8 Essential Design
Tools for Non-Designers

To produce great content, you have to have good design. But what do you do when little projects pop up that are too small to be sent to your designer or require a fast turnaround? Well, marketer, you may have to fill in. Don't have much design experience? **These design tools can help you tackle any small design tasks that come your way.**

1. Create social media and blog graphics: Canva

Canva offers pre-sized templates that make it easy to design eye-catching graphics. Choose from Canva's native layouts, icons, and graphics, or upload your own to stay on brand.

2. Make charts and graphs: Beam

Display your data with just a few clicks. Simply enter the information, and Beam will generate a range of chart types and color palettes for you. Plus, it's optimized for social sharing.

3. Edit photos: Pixlr

Need to edit a picture, and your smartphone app just isn't cutting it? Pixlr is a robust online photo editor that's like Photoshop, but you don't need to be a designer to learn how to use it.

4. Create icons: LogoGarden

Yes, you can use this website to make logos, but there's more: When you need to pull together a suite of icons and want to customize the color quickly, LogoGarden has hundreds of icons to choose from.

5. Find icons: Iconfinder

If you need high-quality, pre-made icons with a similar aesthetic — like social sharing buttons for your website — Iconfinder offers a mix of free and paid options.

6. Get color palette inspiration: Coolors.co

Need to devise a color scheme? Coolors lets you browse color palettes, input your brand colors to get complementary suggestions, and more.

7. Figure out a color code: ColorZilla

This tool will tell you the precise six-number hex code for any pixel on a website and lets you paste it into another program. It also saves your history, so you can revisit colors you've used.

8. Figure out a font: WhatFont

Hover over a font anywhere on a website page, and WhatFont will automatically pull the font name from the HTML code.

The next time a little design project pops up, these eight tools will help you look like a pro.

Checklist derived from the original blog post on Marketing Trenches, "9 Design Tools for Non-Designers."