



Students' Union Elections

Campaign Design Guidance

A Guide to Design Your Campaign

When you're designing for your campaign, remember: **it needs to be YOU**. Your brand, your values, your ideas. Don't try to be something you're not. You're unique, and that's your superpower!

Here are some tips and tricks to make your design pop and grab attention:

Colour

Colour is super important! Pick colours that stand out but are still readable. Some colours look awesome alone but clash together. Start with a light colour that means something to you, then add a darker colour that complements it. Not sure where to start? No worries, there are tons of websites to help you out!

Typography

Typography sounds fancy, but it's just the fonts you use. For your campaign, make your titles bold and eye-catching. Your body text (the main info) should complement the title without overpowering it. Use simple sans serif fonts (the font without the flicky bits). Make sure your text is legible and the right size.

Visual Hierarchy

Visual hierarchy is about what catches your eye first. Use colour, size, and shape to make the most important elements stand out. Got a catchy slogan? Make it the star of your design! The next important info should be a bit less flashy, and so on.

YOU At some point you may come back to read this line or maybe not.

**WILL READ
THIS FIRST.**

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph.

Layout

Layout guides your reader's eye through your design. Don't overcrowd your designs; give them space to breathe. People will enjoy reading something that looks good. Keep it clean and easy to follow.

Imagery

Images are powerful! Use your face in a visually engaging way. People trust what they see. High-quality images (photos, illustrations, logos) make your graphics look professional. Avoid blurry or pixelated images.

Using the same photo as your candidate photo helps people remember who you are when voting.

Mediums

Your design should fit multiple mediums. On Instagram, for example, you have stories, reels, and posts, all with different sizes and focus points. Adapt your designs for each format. Keep a consistent look across all your design assets with the same colours and fonts.

Resources

There are tons of free resources to help you:

Canva: Great templates, but make them your own.

Pexels: Free images.

Flaticon: Icons to summarize elements of your design.

Friends/Peers: Your best feedback source. Show them your work and get their opinions.

Colors: Find your perfect colour combination

Dafont: A place to find free fonts.

Conclusion

Be unique – it's your campaign!

Pick readable colours and text.

Don't overcrowd your designs.

Use images – take pictures with your phone!

Gather feedback – what looks good to you might be confusing to others.

BE YOU!



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