

VISUAL DESIGN

Terms

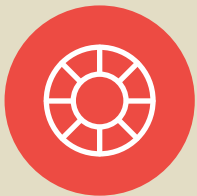
Visual content is **40x more likely** to be shared on social media

If you're a **digital-savvy marketer** then it makes sense to know some design terms!



GOLDEN RATIO

dividing the larger by the smaller object yields the number 1.61



PALETTE

colors that represent your brand



STYLE GUIDE

standards for any design related to your brand



SCALE

size of an object in relation to another object



SATURATION

the intensity of a color



TYPOGRAPHY

the visual component of the written word



LOGOTYPE

the company name designed in a visually unique way



ASPECT RATIO

relationship between width and height of a rectangle



WHITE SPACE

the area of a design purposefully left blank



RESOLUTION

relates to an image's quality