



Making

Graphics

look great!

*Your snappy guide
to making your chapter
look sharp!*

use the right logo

AGA rebranded in 2022 - with that change came new logos for National and your chapter. Ensure that all of your content is using the new logo, and also using the correct format.

DO use your current chapter logo on all of your marketing materials.

DO NOT

- Use old logos under any circumstance
- Edit your logo
- Use the National logo to promote chapter events

Your guide to logo formats

Raster Files

JPEG/JPG - Ideal for posting photos online. Also good for printing artwork and photographs at high resolutions (at least 300 dpi).

PNG - Ideal for web graphics, particularly logos, illustrations, and charts/graphs. PNG files can be transparent, which is helpful if you need to place the file on a non-white background.

Vector Files

AI - Adobe Illustrator file. Usually a vector, but it can contain non-vector elements.

EPS and SVG - Vector files, good for printing.

Your chapter logo is available in Chapter Resources on My AGA. You can download your logo as an EPS (in PMS), a high-res JPEG (in CMYK), or PNG (in RGB). There's also a version of your chapter logo suitable for your social media profile picture.



use the right size

When making a graphic, you need to be mindful of the design specifications for each application. **One size does not fit all**; you will need to create different artboards for each different application instead of trying to shoehorn one graphic into different uses.

If you're using Adobe Express or Canva, it's super easy to duplicate your design to a different size - just select the "resize" option and set your parameters!

Don't force your social media image to be your email hero (etc.)



Good to Know

A stretched or pixelated image lowers the perceived quality of your entire design.

use the right images

Make the most of high-res images and icons that illustrate your message. Avoid blurry or dated images. Google Images is NOT a good resource - lean on your own photos or the graphics library built into Canva or Adobe Express.

No



too dated

"computer room: view 3" by blakespot is licensed under CC BY 2.0.



low-res

use the right colors

Colors can make or break a good design - it's important to get them right!

AGA's brand identity guide establishes the brand colors and formulas to use in AGA materials:



AGA Blue

RGB R:0 G:61 B:160

HEX 003da0

CMYK C:100 M:76 Y:0 K:9

Pantone 293C



AGA Orange

RGB R: 248 G:127 B:30

HEX f87f1e

CMYK C:0 M:58 Y:100 K:0

Pantone 2018C



CGFM Red

RGB R: 204 G: 58 B:43

HEX cc3a2b

CMYK C:0 M:95 Y:100 K:0

Pantone 485C

You can certainly bring other colors into your projects, but avoid using too many competing hues. Make sure the colors are easy on the eyes - neons are certainly eye-catching, but readers can't look at it for too long.

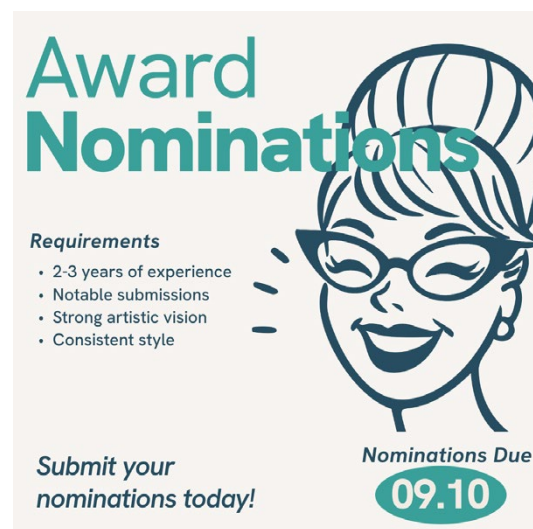
When in doubt, use a contrast checker to make sure text is readable — especially for accessibility (WCAG compliance). Light text on a light background? Probably not a good idea.

use the align button

Alignment buttons evenly space and center your text and images for a cleaner, more professional look.

Good to Know

Left-aligned text tends to be easier to read in most designs.



use the right amount of text

When it comes to text on graphics, less is more. Your image should “stop the scroll,” not explain everything. Stick to short, punchy headers and very brief facts, and let the post text or event page explain the details.

This is way too much text for an image; if you want to include details about the event, include them in the text post.

Avoid “buttons” on your designs - they can’t be clicked and you’ll just frustrate your reader. Put a link in the text instead.



QR codes aren't recommended for digital screens; the only time you MIGHT use one is in a PowerPoint. For digital designs, put your link in the post. QR codes are great for print!



Cut out needless icons and words - you shouldn't need to point out that "June 30" is a date.

Faces attract attention: make sure headshots are high-res, at their original aspect ratio, and given adequate space in the graphic

use the right amount of AI

Generative AI is a great tool to have in your marketing toolbox - but it's just a tool, not a replacement. You know more about your chapter and your members than the machines do, and people are prioritizing human-generated content. In order to genuinely connect with your audience, it's imperative to put a human touch on your communications.

Here's a quick (but by no means definitive) list of when to use AI, and when not to use AI.



Brainstorming

Rough drafts

Scheduling recommendations



Unedited posts

Generated images/flyers

What *consumers* want brands to prioritize in 2026*

- 1 Human-generated content
- 2 Personalized customer service / Surprise-and-delight moments
- 3 Social commerce
- 4 Audience engagement in small digital spaces
- 5 Collaborations with other companies

The 2026 Social Media Content Strategy Report

sproutsocial

AI generated flyers are hard to read, have no clear call to action, have fuzzy branding, and generally look the same



Helpful tools & resources



Adobe Express

express.adobe.com

Free with limited capabilities. Nonprofits can request a free premium account through techsoup.com, otherwise premium pricing is \$9.99/mo or \$99.99 annually.

Adobe Express is a web-based graphic design tool that allows you to easily and quickly design social posts, web graphics, print materials, and more.



Canva

canva.com

Free with limited capabilities. Nonprofits can apply for a free premium membership, otherwise Canva Pro is \$120/year for one person.

Canva makes design easy for everyone. Choose from thousands of templates for social media, flyers, presentations and more.



ChatGPT

chatgpt.com

Free for limited use; \$20/month for Plus

Use ChatGPT to brainstorm content ideas, write emails and posts, or refine your messaging and tone.



WebAIM Contrast Checker

<https://webaim.org/resources/contrastchecker/>

Free

Ensure your color choices meet accessibility standards. Just plug in your background and text colors to confirm they're WCAG-compliant—especially helpful when using brand colors or text over images.



Google Fonts

fonts.google.com

Free

Browse and pair hundreds of free, web-safe fonts for any design project. Also where you can download Poppins, the font AGA National uses for its marketing.