



THE MOST EPIC GUIDE TO

# **SOCIAL MEDIA VISUALS**

VENNGAGE

When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retain 65% of the information three days later.

Source: lifelearn

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# chapter 1

# Visual Inspiration



## Fighting For Your Attention

There are literally millions of brands online fighting for just a second of your attention. [Billions of dollars are spent yearly](#) by companies to get a single message in front of the right audience, and that amount will only increase as more and more social media platforms are developed.

That's a lot of content that people need to sift through before finding a message that actually sticks.

***As a social media marketer, what are you supposed to do?  
How can you possibly compete?***

I'll be honest: I'm not a marketer. I'm a designer. And as a designer, I'm constantly on the lookout for inspiration. I'm also guilty of spending hours in a given a day on my phone, scrolling through Facebook and Instagram's newsfeeds, lurking different accounts for the next best visual.

## Visual Inspiration

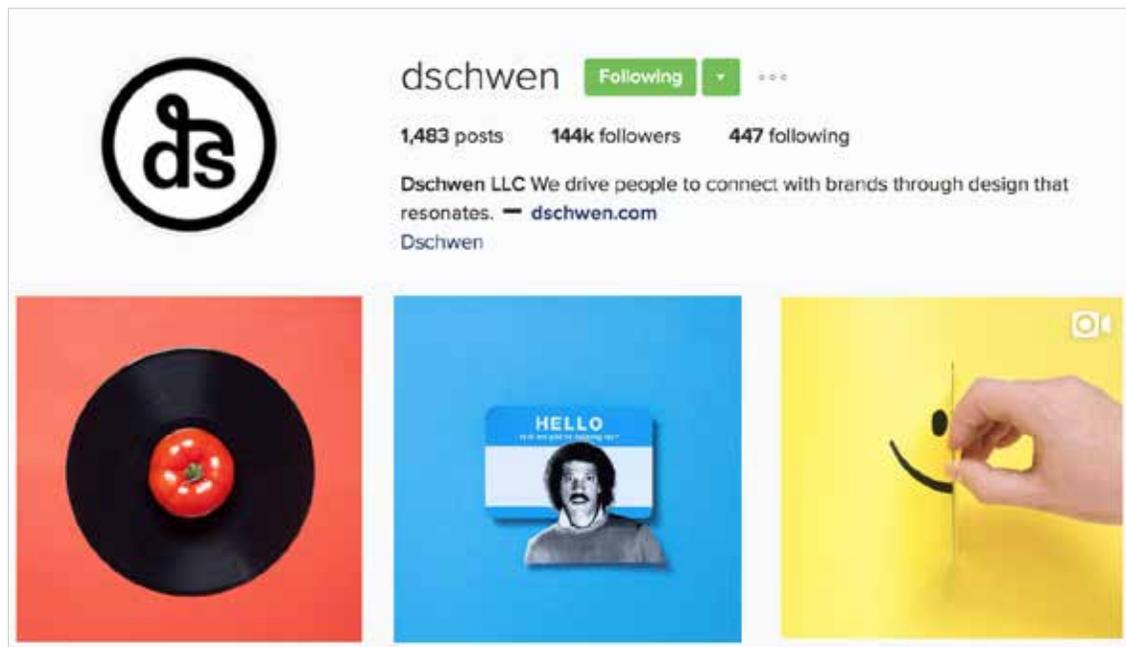
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Then one sleepless night I struck social media gold. I stumbled upon a creative studio's Instagram account called [Dschwen](#).

Two things about their visuals resonated with me:

- 1) They had mastered simplicity and consistency.
- 2) They had managed to make their designs compelling and engaging.

Here's a look at some of their work:



[+](#)  
Click [here](#) to create similar designs!

Do you get what I mean by simple and engaging?

Dschwen's visuals are far from boring. The images pull you in because there is such a vivid and central focus. On top of that, their aesthetic is consistently popping with color. The centered objects and slight animations help to establish their style so that even if i'm lost in my newsfeed and their image shows up, I'll know exactly who this visual belongs to without having to look at the username.

That's what I call impressive social media design.

## Why You Need Visual Content



You've likely heard the statistic before: 65% of us are visual learners. On top of that, 90% of the information transmitted in our brains are visual.

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## Visual Inspiration

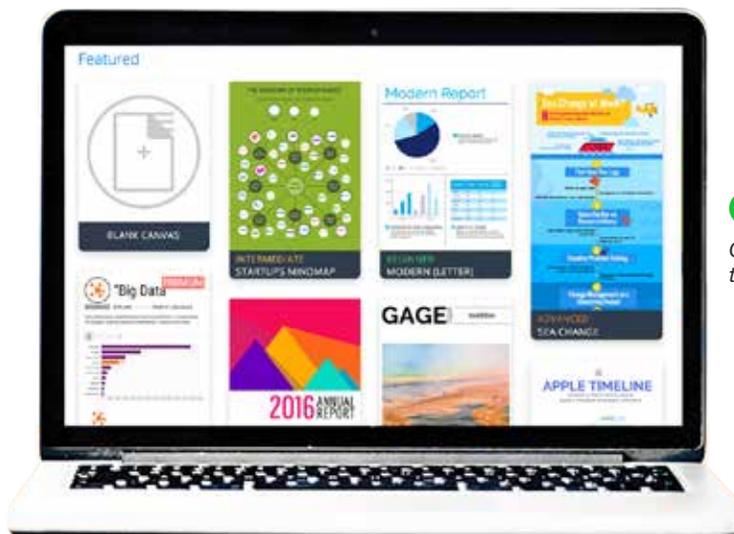
With social media added to the mix, and the constant inundation of content we have become subject to, visuals have become a vital tool for marketers to engage their audiences.

Luckily, for a designer like myself, this means job security.

But the thing is, you don't need a degree in graphic design in order to create stunning visuals for your social media accounts.

Just follow this guide and you will be well on your way to creating beautiful visuals yourself. Don't worry, I'll be holding your hand the entire time.

Now, I understand that the idea of creating your own visuals can be daunting. That's why I've included some really easy-to-use free templates that you can take advantage of, so that you don't have to design your visuals from scratch.



Check out all our templates [here](#).

I told you I'd hold your hand the whole way through, didn't I?

# chapter 2

## Establishing and Executing Your Style

I lurk a lot of social media accounts. I say this with pride. I keep tabs, bookmarks, and take screenshots of hundreds of photographs, layouts, color schemes and font pairings as a source of inspiration.

[Airbnb's Instagram account](#) is one of those sources of inspiration.



In just a few years, they've received incredible recognition for their Instagram curation.

Yes, their photos are beautiful but the visuals go beyond just a pretty picture.

Airbnb has managed to capture the “essence” of travelling and of belonging. By looking at their feed, you're overtaken by this feeling that you can go literally anywhere in the world. Airbnb has made traveling to remote places that were previously thought of as impossible to see, possible.

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## Establishing and Executing Your Style



### How can we learn from them?

- 1. Determine your goal and your message.*
- 2. Find inspiration and experiment*
- 3. Add your brand voice to that style.*

First, you need to determine your goal and your message. In the case of Airbnb, their goal is to inspire people to travel the world while feeling the comfort of home. Catchy, right?

And their visuals follow suit and relay that message as well. They use beautiful photographs from people's travels, and add a splash of community and home to those images. It's nothing too complicated, but it certainly is effective.

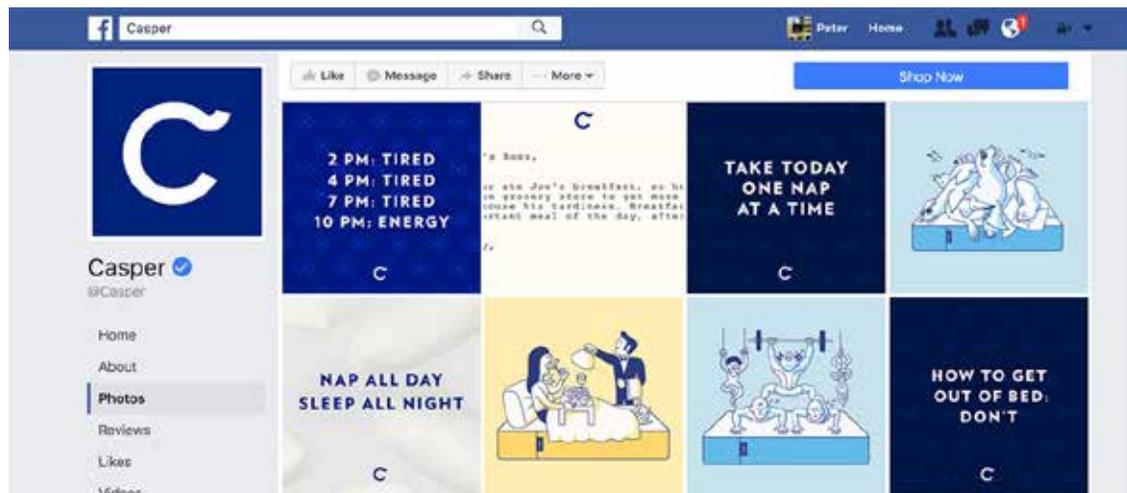
Here's the thing: chances are that your idea for a visual style has been done before.

But don't stress. Your goal should not be to invent an entirely new technique. Instead, start off by looking for inspiration, experimenting with existing styles, and then adding your brand voice. As you continue doing this, you will see your own unique style emerge.



## Establishing and Executing Your Style

Here's another example by the mattress company, [Casper](#). Casper uses a variety of illustrations, patterns and bold colors on their Facebook page. The idea and concept is nothing new but they utilize this style and add their brand colors, fonts and logo in order to differentiate themselves from everyone else. They opt for surrealist illustrations and still place a strong focus on their product: the mattress.



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## Establishing and Executing Your Style



**Pro Tip:**

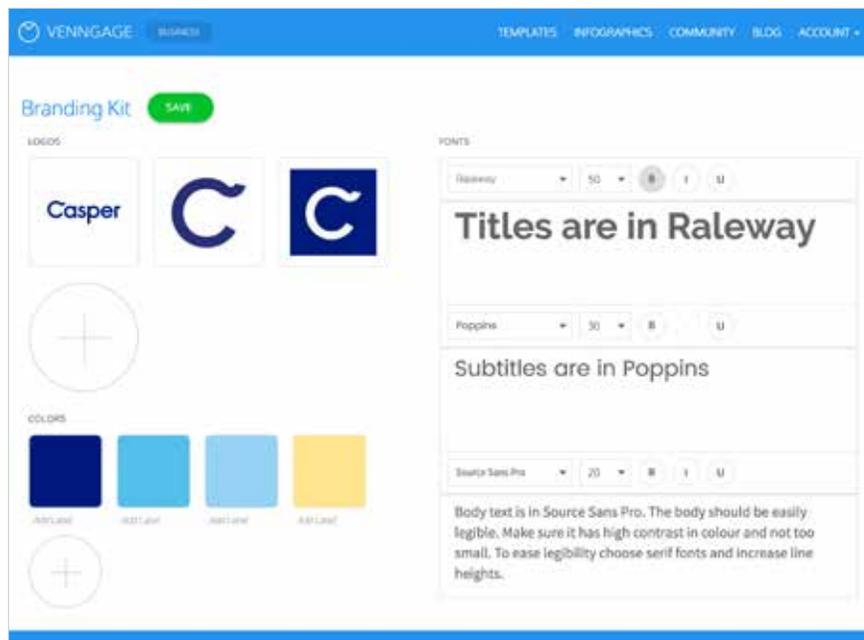
To help determine your visual style, ask yourself some of these questions:

**1. Does your brand have an established color palette, theme or font?**

If so, stick to a consistent theme across all platforms so your brand looks cohesive.

Venngage has a [Business Plan](#) that includes a brand kit feature. The brand kit allows users to upload their color schemes directly into the tool, making the process of designing visuals consistent with your brand identity much easier.

Here's what the brand kit would look like, using Casper as an example:



**2. Is there a brand or style that inspires you?**

Finding a source of inspiration can really help you jumpstart your visual marketing process. Remember, your goal should not be to mimic a style; rather, to take elements from a style that stands out to you, and incorporate elements from your own brand to produce something unique.

## Establishing and Executing Your Style



### **3. Are you aiming for a consistent visual style?**

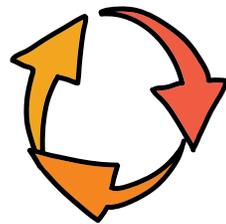
Using ready-made templates can make the visual creation process easier and much faster. You can reuse one template by changing image and swapping colors and/or fonts. Click [here](#) for a wide range of ready to use social media image templates.

### **4. What is the best format to showcase the product you are trying to sell?**

Different social media platforms can have unique impacts on how well your product or content performs. For instance, Instagram may work really well for a physical product, whereas it might be more difficult to get any traction on a SaaS product, or a blog post from Instagram. LinkedIn is great for reaching out to marketers or business people but is probably not the best platform for promoting your t-shirt business.

**Figuring out which platforms work best for your product comes with experience and testing. You can also share the same visuals across different sites in the beginning, but it really comes down to experimentation and testing out what works for you.**

**So whether you are tackling one platform or multiple platforms as a marketing channel, here are some things you should know about optimizing your visuals for social media.**

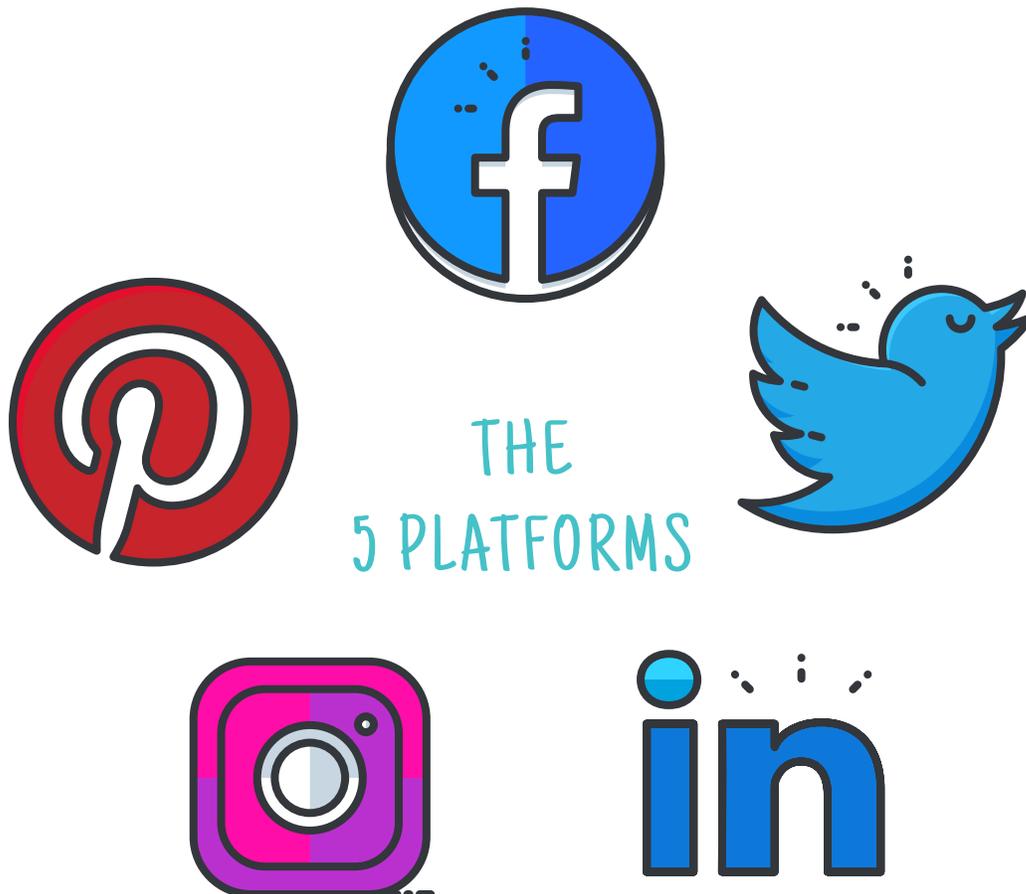


Figuring out which social platform works best for your product comes with experience & testing.

## chapter 3

# Creating Visuals For Different Platforms

Each social media platform has different image requirements. What may work well for Facebook might not work as well for Pinterest or for LinkedIn, for instance. In this section, I'm going to walk you through each platform so that you can know which image sizes work best for each.





# Facebook

Facebook’s newsfeed and overall interface has changed from containing mostly text to more visual content. Zuckerberg even said that [“almost 50% of content now is visual on the feed.”](#) With that in mind, let’s look at how you can make visuals best suited for Facebook.



## Creating Visuals For Facebook



## Creating Visuals For Facebook

Here are some visuals that are best suited for Facebook:

### Contest Banners

Facebook is a great platform to use when it comes to reaching possible entrants for a contest that your business is promoting.



National Geographic does a great job of utilizing their photography as a backdrop for their promotional content.



#### How can we learn from them?

- 1. Place typography on the negative spaces (between or around objects in a composition).*
- 2. Make the main title three times larger than subtitles to add emphasis.*
- 3. If your image is dark, choose a light font color to add contrast and vice versa.*

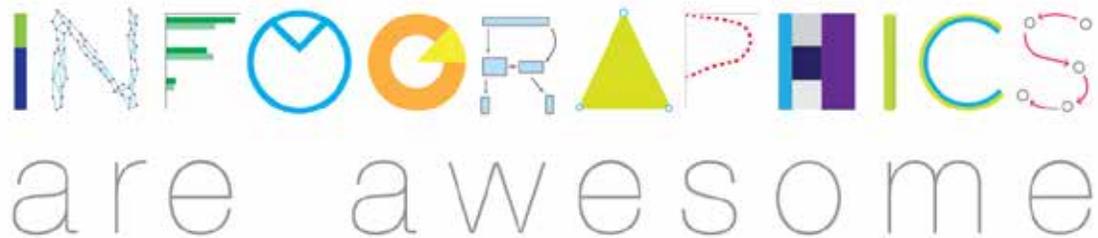
Try out this free template:



Click [here](#) to use this template

## Infographics

Infographics are another great tool for Facebook and for social media in general. They easily summarize complex data and information and have been known to drive tons of engagement on social media due to their evergreen nature.



### Infographic Tips

- 1. Don't go overboard with longform infographics. The longer the infographic, the narrower it will appear on the feed. Keep your information concise.*
- 2. Use visuals to further explain your ideas with icons, images, or charts.*
- 3. Section your infographic with numbers, colors or shapes to make it easily readable.*

# Creating Visuals For Facebook



+ Click [here](#) to use this template



+ Click [here](#) to use this template



+ Click [here](#) to use this template

All three are similar infographic designs. They each include a list but they are organized in different ways.

The first one uses icons to reinforce words visually.

The second one uses actual numbers. It's easier to keep track of an infographic when you have numbers to help guide you throughout.

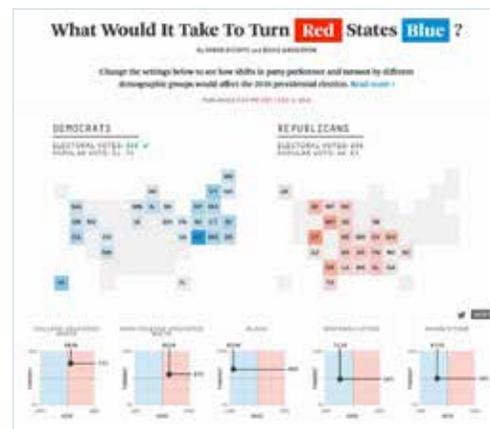
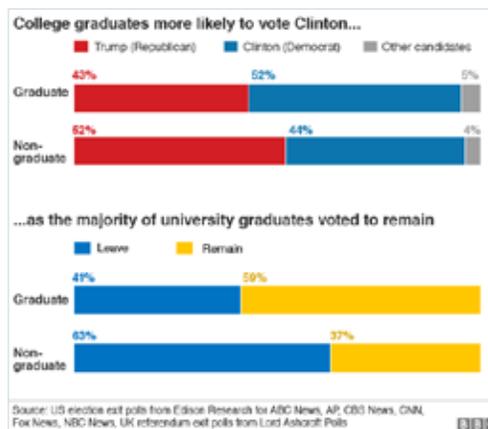
The third one is a step by step infographic with diagrams. The icons here are paired with numbers to ensure proper flow and engagement. When sharing them across different channels, crop the infographics down and share one point a day over a number of days. It will keep your audience waiting for the next part of the puzzle.

## Creating Visuals For Facebook

### Charts

Next, if you're sharing some hard-hitting data, or recent trends, creating a visually appealing chart simplifies data, making it easier to understand.

During the 2016 U.S. elections, charts and data visualizations were very common on social media and actually had a major influence on people's votes. Not only did they increase people's awareness of the polls, they also lead to a lot of conversations online.



Click [here](#) to use a similar template!

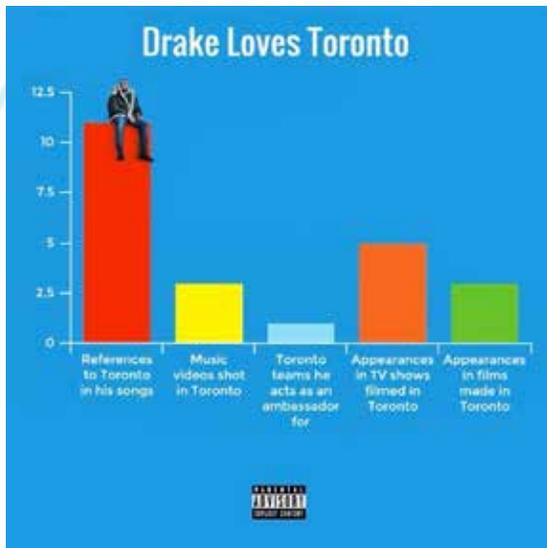


#### Chart Tips

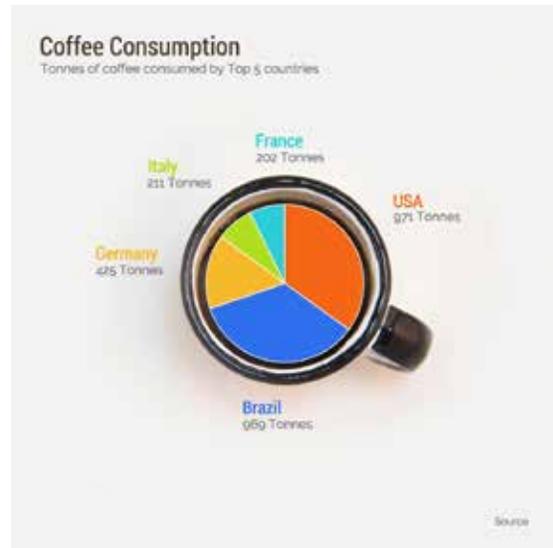
**1. Make the chart the central focus of the visual. You can do this by using small headers and subheaders. You'll need room for labels and stats as well. See how both chart examples below have a title placed in the top margin so the chart is explained.**

**2. Use a variety/shades of colors to enhance meaning or create distinction in your charts. For example, if there is an inflation in your bar chart, perhaps use a gradient from a pale blue to a bright cobalt blue to show an increase or change. To separate data from one another, use different hues so each series has one designated color, creating visual contrast.**

Try out these free templates:



+ Click [here](#) to use our chartmaker!



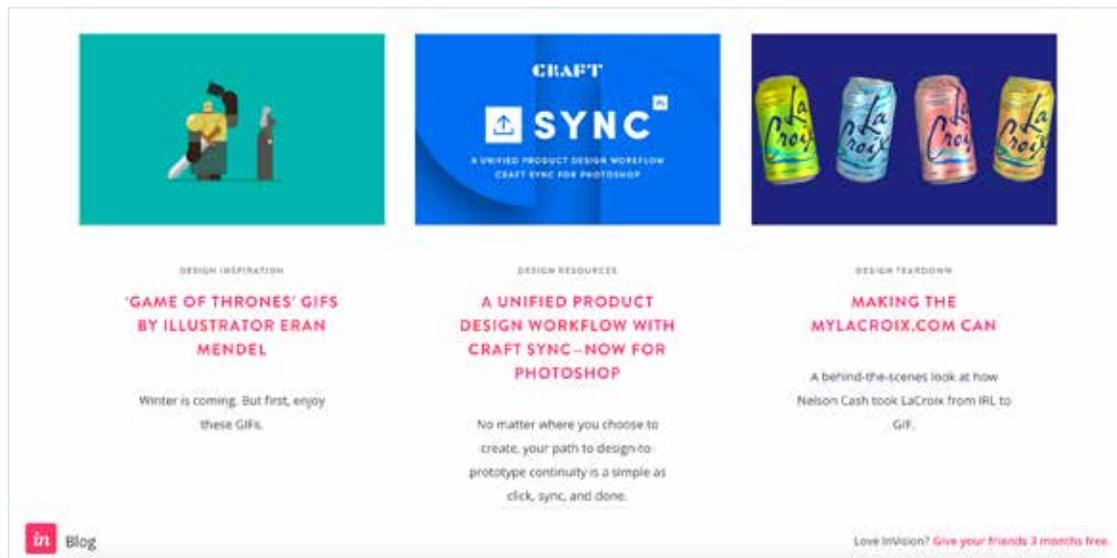
+ Click [here](#) to use this template

## Creating Visuals For Facebook

### Blog Headers

Chances are that if you have an online business, you have a blog. The unfortunate thing is that so many blogs use really terrible stock photos that do very little to engage your audience. And when you share those blog posts on Facebook, guess what the first thing people see is? That stock photo.

A powerful image can even increase your [click-through rate by up to 42%](#).



Take a look at  
Invision's [blog](#)



#### Blog Header Tips

**1. There are times when you don't need the whole blog title to be featured in the blog header. Extract one key word or idea from the blog title to feature on the blog header.**

**2. When using photographs, make sure you place text on top of subjects that either have a flat surface of color or negative space. Text shouldn't be an optical illusion. Make it simple.**

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## Creating Visuals For Facebook



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The title for this blog post is “6 Ways To Use Infographic Icons Like A Pro,” which is a rather wordy title and a bit too much text to include in a header image. Extract the main idea (in this case, “icons”) and the header will then showcase what the blog post is about.



Click [here](#) to use this template

For blog titles that cannot be encompassed in one word, the trick is to highlight the main idea by using typographic hierarchy. See how color here is at least 3x the size of the subheaders? It’s all about emphasizing the meat of the content.

## Creating Visuals For Facebook

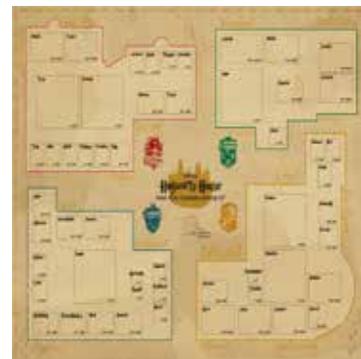
### Animated GIFs

It's easy for your content to be lost in all of Facebook's clutter. If you haven't noticed, Facebook has this neat feature where they autoplay GIFs and videos as you scroll down your news feed.

If you're thinking what I'm thinking, this is a perfect opportunity to utilize that feature by making your visuals a bit more dynamic.

And, if editing videos is not your forte, using GIFs instead is a great start. Animated GIFs are made of several compressed images strung together, similar to stop motion videos. It's as easy as moving elements on your image, saving the different variations, and then arranging them in the sequence you want.

You can create GIFs using [Giphy](#) or, if you're looking for a pre-made GIF to suit your needs, you're guaranteed to find it there.

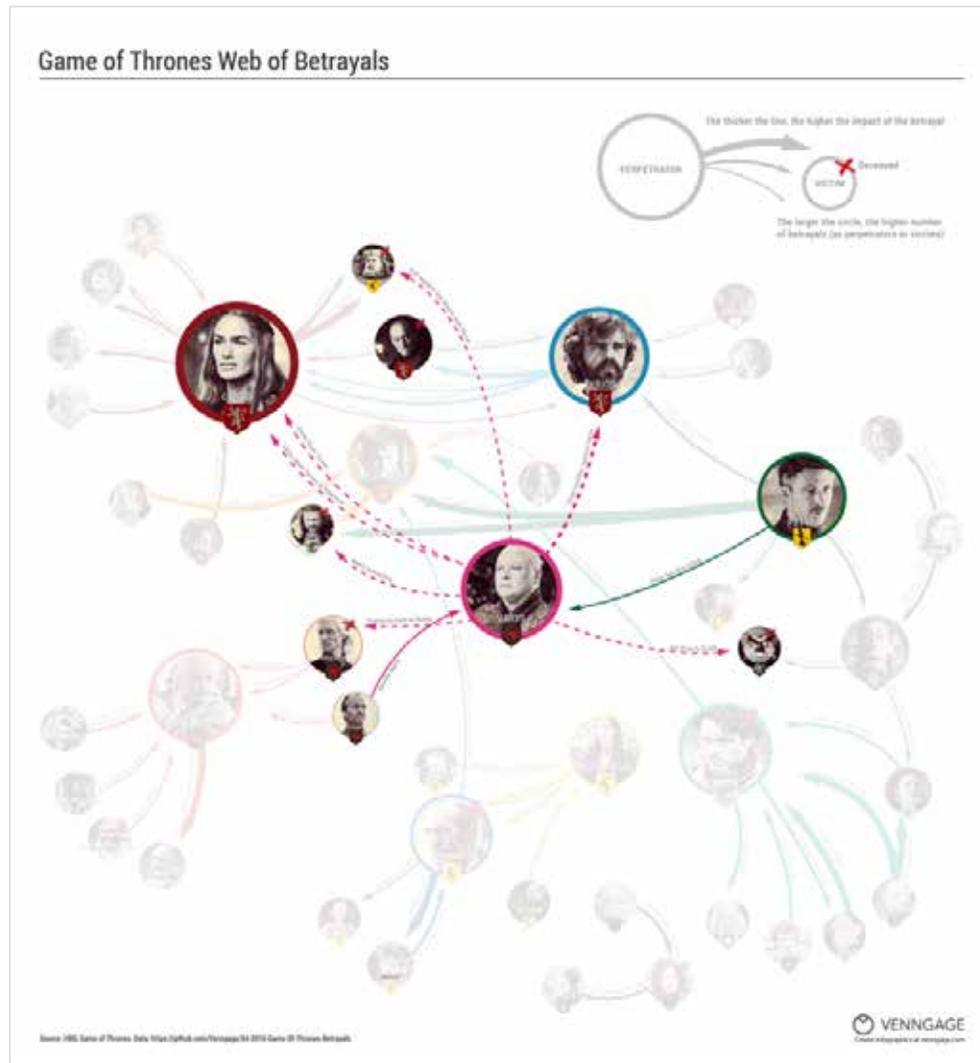


#### GIF Tips

**1. If your GIF contains text, try to keep the movement minimal. You still want the text to be readable.**

**2. Think about how you might make static visuals into engaging GIFs. You can do this by changing colors, opacity, and size to highlight certain ideas in different frames.**

## Creating Visuals For Facebook



Think about how you might make static visuals into engaging GIFs. At Venngage, we did this with our [Game of Thrones visualization](#) where we mapped out all the betrayals from the show. By creating a GIF, we highlighted each cluster of betrayals.

## Creating Visuals For Instagram



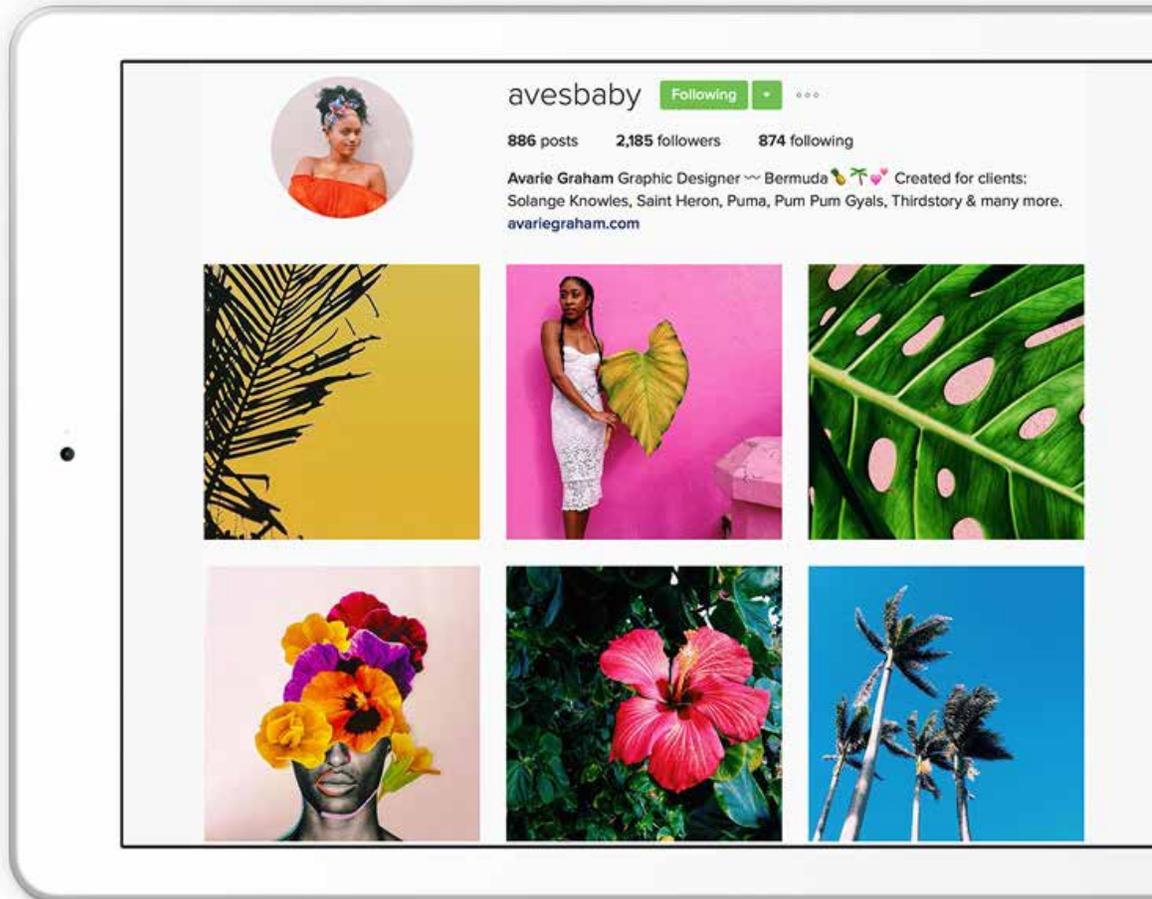
# Instagram

A great way to showcase your brand's personality is to use Instagram.

Instagram's structure means that the overall aesthetic of your account is entirely made up of images, whereas on Facebook, your flow of visuals is broken up by titles and descriptions.

Ideally, your visuals should not contain too much text, but you can provide more context in the caption or in the comments.

Take up-and-coming designer, [Avarie Graham](#). Her aesthetic consistency landed her a job at Saint Heron. That's Solange Knowles' online store. Pretty decent gig to land just by maintaining a nice Instagram account, isn't it?



Check out Graham's [Instagram](#) for eye popping visuals!

## Creating Visuals For Instagram



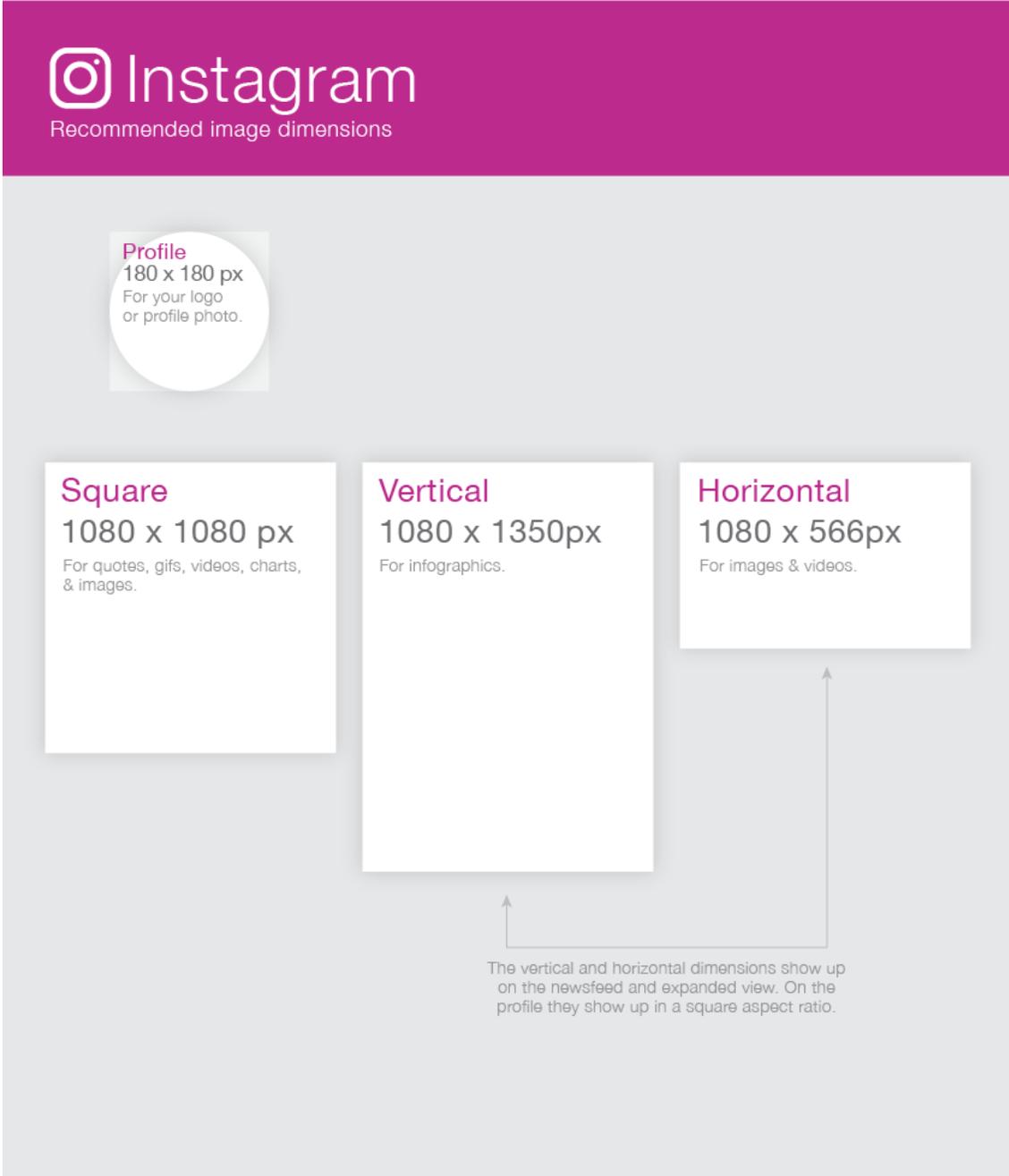
As you can see, Graham's motif is made up of vibrant and contrasting colors. As a result, her pictures pop out while you scroll through the Instagram newsfeed. Her style is consistent and you can tell she puts a lot of effort into curating her images.



### How you can be successful on Instagram?

- 1. Post frequently. Foundr Magazine's Nathan Chan recommends posting every 2 to 3 hours!***
- 2. Capture your style. Include a personal touch, such as your brand colors or pictures of your products.***
- 3. Engage in your community to get more followers. You can do this by liking and commenting on posts from similar accounts.***

## Creating Visuals For Instagram



The infographic features a magenta header with the Instagram logo and the text "Instagram Recommended image dimensions". Below this, a circular callout for "Profile" (180 x 180 px) is shown. Three rectangular boxes represent "Square" (1080 x 1080 px), "Vertical" (1080 x 1350px), and "Horizontal" (1080 x 566px) dimensions. A note at the bottom explains that vertical and horizontal dimensions are used on the newsfeed, while square dimensions are used on the profile.

**Instagram**  
Recommended image dimensions

**Profile**  
180 x 180 px  
For your logo or profile photo.

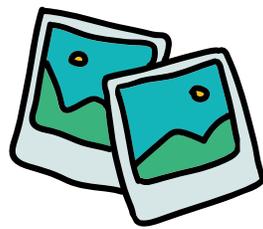
**Square**  
1080 x 1080 px  
For quotes, gifs, videos, charts, & images.

**Vertical**  
1080 x 1350px  
For infographics.

**Horizontal**  
1080 x 566px  
For images & videos.

The vertical and horizontal dimensions show up on the newsfeed and expanded view. On the profile they show up in a square aspect ratio.

# How To Be Successful On Instagram



1. Post frequently
2. Capture your style
3. Engage in your community

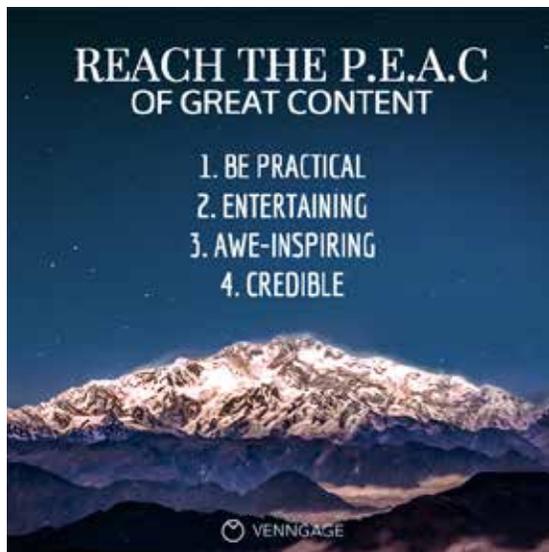
---

## Creating Visuals For Instagram

Here are some visuals that are best suited for Instagram:

### Quotes

A beautiful picture paired with a notable quote is a great way to engage people with your brand. To successfully accomplish this, use large and bolded fonts, and just swap out the background images.



+ Click [here](#) to use these templates

If you're using a shorter quote, consider bumping up the font size, making the quote just as prominent as the image. If your image contains less negative space, try adding a shape behind the quote so the text is legible.



## Creating Visuals For Instagram

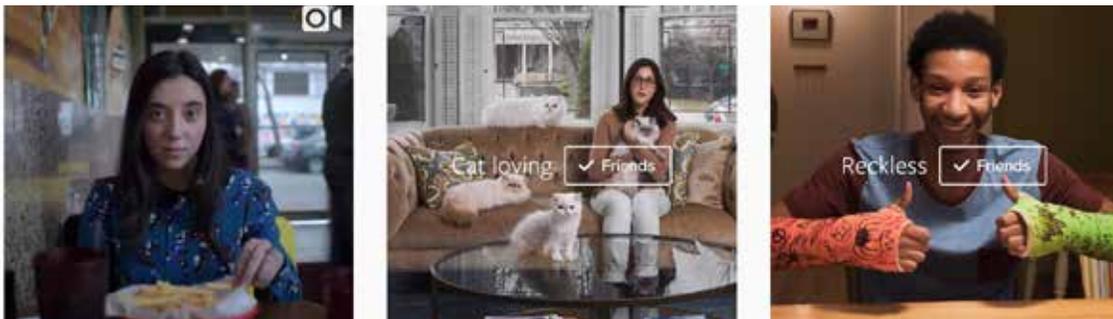
### Company Culture Posts

Many companies use Instagram to give their audiences an inside look at their culture. Don't be afraid to show off your brand's personality. A human touch goes a long way, and can get people excited about collaborating with your company.

Putting a face to your business will help your brand come off as more human and approachable. For instance, if you're advertising a coffee shop, why not try photographing employees making the coffee or customers drinking it? You're not only showcasing the product, but you're also highlighting the experience and the people behind it.



Google's Instagram account has a huge focus on company culture. As a big business, particularly one in the software space, it's important to show customers who the people behind the product are. You really get a sense of Google's cultural values.



Facebook is another example of a large software company that uses Instagram to portray their company culture. The visuals they use tell a story, rather than focusing on selling a product. They do this by overlaying text on an image. Their creativity allows them to highlight the company's mission and values, instead of focusing on specific product features.

Try out this free template:



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## Creating Visuals For Instagram

### Videos

We wanted to create a promotional ad for our infographic tool, and since there are several steps involved in the infographic creation process, we created a 50 second teaser video.



Check out our [Instagram](#) for visual inspiration!



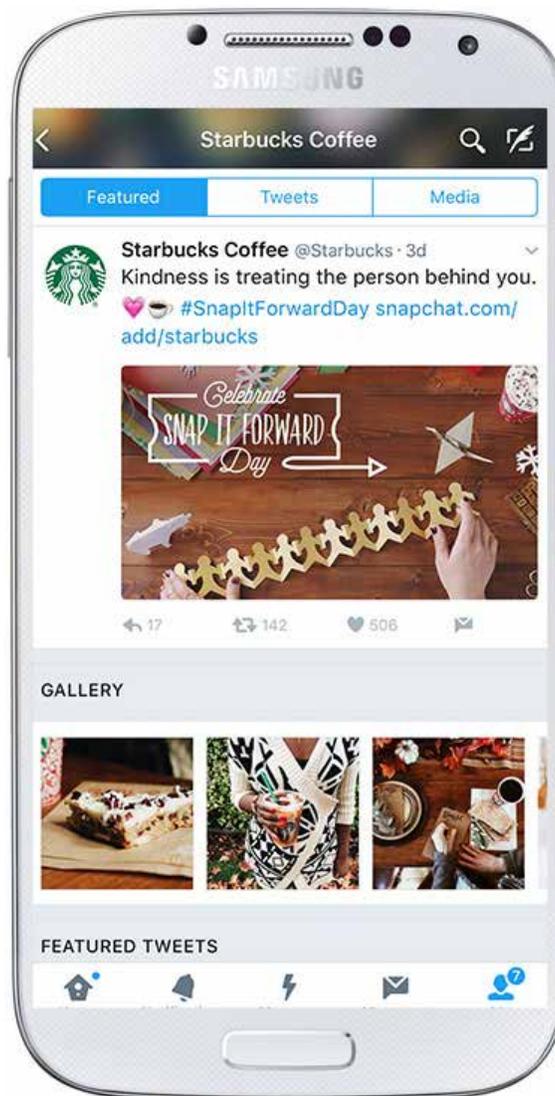
#### Video Tips

- 1. Use a colorful background and quick transitions to keep the viewers engaged if your video is more than 30 seconds long.*
- 2. Keep the text short. People's attention span lasts around 8 seconds so try breaking up text using multiple compositions*



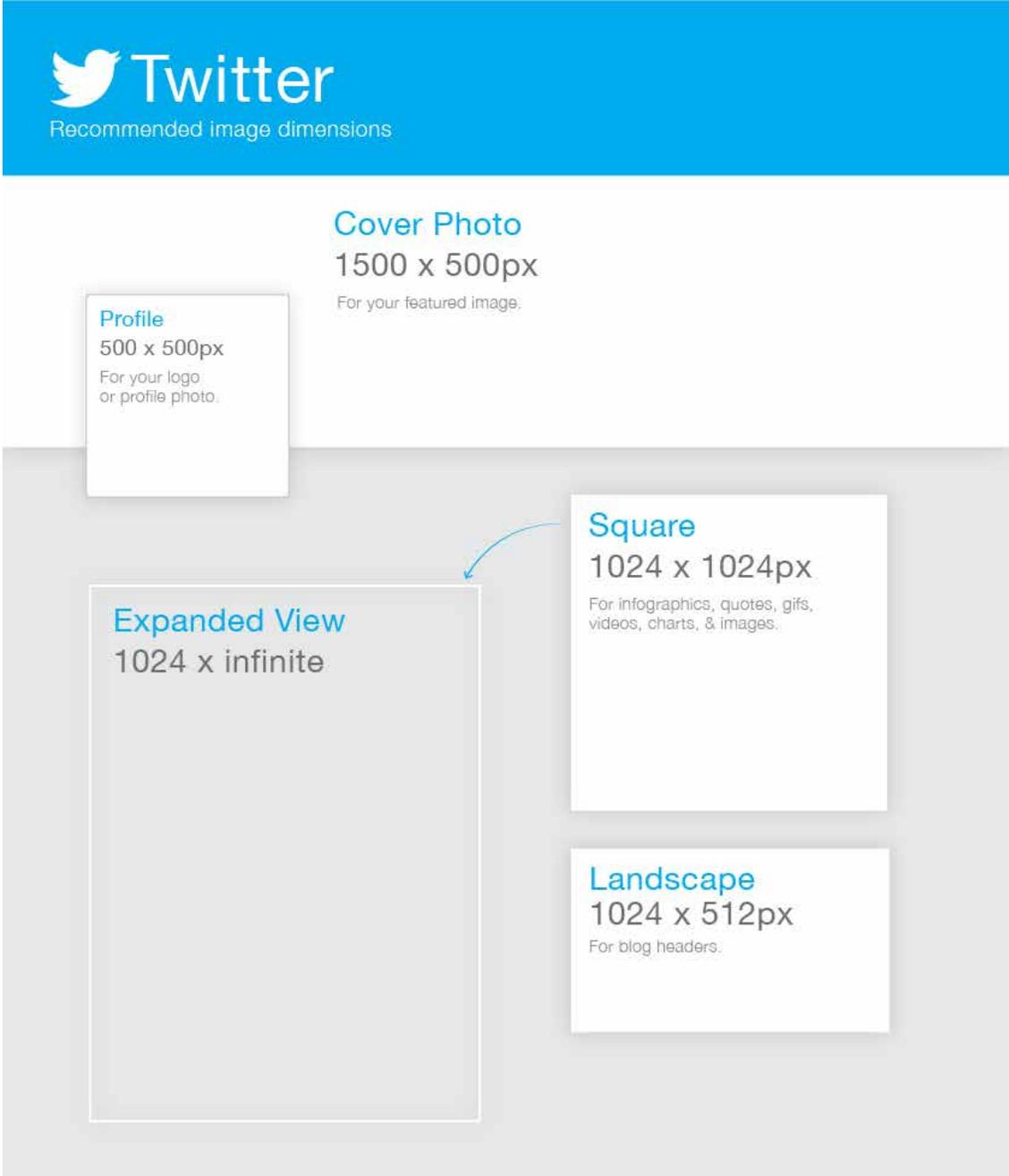
# Twitter

Twitter is a getting a bit noisier now but it's still a good [tool for content distribution](#) and for promoting targeted messages. It's not so much for curated visual content, but rather, for amplifying content. But that doesn't mean ditch the visuals, because tweets with visuals get more traction.



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## Creating Visuals For Twitter



The graphic features a blue header with the Twitter logo and the text "Recommended image dimensions". Below this, a grey background contains several white boxes with text. A "Cover Photo" box is at the top right. A "Profile" box is on the left. A large "Expanded View" box is on the left, with a blue arrow pointing to it from a "Square" box on the right. Below the "Square" box is a "Landscape" box. The "Expanded View" box is the largest and is positioned to show how content is displayed in a tweet.

**Twitter**  
Recommended image dimensions

**Cover Photo**  
1500 x 500px  
For your featured image.

**Profile**  
500 x 500px  
For your logo or profile photo.

**Expanded View**  
1024 x infinite

**Square**  
1024 x 1024px  
For infographics, quotes, gifs, videos, charts, & images.

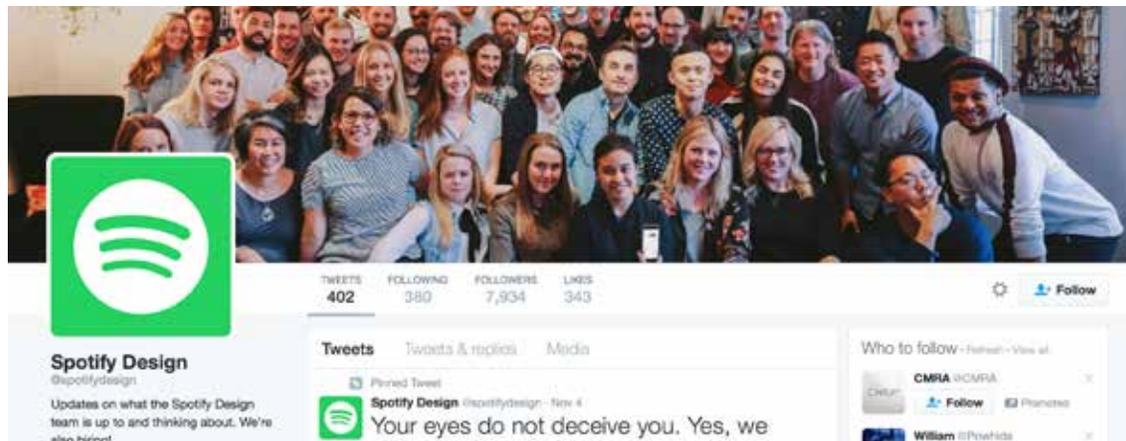
**Landscape**  
1024 x 512px  
For blog headers.

## Creating Visuals For Twitter

Here are some visuals that are best suited for Twitter:

### Branded Aesthetic Cover Photo

See your header photo as a billboard for your business. Let's not default to the blue rectangle or egg provided, OK? We don't want people thinking you have an inactive account. Make sure your cover photo accurately reflects your identity.



[Spotify Design](#) uses an employee-centric photo that gives us a peek into their workplace, putting a personality to their design team. You can also try giving more context by adding a line of text with your company vision or slogan.



[+](#) Click [here](#) to use this template

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## Creating Visuals For Twitter

### Images in Tweets

When it comes to putting images in tweets, use short and concise titles with eye-popping visuals. Avoid using the whole title in your header, since it could get a little too crowded. Plus, you'll have an additional 140 characters in the body of the tweet for the rest of your title.

[Oreo's twitter](#) has gotten a lot of buzz about their product lately. Not because of an innovative change in their cookies, but because of the way they've marketed it. With 32+M followers on Facebook, 14+M on YouTube, and 87+K on Twitter itself, it's safe to say they're doing something right. Here are a couple of examples of the visuals on their feed.



Oreo cleverly incorporates their product into their visuals.

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## Creating Visuals For Twitter



Click [here](#) to use this template

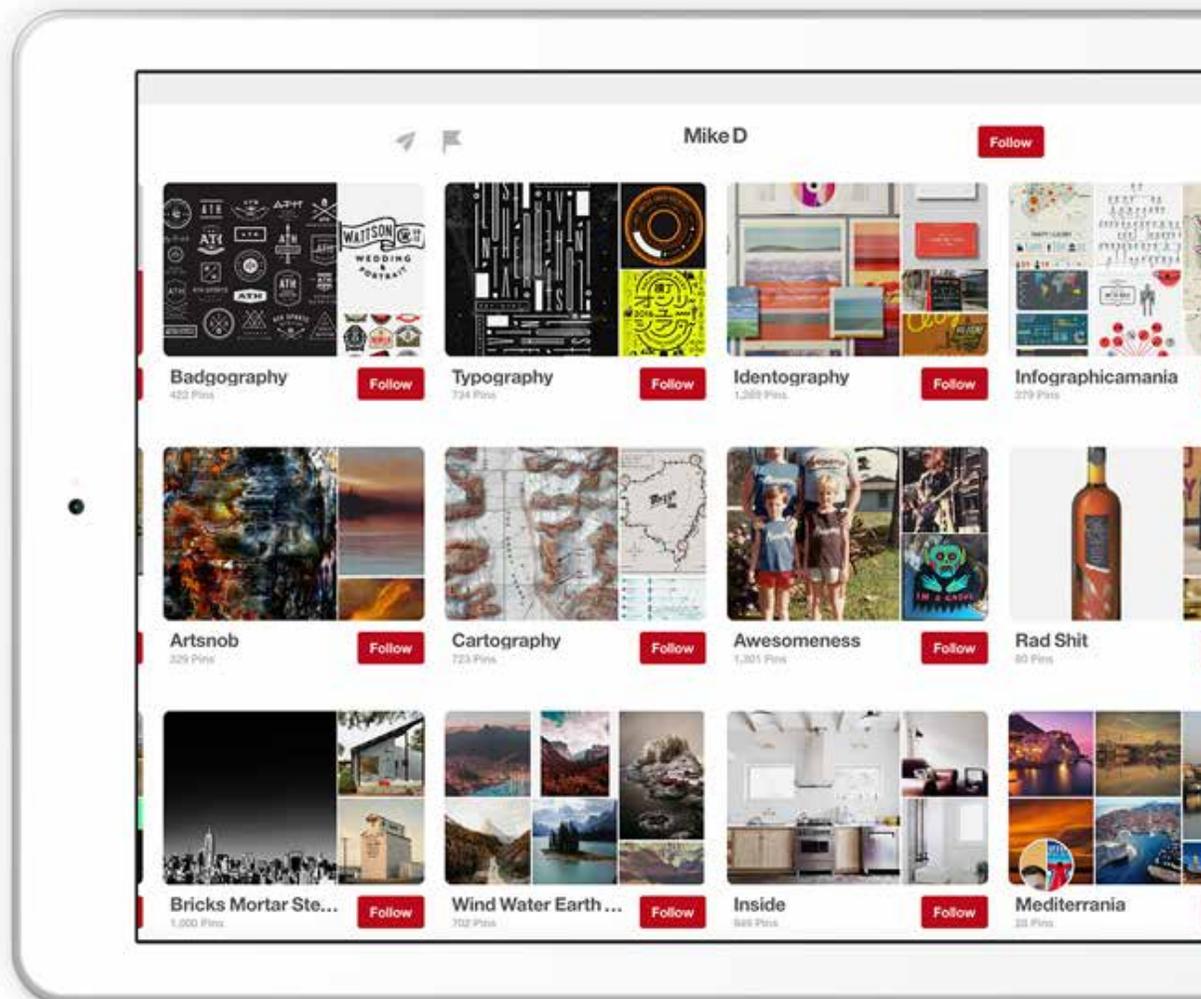


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# Pinterest

Over at Pinterest, there's billions of visuals ready to be pinned, hoping to inspire people. People use Pinterest to to discover new products, new ideas and inspirational images. So, aim to have visuals that are motivating and inspiring (how-to posts, inspiring quotes, and stunning photography). Basically, something worthy of being pinned to my "Notable Quotables" or "Creativity" board.



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## Creating Visuals For Different Platforms



The infographic features a red header with the Pinterest logo and the text "Pinterest Recommended image dimensions". Below this, three white boxes with red titles and black text provide dimensions for different post types. A red arrow points from the "Pinned Post" box to the "Pinned Post Expanded" box.

**Profile**  
165 x 165 px  
For your logo or profile photo.

**Pinned Post**  
736 x Scaled height  
For inspirational quotes, charts, infographics, blog headers, & images.  
Pinterest scales the height according to your image dimension.

**Pinned Post Expanded**  
736 x Infinite height

## Creating Visuals For Different Platforms

**Here are some visuals that are best suited for Pinterest:**

### Inspirational Quotes

Pinterest allows lengthier dimensions, so you can turn that favorite mantra of yours into an image that will motivate others.



 [Click here](#) to use this template!

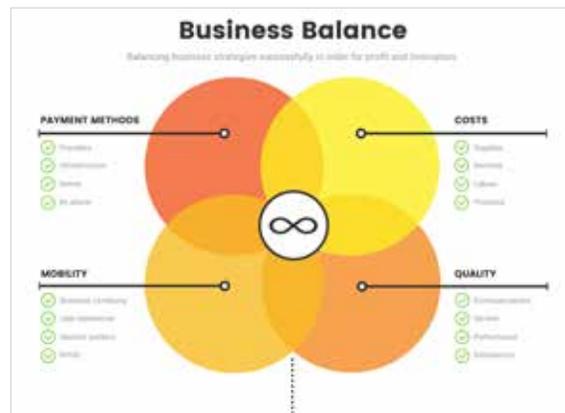
## Creating Visuals For Different Platforms

### Process Infographics

Infographics that walk readers through the steps in a process are popular on Pinterest. The most common topics are travel, food and marketing. Whether it's a slow-cooker recipe, the top 10 places to travel, or how to execute a content marketing hack, people are always looking for easy ways to get things done in the shortest amount of time.



+ Click [here](#) to use this template!

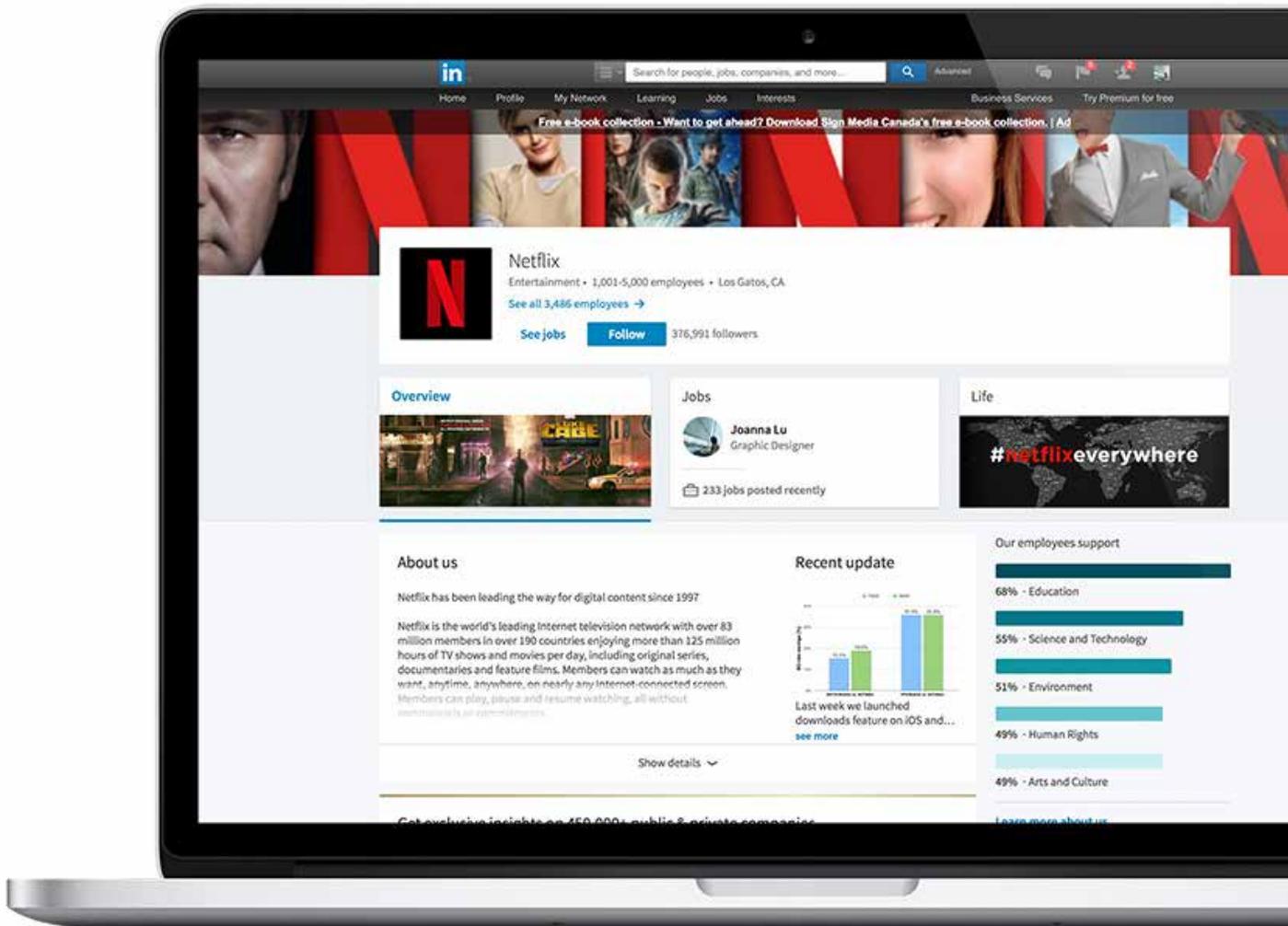


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## Creating Visuals For Different Platforms

# in LinkedIn

Since LinkedIn is a social network geared towards businesses and employment, professionalism is important. You want your visuals to convey your brand's identity. And LinkedIn has its own specific image dimensions.



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## Creating Visuals For Different Platforms



### Background Image

**1400 x 425px** For your featured background image.

**Profile**  
500 x 500 px  
For your profile photo.

**Logo**  
400 x 400 px  
For your logo.

### Cover Photo

**974 x 300px**  
For your featured company image.

### Banner Image

**698 x 400px**  
For product & services imagery.

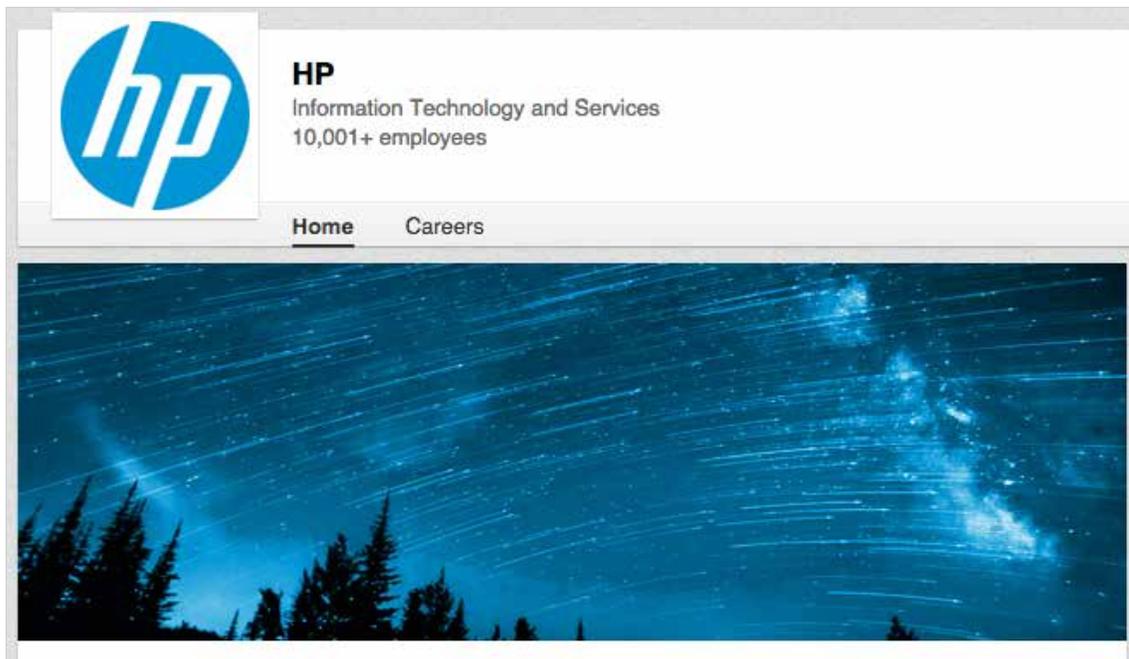
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## Creating Visuals For Different Platforms

**Here are some visuals that are best suited for LinkedIn:**

### Cover Photos

The cover photo for your LinkedIn profile should look professional and reflect your business or industry. For example, you could use a photo of your city or your company's logo for an immediate first impression.

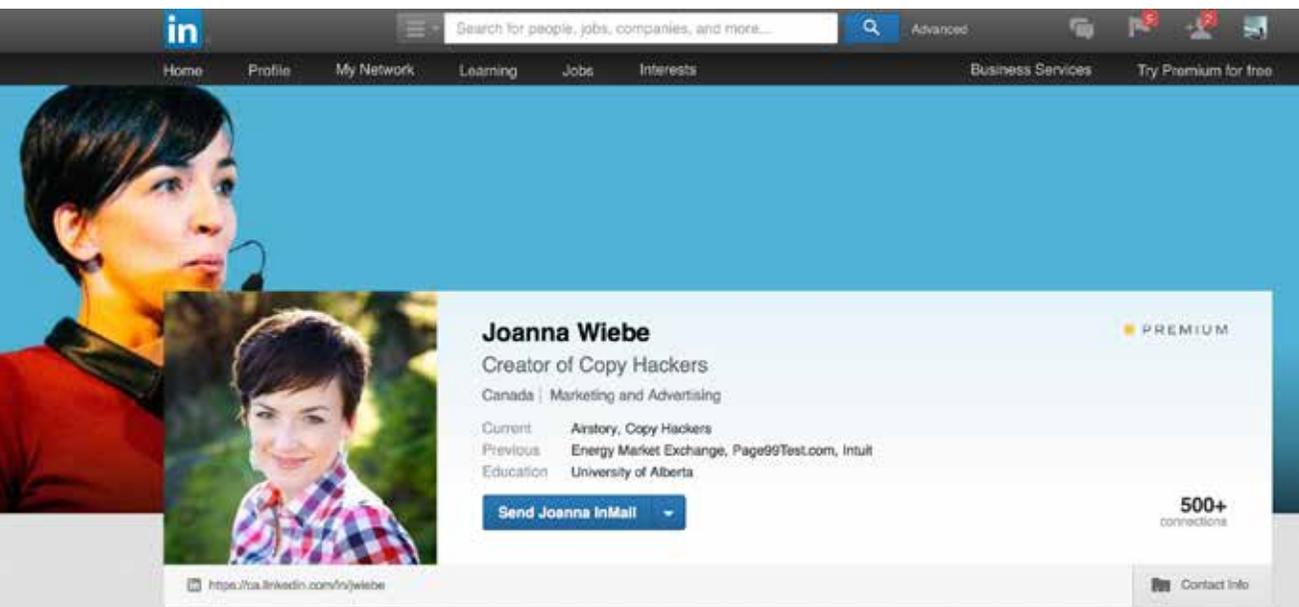


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## Creating Visuals For Different Platforms

### Professional Headshots

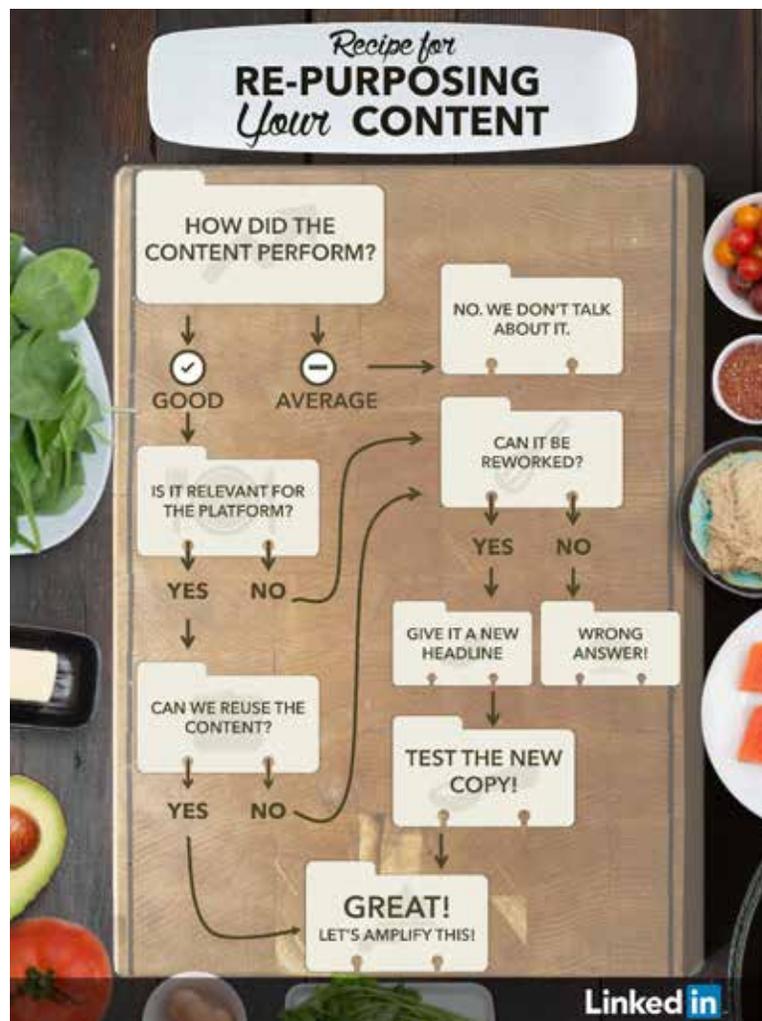
Since LinkedIn is more business-oriented than other social media platforms, your profile picture should be professional. Which means you should probably avoid using that selfie you took at the bar last Friday and opt for a photo that makes you look qualified.



## Creating Visuals For Different Platforms

### Infographics

Despite LinkedIn being more text-heavy than other platforms, there is still room for compelling visuals. [Infographics are shared more frequently on LinkedIn](#) than other types of posts.

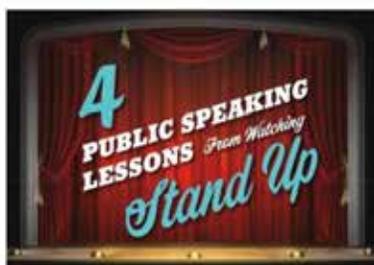


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## Creating Visuals For Different Platforms

### Slide Decks

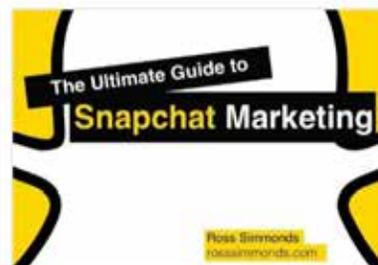
Since LinkedIn [integrated with SlideShare in 2012](#), slide decks have become one of the most shared types of visual content on LinkedIn. After all, you can simply embed your presentations profile, which is why your slide decks should have a killer cover image.



Four Public Speaking Tips ...



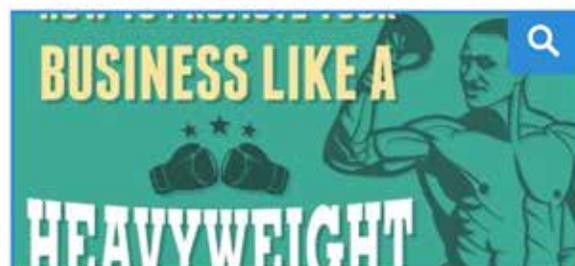
The Ultimate Guide To Inst...



The Ultimate Marketing Gu...



Content Marketing Hacks That Will Help You ...



How To Promote Your Business Like A Heav...

# chapter 4

# Color & Font Pairing

Now that we've covered what visuals work best on each social media platform, and their respective dimensions, let's talk about customizing your designs. One of the simplest ways to personalize your templates is by color and fonts.

Pairing colors and fonts is like pairing wine with your dinner pasta. It's serious business. A good color and font combo can take your visuals from amateur to professional.

## Montserrat and Cardo

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: *Montserrat*

Body: *Cardo*

[Download Font Pair](#)

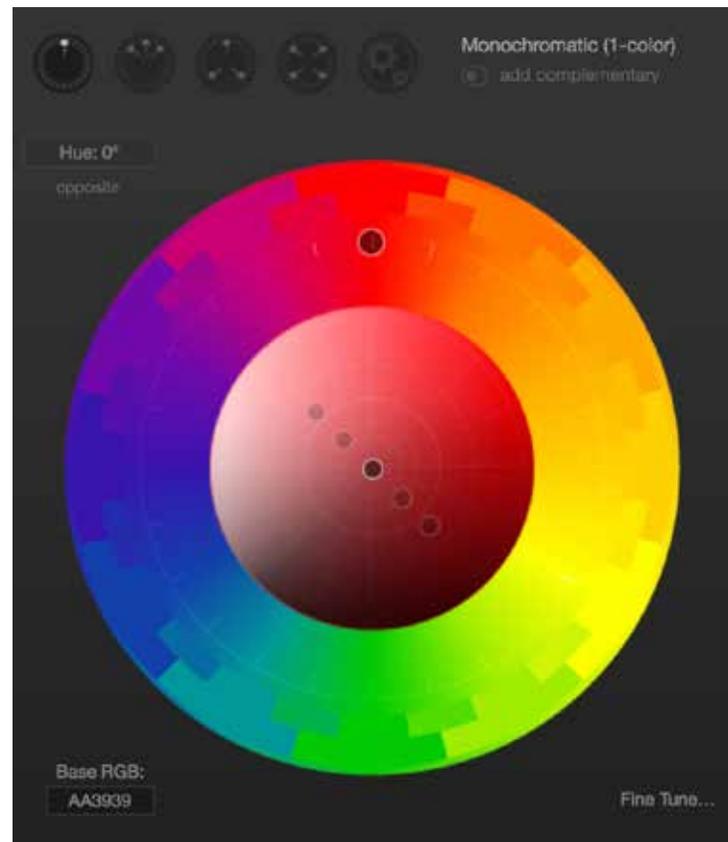
## Montserrat and Crimson Text

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: *Montserrat*

Body: *Crimson Text*

[Download Font Pair](#)



## Color & Font Pairing

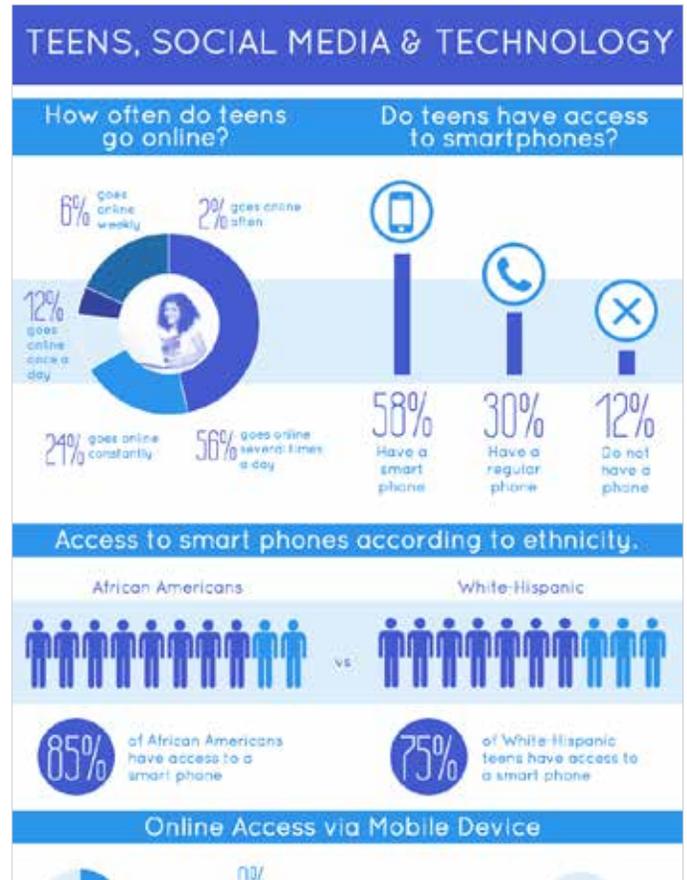
Here's how you can pair your colors:

### Tints, Tones, and Shades

Use lighter or darker variations of the same color to set a mood. If you're creating an infographic about coffee, try using different shades of brown. Maybe you are creating one about technology, try using lighter and darker shades of blue. You get the idea.



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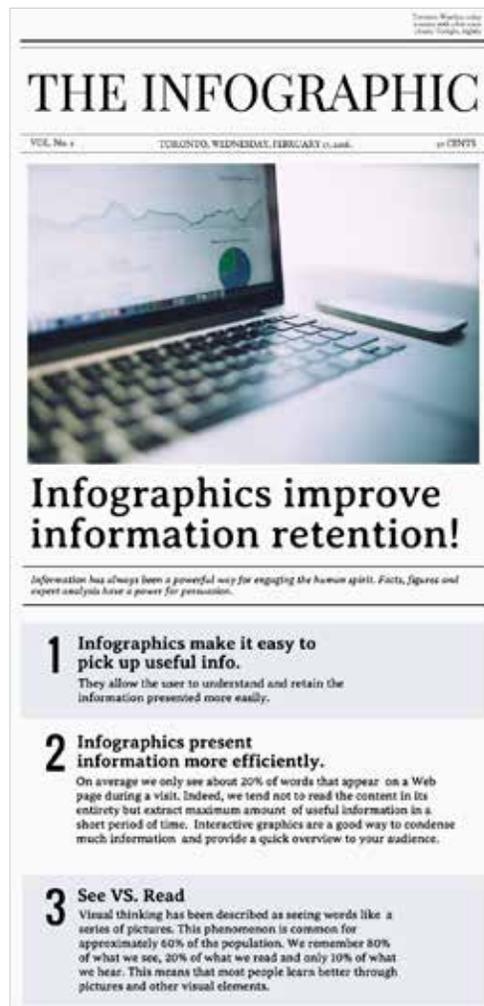
## Color & Font Pairing

### Black on White and White on Black

This is one of my favorite color combinations because of the sharp contrast it creates. Keeping the background or text a classic shade gives you room to use brighter colors to make your icons, charts or other visuals stand out.



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## Complementary Colors

Complementary colors are colors that are on opposite ends on the color wheel. When used together, it creates maximum contrast and balances each other out. Use the handy [color scheme designer](#) tool if you're feeling stuck. You can use complementary colors to make one word stand out from the rest. In the example shown here, we used complementary colors to differentiate right from wrong in a comparison infographic.

**What HR SHOULD & SHOULDN'T Be Talking About in 2016**

There are some HR hot topics that need more attention and some that have got to go.

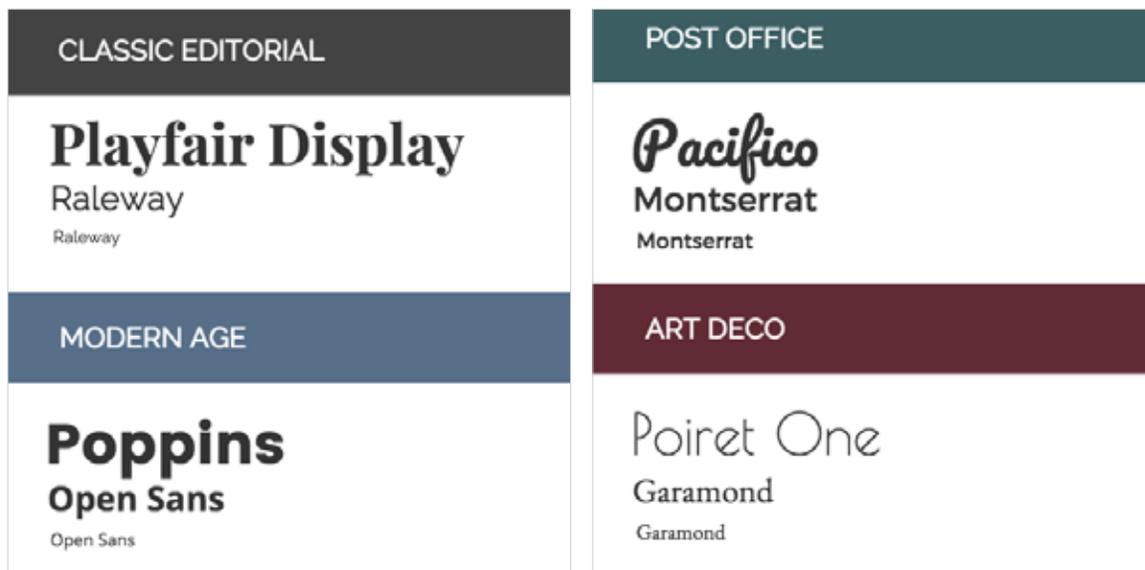
SHOULD	SHOULDN'T
<b>Intelligent Technology</b> More and more of major and leading HR technology solution providers are providing at least basic "predictions" on things like retention and performance to HR and business leaders.	<b>Gen Y Millennials</b> In the USA, Gen Z have just about caught up to the Millennials in terms of numbers, and the youngest members of Gen Z are now starting to enter the workforce.
<b>Employee Benefits</b> Non-cash rewards that in a tightening labor market can play a huge role in retention. Expand the definition of "benefits" to improve work/life balance like flexible work, enhancements to parental leave, etc.	<b>The "Gig" Economy</b> The growth as a percentage of the labor force has likely been exaggerated, due to the oversized coverage of Uber. The data doesn't reflect the supposed domination of the "Gig" Economy.
<b>Employee Experience</b> With workers demanding more flexible schedules and locations, and many organizations desire to reduce real estate footprints and costs, figure out the best ways to juggle people, places, technologies, & the workload.	<b>Employee Engagement</b> Only 30% of employees are "engaged." Lots of people are not "engaged" and probably will never be no matter what. Quit worrying about it.

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## Color & Font Pairing

### Font Pairing

Font pairing can be a difficult task for some people. Being a designer, I spend a lot of time experimenting with different font combinations. Here are some font combos I've come up with so you don't have to. You can create these combinations on Venngage.



#### Font Pairing Tips

- 1. Use a maximum of 3 different fonts. A good rule of thumb is to pair a sans serif font with a serif font, to add a distinction between the headers and body text.*
- 2. Make the title 3x larger than the subheader. The hierarchy for text sizes from largest to smallest should be title, subheader and then the body text.*
- 3. If you are using the same typeface for your entire design, you can create variation by bolding the title and keeping your subheader and body copy light.*

## chapter 5

# Choosing Images For Your Design

We're almost done! Here are a few things to keep in mind when choosing the best images for your design.



## Choosing Images For Your Design

### Choose High Quality Images

There are a lot of awesome websites out there that provide high quality, free images. Here's a few I use everyday: [Pexels](#), [Pixabay](#) and [Unsplash](#). Bookmark them! Now you have no excuse for using pixelated or blurry photographs. Trust me, it makes a huge difference.

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are part of our DNA. They guide the way we work with our business partners and the way we work with each other.

**Integrity**  
**Intelligence**  
**Energy**  
**Balance**

**OUR TEAM**  
is composed of highly trained and experienced people, who help us achieve our goals in delivering an optimum and first class service to our clients.

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Middle River, MD 21220  
[companywebsite.com/jobs](#)

**VENNGAGE**



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## Choosing Images For Your Design

### Match the Mood

The images you use should reflect your brand, public persona and company values.

For example, [MailChimp](#) does this by overlaying quirky doodles on photographs to go along with their quirky aesthetic.



**MailChimp**  
October 14 · 🌐

Take it from [Topo Designs](#): "We consistently see a 20% click rate with on our abandoned cart email."

**Exploring Abandoned Cart Strategy with Topo Designs**  
For the marketing team at Topo Designs, there wasn't a question of whether they'd set up an abandoned cart campaign...

[BLOG.MAILCHIMP.COM](#)

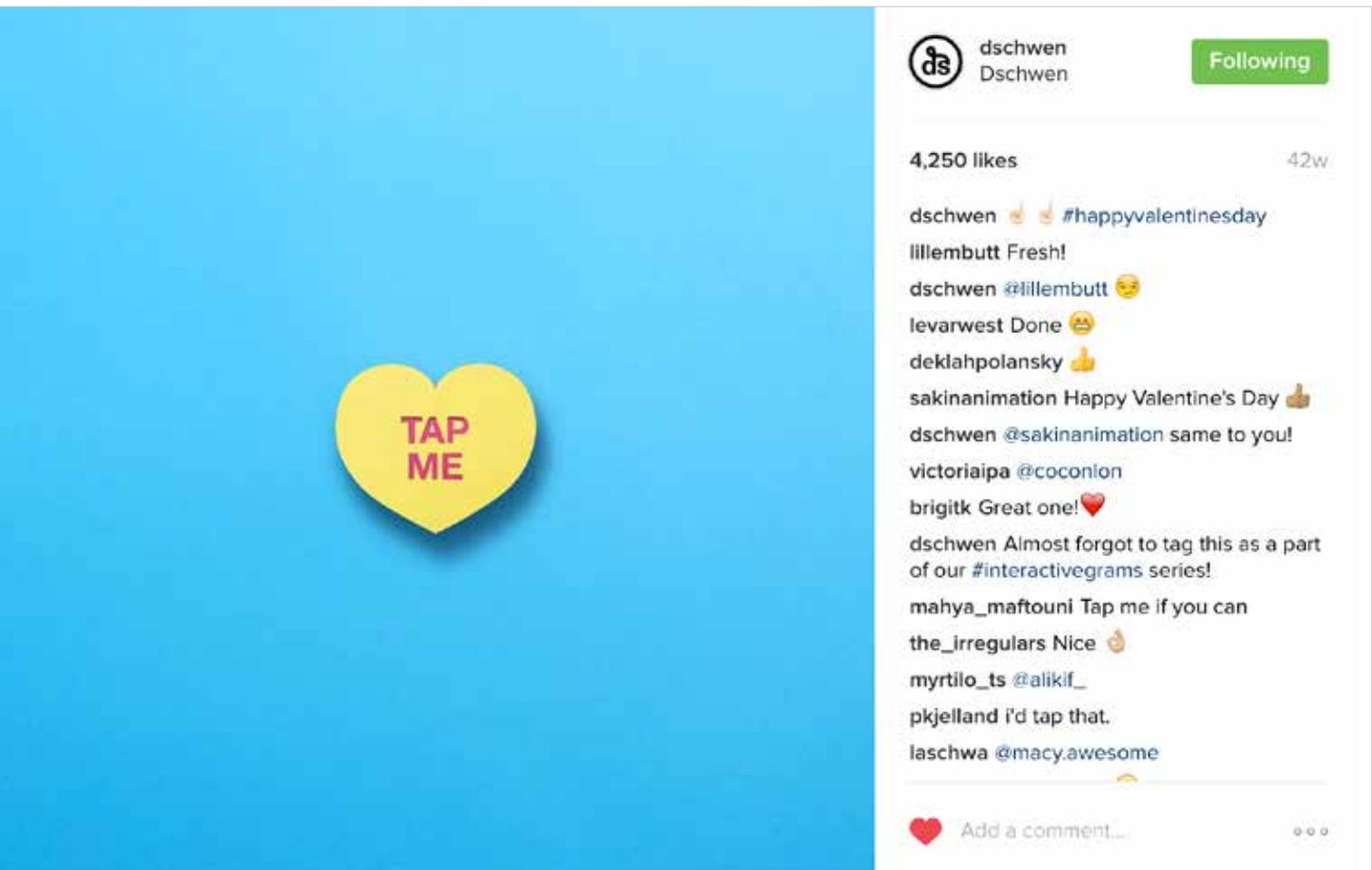
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## Choosing Images For Your Design

### Use Images With Impact

It's one thing to use a professional looking image, but it's another thing to use an image that create impact. The best images affect how the viewer is feeling.

Let's take another look at one of [Dschwen's visuals](#). It's simple but the interactive element gives the viewer a good feeling. The image communicates with you.

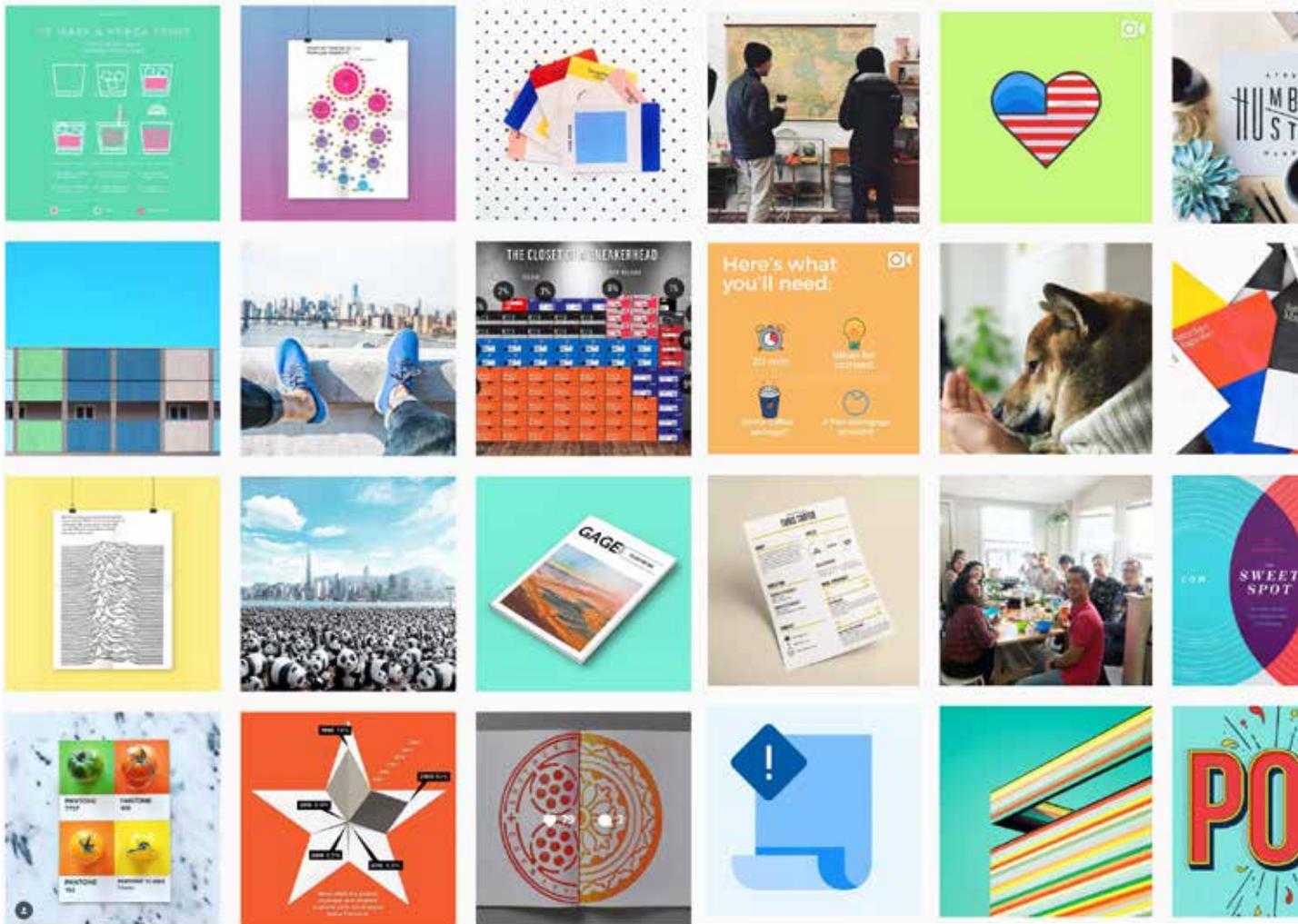




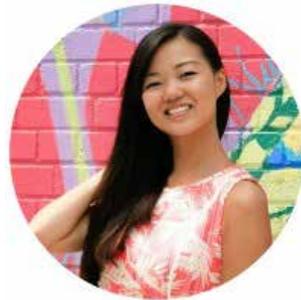
Start Creating  
Your Epic Visuals!

## Creating Epic Visuals for Social Media

It's now your turn to pump up your social media visual game. Remember, using templates can make this process easier and cut your design time in half...it's all about reusing and repurposing your content! Follow this guide and you will have a stronger presence in social media. Then perhaps someone, on one of their sleepless nights, will find your account and be inspired.



## About the Author



Joanna is a designer, illustrator, world traveller and occasional painter. She attended [Ontario College of Art & Design University \(OCAD U\)](#), studying graphic design. She believes design is the backbone of storytelling, and is essential in creating memorable user experiences.

Before joining forces with Venngage, she took a stroll down the freelance route. She worked on an environmental campaign with NDACT, an agricultural community taskforce, using visualization as a tool to fight environmental threats. Some of her projects at Venngage have been featured in Adweek, DesignTAXI, Distractify and The A.V. Club.

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