

Customizing your design

Whether you modify an existing blog template or create something entirely new, design plays a big part in how your readers think about your blog. Branding is just as important here as it is on your company's business cards, stationery, and Web site. A well-designed blog typically includes:

- ✓ **A distinctive logo or banner** that clearly conveys the name of the blog.
- ✓ **A limited color palette** designed to increase the readability and attractiveness of the blog.
- ✓ **Branding** that matches your existing corporate identity, especially styles established by other Web sites.

Some bloggers have taken artful design to a technological extreme most of us can admire but not emulate. Take, for example, the interactive graphic displayed at the top of Dunstan Orchard's 1976 Design blog (www.1976design.com/blog/). The image, which you see in Figure 3-2, is a graphic rendering of the view from the window Dunstan sat next to while designing the blog. It reflects the current time of day, phase of the moon, and weather conditions in an incredible 90 automatically updating combinations. It's over-the-top, but unforgettable, and can't be confused with any other blog.

Figure 3-2: The image at the top of Dunstan Orchard's blog reflects the current weather and time of day at his home and is updated automatically via custom programming.

