

Modest Coverage of the Bare Communication Essentials – Document Design

ACE the Design of Your Documents

- **A**ppearance
- **C**onsistency
- **E**mphasis



Design,
Don't
Decorate!

Contact Us!

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The layout and design of your document makes a statement about you, the message, and the content even before readers begin reading. **Make sure your documents are well-designed.**

Why?

Well-designed documents

- Enhance appearance, giving a positive first impression.
- Aid readability and improve comprehension.
- Allow readers to locate information quickly.

How?

Use the acronym **ACE** to increase the visual effectiveness of your documents:

Appearance:

- Provide white space for balance and visual breathing room.
- Compose short, single-spaced paragraphs with double spacing between them.
- Left justify text and use 1 inch margins all around.
- Choose an effective font style and size (no more than three fonts per document, no smaller than size 10). Serif font, such as Times New Roman, is easier on the eyes and better suited for long printed documents. Sans serif font, such as Arial, is simpler and a good choice for email or web content.

Consistency: Stay consistent with each type of document's unique formatting needs (spacing, fonts, alignments, etc.). And remain consistent with your brand formatting.

Emphasis: Set important information apart with graphic highlighting techniques and visuals to emphasize content or to clarify complex information.

Graphic Highlighting Techniques to Enhance Document Design

• Bullet lists	Boldface type or <i>Italics</i>
<u>Underlining</u>	Boxes
Headings	Color
Subheadings	1. Numbered lists