

# DESIGN GUIDE

THE COACHYU DESIGNER'S HANDBOOK



**DENNIS YU**  
*Host of the CoachYu Show*

**GUIDE VERSION**

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# Welcome!



This guide is for all VA designers who have intermediate experience in Adobe Indesign and Illustrator.

This guide is also perfect for owners and agencies who want to train their VAs to customize our templates for their brand. And we also have a [corresponding course for design VAs](#), since we have courses on everything we do.

In this guide, you will learn the CoachYu branding methodology as well as how we work, skin, and redesign our guides. You will also learn to prepare presentation decks and our course creation process, as it relates to design.

Professional branding immediately gives people the impression that you're an established, confident, and trustworthy company. That is why you need to learn these basic principles before you start designing.

We are incredibly grateful that you have chosen us to help your VAs develop these important design skills and look forward to your success as you seek to develop a professional brand!

*Dennis Yu*

*Host of the CoachYu Show*

# The CoachYu Logo

## **This is our logo.**

Our logo is simple, clean, and crisp. It easily translates through most forms of media that we use. Keep in mind that simplicity is key when working with our logo, the design should not create conflict with the logo's design style. It is important to note that when working with our logo, it is a must that we work on it through Illustrator and not photoshop because vectors preserve scalability and quality.

## **Logotype**

This is what we use for most of our materials. Make sure that the text and fine lines are still legible when the logo design is scaled down.



## **How we use the logo**

We usually add the logo to the lower left side of our printed materials and guides. Logo use in our videos can vary from this format. Be watchful for overuse of the logo, it should be enough for the logo to show up once or twice per page unless it is needed to occur more (ie. diagrams that need our logo to show up multiple times).

Also, be aware that the logotype is not to be used heavily in our designs.

# Color Palette



## Using color to focus content

We have a color we call CoachYu Blue, our other colors stem from that particular hue of blue. Lighter colors are best suited for design purposes when other content, such as images or words, need to be the focal point.

This isn't to say we can't stray away from the palette. Just be sure to take function over form. The boxes that have our signature bolt are part of the basic palette.

<p>Authoritative</p> <p>↑</p> <p>↓</p> <p>Rich Energetic / Vibrant</p>	<p>CoachYu Blue, the swatch with the bolt icon, is our main hue of blue. Used mostly in our logo, it is also good for headers and sub-headers when used sparingly. #00AEEF is used for our hyperlink style.</p>	<p>Our yellow palette is good for adding contrast to our guides. It is great for adding splashes of color to compliment our blues. Not great for light font styles against a white background though it may work when used with a heavy font style and large font size.</p>	<p>Top and middle green works great against a white background. It can be used for headers and/or sub-headers. Green is a good alternative to a blue color scheme with yellow/orange as its complimentary color. #D7DF23 green is not great for light fonts against a white background.</p>
<p>#111518</p> <p>#1A1C1E</p> <p>#222323</p> <p>#373838</p>	<p>#222323 is our main text color. We refrain from using actual black and prefer grays because it is less straining to the reader's eyes. We have a lot of content and we have to make sure we get and retain the reader's attention. Lessening the harshness of the text color helps with that. The lightest colors in our palette work great with the two darkest grays when used sparingly.</p>	<p>Reds are the trickiest color to use in our palette. Mainly used for catching attention or as a warning system. Adding a splash of red to a note makes it seem more important. Red isn't recommended for use as the main color scheme since it clashes with our CoachYu Blue color palette. It is also good for highlighting text.</p>	<p>Beige is good for strokes on paths and/or lines. It is great as a base color for shadows. You can play with the opacity to serve your needs.</p>

\* Here's an example of a note that uses red to add emphasis.

# Gradients and Color Combinations

Gradients give depth to our images. By using gradients, we add an additional dimension to an otherwise plain design without contradicting the clean design theme. You can mix and match colors from our palette however you see fit, just remember that subtlety is key.

## Subtle progression

Make sure that the progression of the tint is slow and subtle from dark to light, left to right. Jarring color changes and combinations look weird and are reminiscent of 90's WordArt.



## Basic combinations

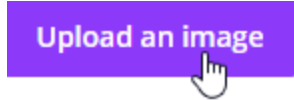
Here are some basic combinations for both light and dark themes that you can use.



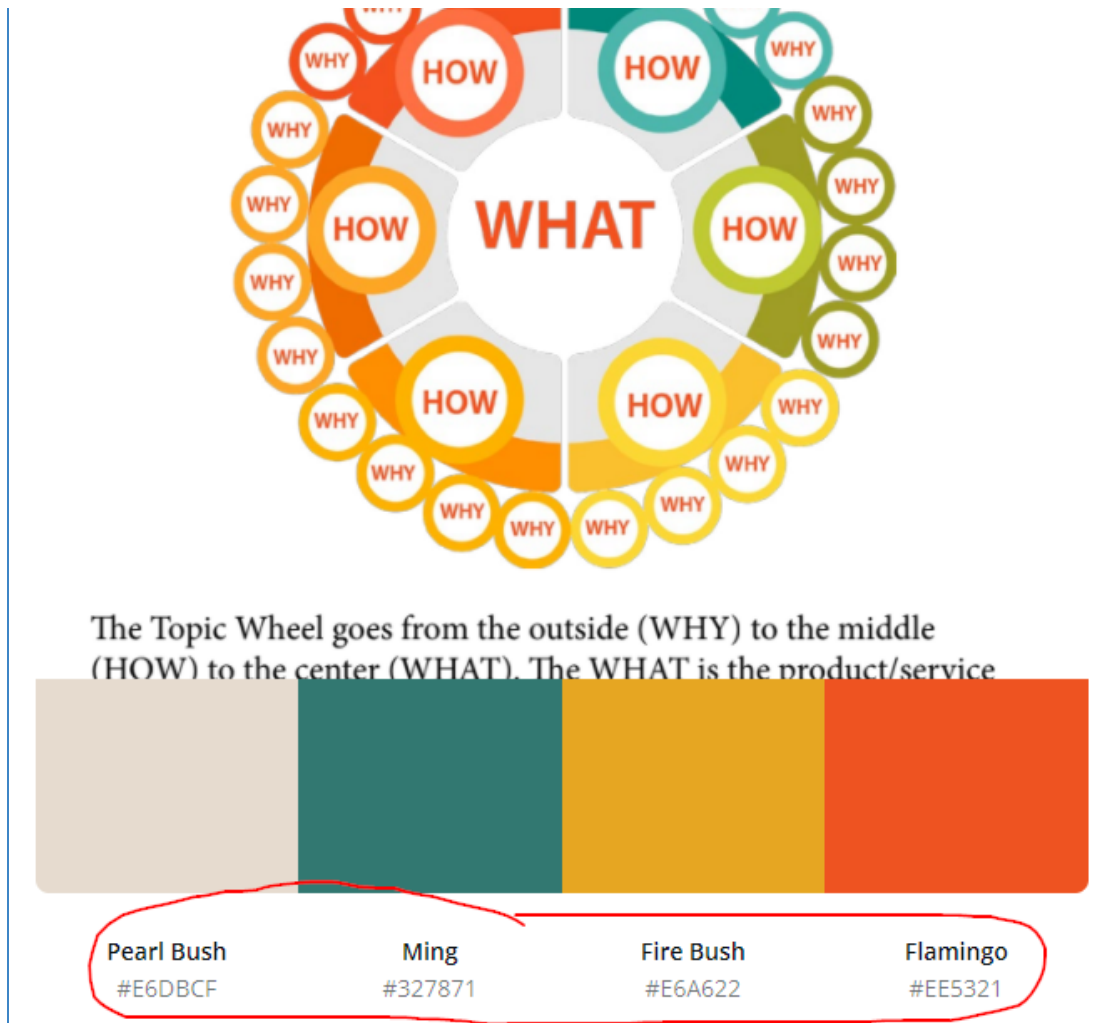


# How To Get Hex Codes of A Logo

1. Go to [Canva palette generator](#) and upload the logo.

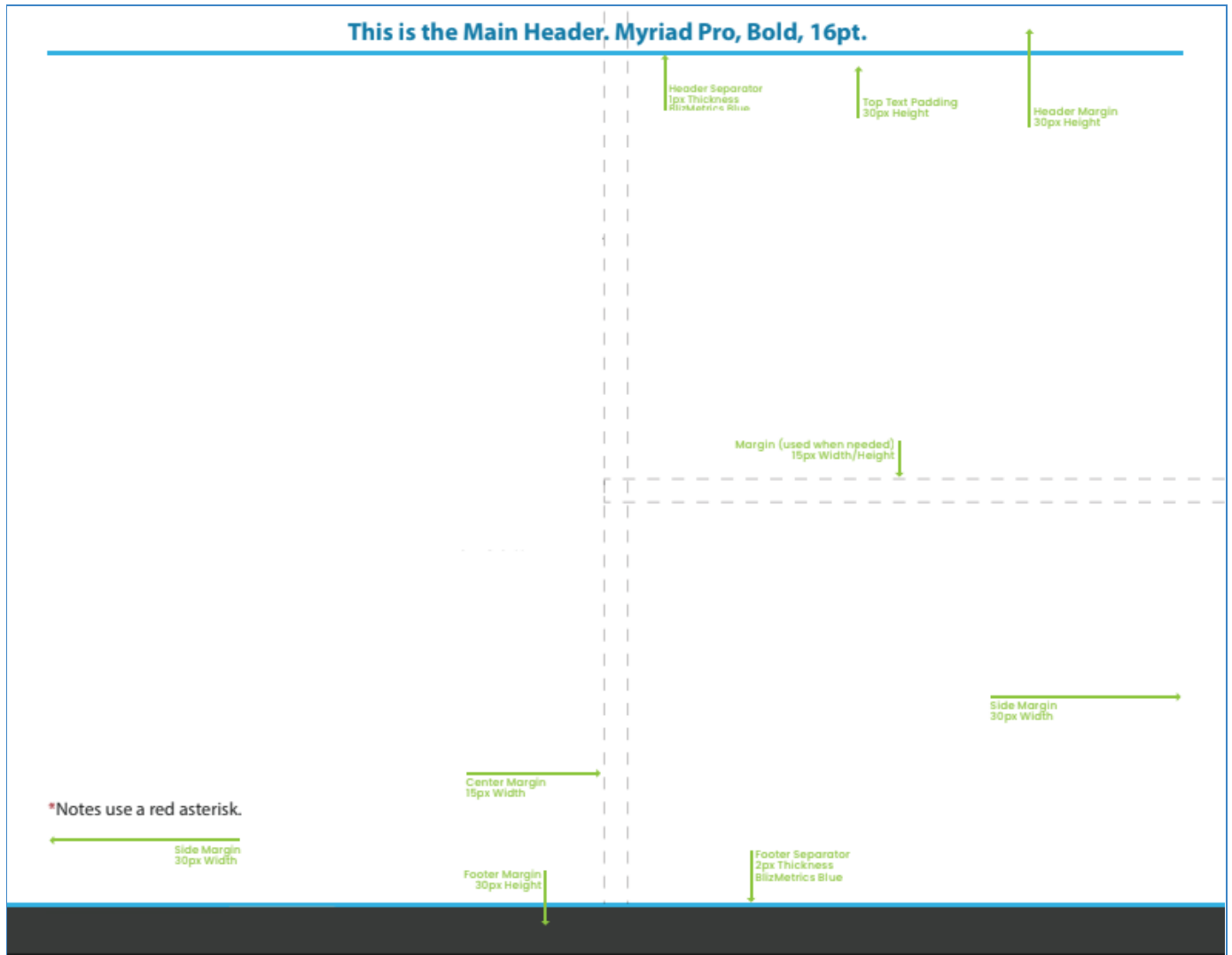


2. Select the logo from your computer.
3. After uploading the logo, the HEX Codes will be generated automatically.





# Typography and Margins



## We use the font 'Myriad Pro' as our main Typeface

The typeface goes well with our CoachYu logotype font. We need to minimize the number of fonts used in our guides. *Less font variation = more consistency / more professional look.*

## This is a Sub-header, the font used is 'Myriad Pro, 14pt font size. 14pt Leading

This is the main content text. The font used is 'Myriad Pro', 12pt font size. The leading is 14pt. Sometimes we use an italic version, for example, ***"Quotes such as this one, which uses Myriad Pro Italic, 12pt, bold. Using italicized styles make the sentence seem more important."***

We always use left-aligned text. We also set the Kerning to be Optical and make sure that we don't or at least, lessen breaking words midword.

**Here's an example of how we add lists to our guides**

1. Make sure listed items end with a period.
2. When dealing with a paragraph as the list item, make sure that the text is indented to be after the number.
  - a. Sub-lists use letters.
    - I. Further sub-lists use Roman numerals.
3. When listing items that are in no particular order, we use a bulleted list..
  - Like this.
  - And this.
  - And this.

**When creating a hyperlink, make sure we use the CoachYu link style**

Let's use the link to the Design Style Guide folder in the Team Drive as an example. You can click on the link [here](#).

# The Cover Page

The cover page and first impressions.

The cover page is the first thing the client or customer sees, having a professional looking cover creates a good first impression and further legitimizes everything within the guide even before they flip the pages.



For Google Documents, you can use "Wrap Text" on the text wrapping, and "Fix position on page" on the Position section to align the image properly.

# Google File Stream and the CoachYu Graphics folder

## What is Google File Stream?

It is a free service from Google which allows you to access files in your Drive from your computer, freeing up space in your disk drive and network bandwidth. Because Drive files are stored in the cloud, any changes you or your collaborators make are automatically updated everywhere.

You can also make Drive files available for offline access. These cached files sync back to the cloud when you're online, so the latest version is available on all your devices.

Download Google File Stream [here](#).

>  Local Disk (D:)

>  Google Drive File Stream (G:)

\*You can view files from your computer as if it was stored in a physical drive locally.

## The CoachYu Graphics folder

We have our images in a single folder called the CoachYu Graphics folder. We have it all in one place so we don't have any problems finding files and removing duplicates.

## NO. DUPLICATE. FILES.

A significant amount of images that we have are reused throughout our guides, that's why we only have one version for each file that we use often. This eliminates duplicates and different versions of an image in our guides. When you're going to work on an image, make sure there isn't an existing one beforehand

For example: Image A is used and linked to both Guide B and Guide C. When we edit Image A, it is automatically updated in both Guide B and Guide C.

## Vector images and why they matter

Vector graphics are used throughout our guides. A vector graphic is made up of points, lines, and curves that are based upon mathematical equations, rather than solid colored square pixels.

We only use vector graphics for our guides, we want to preserve quality in the images because we export guides as PDFs. This way, when people zoom-in to the PDF, they will never encounter pixelation with the exemption of raster images like photos.

Also, when we use photos, we use a large resolution to reduce pixelation.

# The Master Guide, Master Presentation, and Checklist Architecture

## The Master Guide

As the name implies, this guide is the 'master' file from which all guides are compiled. The Master Guide must always contain the most recent version of our guides.

## The Master Presentation

The Master Presentation is a direct counterpart of the Master Guide. It is a presentation version of the Master Guide. Every guide we have has a presentation version which is compiled in this guide.

## The Checklist Architecture

The Checklist Architecture is a compilation of checklists found throughout all guides. Slides in this file are compiled in the Master Guide. The Checklist Architecture has a presentation version which is compiled in the Master Presentation.

## What is a presentation version?

As the name implies, presentation versions are used in slides for keynote speeches and presentations. The slides should be less-detailed but must remain understandable enough with one glance. It should not be saturated with text.

## Summary

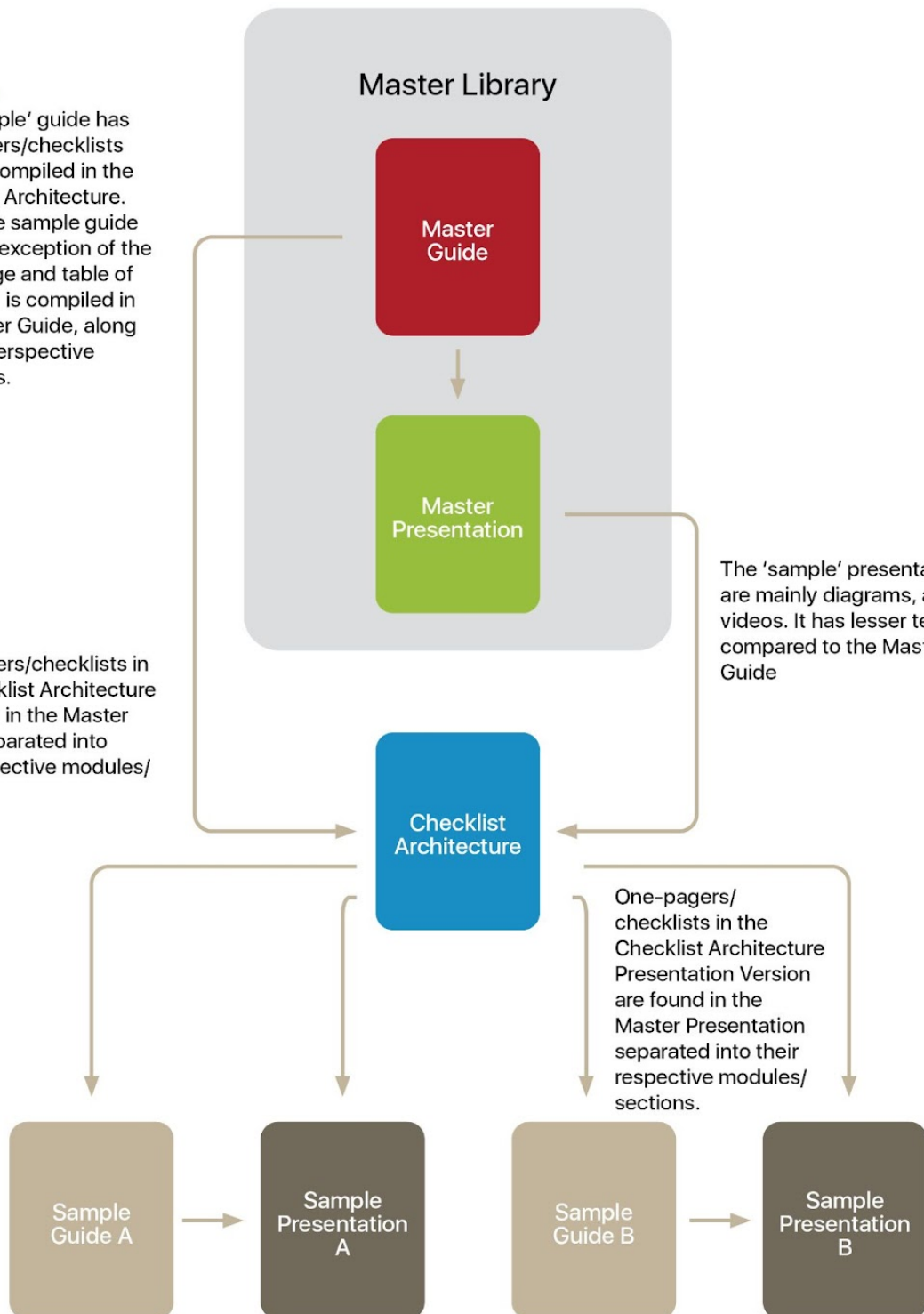
- Guides contain one-pagers/checklists.
- One-pagers/checklists are compiled in the Checklist Architecture.
- Guides are compiled in the Master Guide.
- Guides, the Master Guide, and the Checklist Architecture have presentation versions.

**Diagram:**

The 'sample' guide has one-pagers/checklists that are compiled in the Checklist Architecture. The entire sample guide (with the exception of the cover page and table of contents) is compiled in the Master Guide, along with its perspective checklists.

One-pagers/checklists in the Checklist Architecture are found in the Master Guide separated into their respective modules/sections.

The 'sample' presentation are mainly diagrams, and videos. It has lesser texts compared to the Master Guide

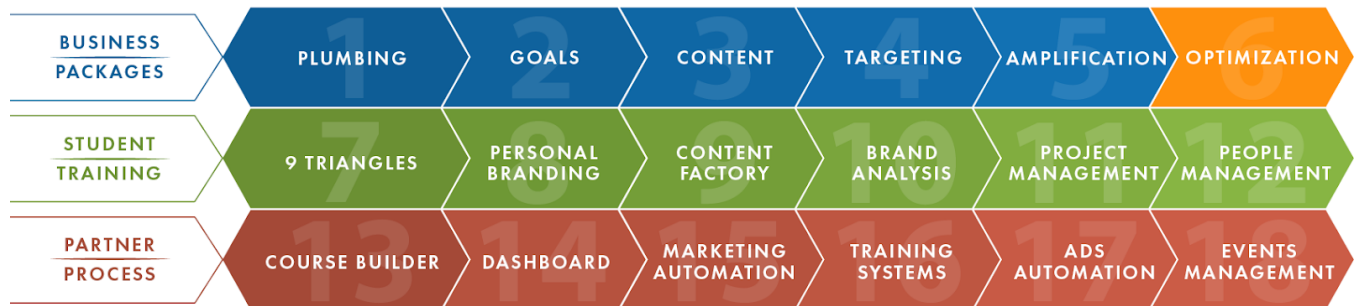


Every guide has a presentation version, which is a less-detailed version of the original guide.

# Master Page templates and Section Prefixes

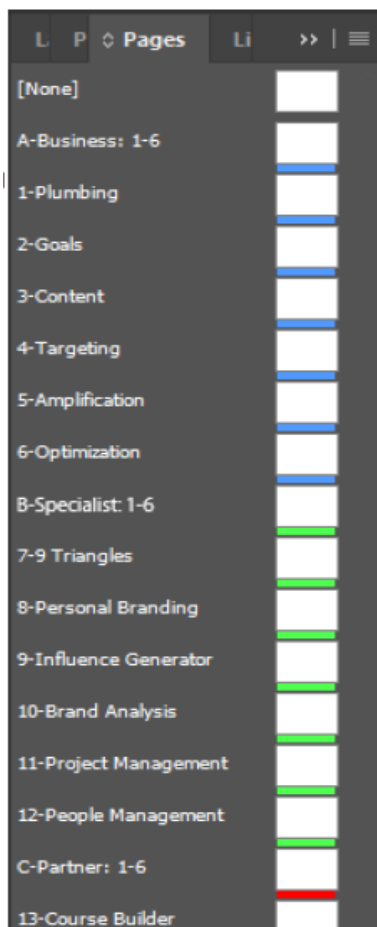
## A template for every guide.

We have a template for every guide that is based off our 18 Modules, seen below.



The first module in the diagram is the Plumbing module. In our templates in the Pages tab, it is found as **1-Plumbing**.

**Important:** Every guide should use its respective template. This not only reduces errors in the future, but also helps in tracking.



### Overview guides.

If you notice, there are templates called A-Business: 1-6, B-Specialist: 1-6, and C-Partner: 1-6. These represent the 3 guides that are overviews of the 6 guides within themselves.

### The 3 overview guides are:

**Social Amplification Engine.** It is an overview from Plumbing to Optimization.

**Digital Marketing Training System.** It is an overview from 9 Triangles to People Management.

The **Partner** overview guide is yet unfinished but will be labeled according to our template. It is an overview from Course Builder to Events Management.



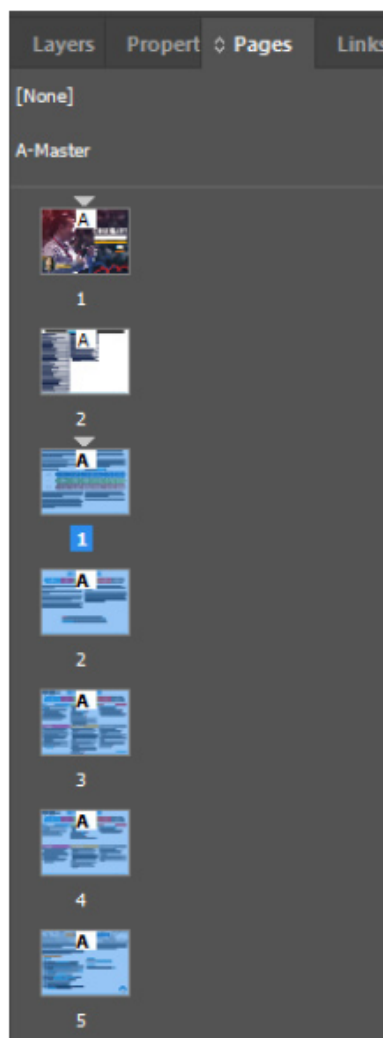
# How To Apply Our Templates To Pages

## Here's how to make your job easier.

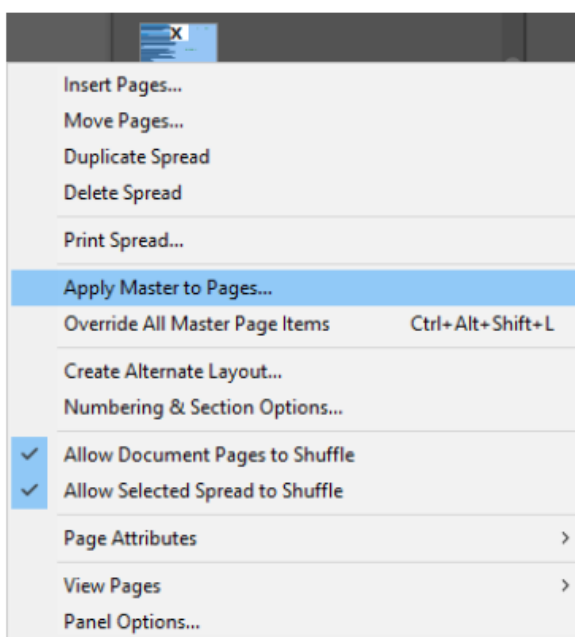
If you're working on a new guide or updating an old one which doesn't use our template, these steps will help you migrate into a much easier and efficient workflow.

## How to apply our templates to pages.

**Step 1:** Select the pages from the Pages tab which you want to apply the template. See below.



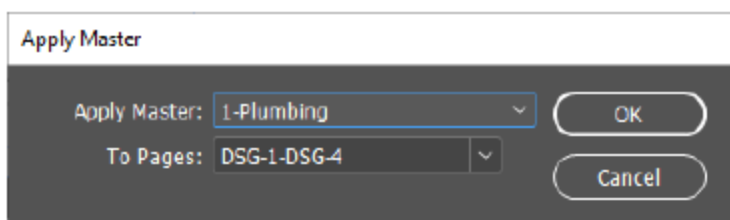
**Step 2:** Right-click on your selected pages and select **Apply Master to Pages**. See below.



**Step 3:** On the **Apply Master:** dropdown menu, select which template you would like to apply to the pages. See below.

On the **To Pages:** menu, you can see which pages are going to be affected by your changes.

Click **OK** and you're done applying the template.



# Prefixes and Page Numbering

## Let's label our pages.

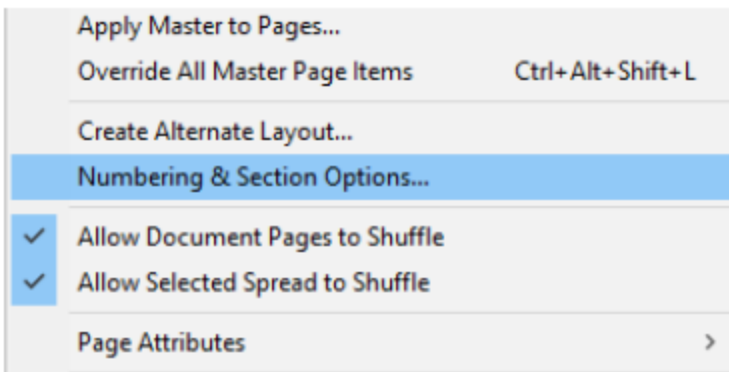
Like in the last tutorial, if you're working on a new guide or updating an old one which doesn't use our template, these steps will help you label the pages correctly. This will help you, as a designer working with InDesign to track your pages.

## How to label your pages.

Step 1: Select the pages from the Pages tab which you want to label. See right.

**Important:** Do not include the Table of Contents pages when selecting pages to edit.

**Step 2:** Right-click on your selected pages and select Numbering & Section Options. See below.



**Important:** Do not select the Start Page Numbering at: option if you are not working on the Master Presentation, Master Guide or Checklist Architecture.

The reason being that if you are working on the guides mentioned, and the pages you are editing are in the middle, clicking on the said option will create another page 1. This in turn will mess up the succeeding page numbers in the footer and the Table of Contents.

**Step 3:** To understand our numbering convention, we will use Targeting, the fourth module in our 18 Modules as an example. See below.

A is the section in which the pages you selected are a part of. A being the Business Packages.

4 is the number in the 18 Modules that the pages are a part of. Since Targeting is the fourth module, we use 4.

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