Training Design Checklist

Branding
- □ Have I used TAMU logos appropriately, according to Texas A&M University’s branding guidelines?
- □ Do my department logos comply with Texas A&M’s branding guidelines?
- □ Are my color choices consistent throughout my training materials and in keeping with TAMU branding guidelines where necessary?
- □ Do my fonts and images present Texas A&M in a professional, positive light?

Colors
- □ Are my color choices professional?
- □ Do my color choices match the intent and set the tone of my message? Or do they compete with my intended tone and purpose?
- □ Do my color choices place emphasis where needed, without overloading my audience?
- □ Do my color choices interfere with readability or understandability of the information?

Typography
- □ Are my font choices professional?
- □ Is there enough contrast between my text and the background to be readable?
- □ Do my font choices set the right tone?
- □ Do the sizes, weights, and colors I have selected deliver the message and place emphasis where needed, without overloading my audience?

Images
- □ Are my images professional?
- □ Do my images add to the message by providing information or illustrating the information? Or are they detracting by being purely “decorative” or filling empty space?
- □ Do my images set the right tone?
- □ Is the image of good quality, clearly presented without pixelization or blurriness?
- □ Have I ensured that I am using my images legally and within the norms of copyright laws?