



Getting the Most From Visual Communication

Your print communications expert can help you design high-impact visual messages. Here are some general guidelines:

- Make visuals readable from a distance; you should not have to walk up to a piece to read it.
- Place information in a logical location based upon how you want individuals to respond.
- Use color to add interest and importance, or to create an easy-to-follow code – red for safety information, yellow for urgent news, etc.
- Create visual messages that are flexible and easily changed.

Measure results by tracking things like worker efficiency and customer satisfaction.