

# Top 5 Marketing Design Ideas for Better Training



## KEEP IT SIMPLE

Include only relevant element and remove “nice to know” information.



## ADD CONTRAST

Carefully use contrast to draw attention to your learning point.



## MAKE NAVIGATION PREDICTABLE

Ensure non-leaning info (e.g. instructions, navigation, headings) are consistently located and phrased.



## USE PROXIMITY TO CONVEY MEANING

Put related elements next to each other.



## KNOW WHEN TO USE SERIF AND SANS SERIF FONTS

If possible, use serif fonts for instructional manuals and bold sans serif for headlines.



## FOCUS ON YOUR USER

Tailor to your learners needs, education level, abilities and work requirements.



**Beyond the Sky**  
Custom Learning

leading  
instructional  
design



proven  
marketing  
principles  
into L&D

Beyond the Sky creates effective learning solutions. We combine proven marketing strategies with the latest learning principles to produce training that sticks.

For more infographics on the latest learning topics, sign-up at [www.beyondthesky.ca](http://www.beyondthesky.ca) or email [Danielle.Wallace@BeyondtheSky.ca](mailto:Danielle.Wallace@BeyondtheSky.ca)