

BEST PRACTICES FOR USING IMAGES & DESIGN

Here are some best practices around using images & design in your business storytelling.



Consistency Is Key

Ensure that all visual elements are consistent with your brand's identity. This includes color schemes, fonts & overall style.



Use High-Quality Images

Always use high-resolution images that are clear & professional. Poor-quality visuals can detract from your story's credibility.



Incorporate Infographics

Infographics can be a great way to present data or complex information in a visually appealing & easy-to-understand format.

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