



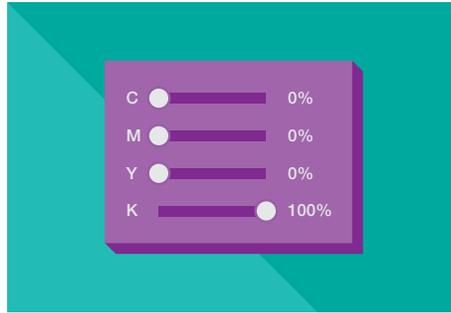
Best Practices

DESIGN FOR NON-PROFITS & GRASS ROOTS PROJECTS



THINK TIMELESS

Many meaningful projects have limited resources for design, including redesigns. Create assets that will age gracefully.



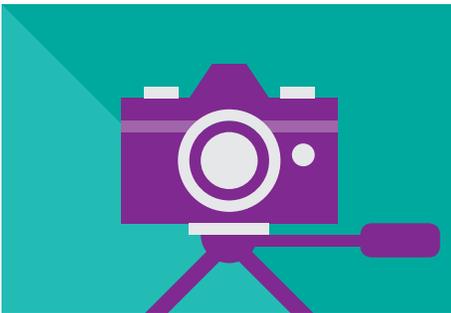
SIMPLIFY SYSTEMS

Assume that production methods will be frugal, and that non-designers will inherit your work. Make simple and resilient branding.



SEE WHAT'S FREE

There are free options for many digital tools. Research carefully for the best match with the right license and simplest maintenance.



NATURAL OR NOTHING

Real project photos are more compelling than staged shots or what you grab online. If you can't get good photos, try illustration.



MAKE MERCHANDISE

Projects with social value can always use more funding. Print-on-demand services are less risky, but can be less profitable.



GIVE & GROW

Work on non-profit and grass roots projects can help you to develop new skills and efficiencies. Bring that value to other clients.

SELECTED RESOURCES

The League of Movable Type
theleagueofmoveabletype.com

Fontfabric (Free)
fontfabric.com/category/free

Big Cartel
www.bigcartel.com

Zazzle
www.zazzle.com

Booster
www.booster.com

Foundation
foundation.zurb.com

Skeleton
www.getskelton.com

Omega
drupal.org/project/omega

Hootsuite
www.hootsuite.com

phpList
www.phplist.com

CASE STUDIES

Loving Day
kentanabe.com/designer/loving-day

World Up
kentanabe.com/designer/world-up

Crossing Borders, Bridging Generations
kentanabe.com/designer/brooklyn-historical-society-crossing-borders

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