

## Are Your Communications Attention Grabbing?

by Deborah Chaddock Brown

I attended a day-long seminar this month on creating graphically pleasing communications. First, please note that a one-day class does not make me a graphic artist, nor do I think that a sliver of knowledge takes the place of the creative artistry you'll find with a talented graphic designer (many of whom are on my mailing list).

However, sometimes it is just nice to know why you like the look of some pieces better than others.

Here are just a few of the tips I learned that surprised me:

- Narrow the number of fonts you use to two:
  - One for the title and sub-headings – a Sans Serif (you know the kind without the little legs and wings?) like Tahoma, my favorite font.
  - One for the body copy – a Serif, like Times New Roman. This is a surprise to me as I always thought the clean look was preferred and all my communications – including this newsletter prior to today, was in Tahoma. Guess what? A document written entirely in a Serif font achieves 62% comprehension. Body copy written in a Sans Serif is only comprehended 12% of the time.
- We all know not to write IN ALL CAPS BECAUSE IT LOOKS LIKE YOU ARE YELLING. Did you know that a title written in all caps is only remembered 69% of the time, but a title in upper and lower text is remembered 92% of the time?
- People read left to right and so your logo should go in the upper left corner, right? WRONG. Your best benefit statement should go there. People remember the first and last thing they read so make sure they are your most important comments, i.e. a benefit statement and a phone number.
- Do you think outside the box? Well, evidently, that's where we read. Things in a box are deemed LESS important than text outside the box. Isn't that opposite of what you thought?
- People in a picture (or on your website) need to face into the copy – it shows they are engaged in what you've written.
- Red and yellow are the best attention grabbers
- Black text on a yellow background achieves 85% readability, black on white is 75% readable, red on white is only 10% readable.

So there you go, just a few "did you know" comments about the graphic treatments of your words. Need help with attention grabbing communications? Call today!

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For more from Duct Tape Marketing, visit <http://www.ducttapemarketing.com/weblog.php?id=P710>

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*"There are so many things that you really should know. And that's why I'm bothering telling you so."*

Dr Seuss, Oh Say Can You Say?