

Repetition/Consistency

- Repeat some aspect of the design throughout the entire piece.
- Repeating design elements and consistent use of type and graphics styles within a document shows a reader where to go and helps them navigate your designs and layouts safely.
- Repetition of key elements (logo, box, rules, graphics etc..) from page to page unifies the appearance of your publication.
- In a newsletter, for example, you might place the company logo at the bottom of every page, or in a brochure you might repeat a small graphic element in a variety of places.
- However, repetition without variety becomes monotonous, so use a photo or graphic to add interest to a page. The repetitive elements create visual coherence, while the occasional incongruous element creates contrast, the visual spice.
- Within the second "Repetition" example, the headline is repeated three times using graphics that tie in with the copy in the text blocks. The repetition of the colors in the shapes and headline text that are in the copy help to reinforce the theme. Overlapping the graphic and text elements unifies the elements of the design.

Repetition & consistency

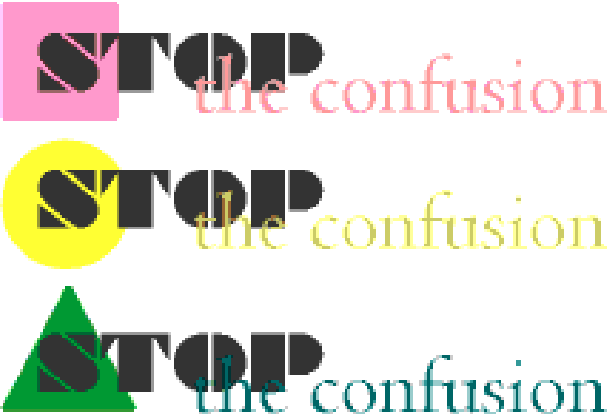


THE CONFUSION

What if Stop signs came in pink squares, yellow circles, or green triangles, depending on the changing whims of a town and a few of its residents? Imagine the ensuing traffic jams and accidents.

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