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I. Combining Colors

Balance and harmony in a color layout comes from visual contrast between colors. An awareness of color relationships can help us choose pleasing and impactful color combinations. Each pie shaped wedge below represents a hue with its tints (hue + white) and shades (hue + black). Having all these variables within each color relationship gives us an almost endless variety of color palettes. A palette can be warm or cool, light or dark, bold or soft, depending on the relative amounts of each color used.



MONOCHROMATIC

Colors that are shades or tints of the same hue



COMPLEMENTARY

Colors across from each other on a color wheel



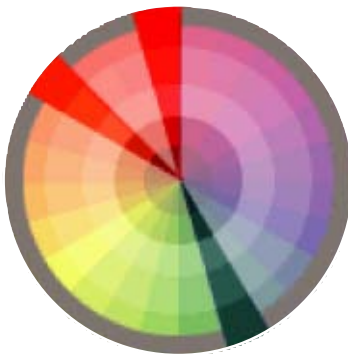
TRIAD

Three hues equally positioned on a color wheel



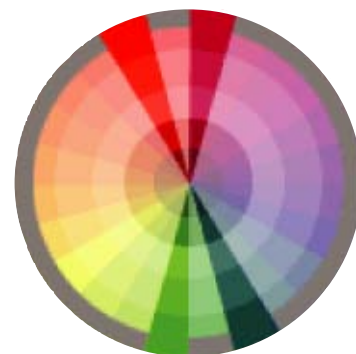
ANALOGOUS

Those colors adjacent to each other on a color wheel



SPLIT COMPLEMENTARY

One hue plus two others equally spaced from its complement



DOUBLE COMPLEMENTARY

Two complementary color sets; more distance between pairs = more contrast



Complementary colors (and analogous colors) often clash if used at full intensity as they compete for attention. Adding white to one of the colors will decrease its value (lighten it), toning it down and allowing it to truly "complement" the other.

Alternately, adding a touch of a color's complement will bring down its intensity by desaturating it. The swatches at left demonstrate the effect of adding drops of orange to blue (its complement) and drops of blue to orange. Mixing equal amounts of any two complements makes gray.

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II. Ad Makeover

BEFORE



While the original ad, with its bright yellow background, was certainly eye-catching, and the company's reservations line easy to find, the design's variety of typestyles and seemingly random placement of photos gave it a busy, unsettled look and feel.

The updated ad was toned down to more accurately reflect the elegance of the gardens and sculpture park. The organization's logo, including a representation of the Poinciana Maze, is prominently featured to solidify its graphic identity.

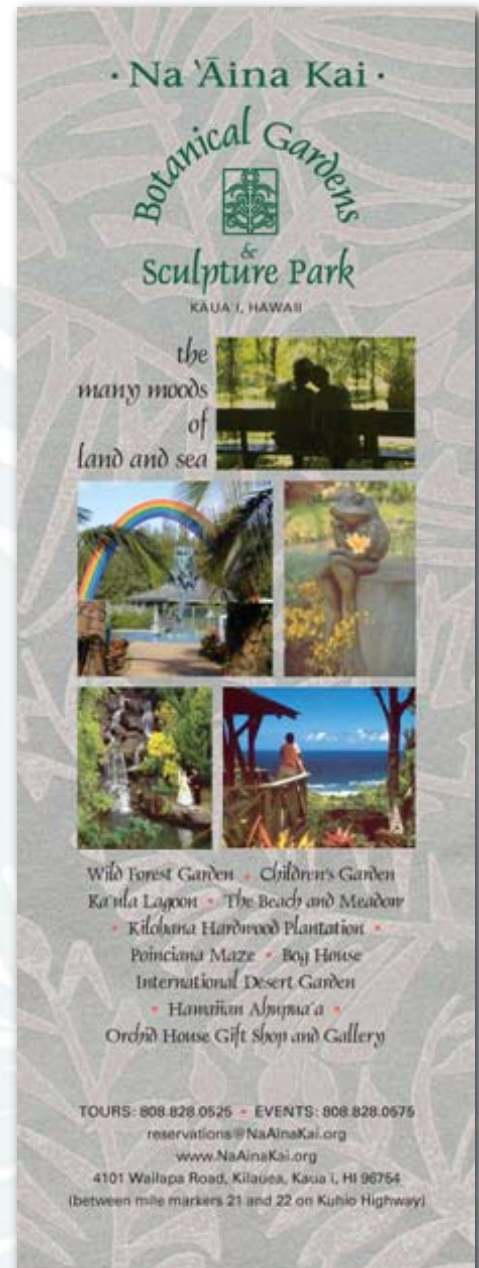
Photo images are grouped into a cohesive collage that provides a focal point to the piece. A tagline added to the photo grouping serves as a lead-in heading and caption.

The soft botanical background print pulls the layout together while adding visual interest. Ample margins give the eye places to rest. Typestyles are limited to two.

The "map" was eliminated, replaced with the Gardens' street address (including town) and highway mile marker location.

The new ad also coordinates with the organization's rack cards and membership brochure, establishing a consistent visual identity. Says Joanne Smith, events coordinator at Na Aina Kai, "The new version is so fresh and much more representative of our gardens."

AFTER



III. Biz of the Week

Kaua'i Design Graphics was honored to be featured as the "Biz of the Week" in *Kaua'i Island News*, January 19, 2007 issue. If you missed the interview by Anne O'Malley, you can catch it in the archives at: <http://www.print2webcorp.com/news/Honolulu/Kauai/20070119/p08.asp>

III. Sustainable Practices for Print

As consciousness is raised worldwide and we collectively take more responsibility for the destructive impacts of our consumer lifestyles, there is a renewed interest in recycled papers in the world of print. But the recycled paper issue is only the beginning of this conversation about environmental responsibility. Energy consumption, impacts of manufacturing, stewardship of the forests, natural resource regeneration, product "shelf life" and green printing practices are all on the table for this discussion.

Two watchdog organizations, the Sustainable Forestry Initiative and Forest Stewardship Council, have determined environmental standards for paper merchants to meet to qualify for "chain of custody" certification. This certification process assures that foresters have procedures in place that comply with certain environmental practices. Xpedx, a prominent paper supplier for Hawaii and North America's largest, recently became the first merchant in the nation to meet the requirements for both chain of custody certifications.

So far so good. What else can we do? Metropolitan Group's design studio, a leader in sustainable graphic design offers the following tips:

REDUCE RESOURCE USE THROUGH THE DESIGN PROCESS BY ASKING...

- Is this the best tool possible?
- Can we make it do more than one thing and fulfill more than one purpose—a pocket folder and brochure, a brochure and poster, a brochure and envelope?
- Is it of recycled content and recyclable?
- Are we influencing the chain of production and requesting biodegradable glue, binding and other elements in the printing/production chain?
- Are we looking at the big picture and are we balancing long shelf life with biodegradable, meaning, we might make an item with glue that is not biodegradable, but will it hold up longer on the shelf, thus, reducing the number of reruns in the future?
- Can our design have more than one life? For example, can a long-lasting binder go on to be used for other projects in the future instead of contributing to the landfill?



OTHER SUSTAINABLE DESIGN TIPS

- Think about the whole package in its entirety when reducing waste: A self-mailer brochure with an insert to be detached means one piece of paper instead of many.
- Gone are the days of superfluous white space: Design that is beautiful from the inside out means making good use of the space you have. Pages of blank sheets at the beginning and end of annual reports, booklets, etc., unless they have a purpose, are a waste.
- Also gone are "like water" brochures: Sending out mass mailings as numerous as Victoria's Secret catalogs is not a good strategy. Target and connect with your audiences in a meaningful and qualitative way, not quantitative.
- Look at vendors and their impact on the big picture: wind power, VOC emissions and recycling. Work with them to learn together what you can do to make less impact on the environment. Work with vendors to reduce waste: Use trim space for additional products, or adjust sizing of projects to reduce trim.
- Reduce your shipping impact on the environment: Use locally produced paper and printers close to the end delivery location.
- Be innovative when it comes to Reduce, Reuse and Recycle: Reuse can be ingenious. Taking items with former lives and reinventing them can be unique and charming, and environmentally responsible.

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V. Back Issues Online

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This photo by Anne E. O'Malley first appeared in the January 19, 2007 issue of *Kaua'i Island News*, published by *The Honolulu Advertiser*.

