design

Heading font: Archivo Black

Subheading Font: Hitch Hike

Body text font: Glacial Indifference

8DA040	Moss Green
E0E7C5	Pale Spring Bud
124E78	Indigo Dye
C8EAF9	Columbia Blue
5A0C1F	Claret
F7B6B6	Spanish Pink
D55F34	Flame
FFC6AD	Apricot



4x2 Palette

F7B6B6
Spanish Pink

5A0C1F
Claret

C8EAF9
Columbia Blue

124E78
Indigo Dye

E0E7C5
Pale Spring Bud

8DA040
Moss Green

FFC6AD
Apricot

D55F34
Flame

acknowledging our shared history, inspiring resilience, & promoting preparedness

Tools, Tests, and Resources

- https://www.canva.com
  - Brand Style Kit
- https://www.coolors.**co**
  - Pick from image
  - Contrast check
- https://www.paletton.com
  - Preset schemes
  - Colorblind simulations
- https://www.section508.gov/test/
- https://www.access-board.gov/ict/
  - Revised 508 Standards
- https://www.w3docs.com/tools/color-analyzer
  - Contrast check
- https://toolness.github.io/accessible-color-matrix/
  - Accessible color palette builder