1. Color theory
   1.1. Hue
      1.1.1. This aspect is the most familiar.
      1.1.2. Visible spectrum contains millions of colors.
      1.1.3. Complete color wheel includes primary, secondary, and tertiary hues.
   1.2. Saturation
      1.2.1. Can be thought of as color density, dots per inch
      1.2.2. Variation from deep to pale, saturated to muted
   1.3. Value
      1.3.1. Refers to the amount of black or white mixed into a hue
      1.3.2. Tints and shades
      1.3.3. Slide as example of monochromatic palette
   1.4. Palettes
      1.4.1. Begin w/Brandeis blue plus two tints
      1.4.2. Brighter dark blue for text
      1.4.3. Add red and yellow for contrast – primary colors palette
      1.4.4. Add two grey with same values
      1.4.5. Accessibility test

2. Typography
   2.1. Avoid "ransom note" effect
   2.2. Less is more – two fonts maximum
   2.3. Variations on a single font

3. Logo design
   3.1. Photo by itself is not a logo
   3.2. Logo is an image, text, or combination that conveys a message (brand) in the most minimal manner possible.

4. Layout
   4.1. Use of whitespace
   4.2. Visual separation of functions