

## White Space + the Kiss Rule = Good Communications

### White Space

White space is the space surrounding images, at the page margins, in the gutters between columns, and between lines of type - for both printed and web pages.

White space is nothing, it is the absence of content, it does not hold meaning in the way that a photograph or text holds meaning — yet it emphasizes both images and text, helping to focus the reader's or viewer's attention on your message.

White space can make or break the effective visual impact and usefulness of images and text. It is an important element of any page which enables the objects in it — both text and images — to draw and hold your viewer's attention.

A page crammed full of text or graphics with very little white space appears cluttered and is typically difficult to read, is often intimidating, and can seriously weaken your attempt to inform the reader or visitor.

Conversely, too much white space can make a page appear incomplete, and in the eyes of your audience, not worth their serious examination.

### The Kiss Rule

Any discussion about white space inevitably leads us to the KISS rule - *the cleaner and simpler the page, the more likely it is going to be read.*

Keeping web pages simple also means they don't need excess code and scripts and will load faster.

Whether considering a printed brochure, a printed catalogue or an online web page the KISS rule suggests that most of the elements on the page are always in the

same position - at least within unique sections of the brochure, catalogue or web site.

This careful positioning of images and text content within sections means that the reader or visitor doesn't need to re-orient themselves and look for information every time they turn or link to another page.

### Good Communications

Whenever you spend money on printed marketing materials or a web site - your objective is always to convey useful information to potential customers - information that will encourage them to ultimately purchase your product or service.

Today, we are all busy. Many of us don't have the time or the patience **with a** struggle to discover whether a vendor has the "right stuff" to fulfill our requirements. The onus is on that vendor to get a concise but complete message across with the absolute minimum of effort from the potential customer.

Paying close attention to these basics:

- Using white space expertly,
- Observing the KISS rule,
- Providing clear, concise navigation (as discussed in our Design Notes - Key factors for effective web site navigation),

will go a very long way towards making any marketing tool — printed or web based — much more effective and substantially improve your chances at getting a good result from your marketing investment.