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RULES FOR MAKING GOOD **DESIGN**

1. Have a concept.
2. Communicate; don't decorate.
3. Speak with on visual voice.
4. Use two typefaces maximum, maybe three.
5. Show one thing first.
6. Pick colors on purpose.
7. If you can do more with less, do it.
8. Negative space is magical.
9. Treat type as image.
10. Keep type friendly.
11. Be universal; it's not about you.
12. Squish and separate; create rhythms in density and openness.
13. Distribute light and dark.
14. Be decisive.
15. Measure with your eyes.
16. Make what you need; don't scavenge.
17. Ignore fashion.
18. Move it! Static equals dull.
19. Look to history, but don't repeat it.
20. Symmetry is the ultimate evil.