polish your Online Brand workshops

creative business workshops for you by JewelsBranch.com

7. Gather Your Brand Style Details

This lesson includes the first steps for pulling together all your visual brand information. Once you've complete this worksheet and Day 6's homework, you'll have a brand style guide like the one shown below.

Your brand style guide pulls together information about your visual brand in one document. That way you don't have to waste time searching for your brand colors or logo files every time you want to create a new marketing piece. Also, if you decide to hire someone to help you create elements of your brand visuals, you'll have all the information ready to hand over to them.

If you're at the very beginning of creating your visual branding, this could feel like more than you're comfortable deciding right now. That's o.k. I want you to do it anyway. Practice making these decisions. Nothing is carved in stone.

If you already have an established brand look, use this lesson to gather up all the pieces of your brand and create your own Brand Style Guide.

SAMPLE LOGO

Silvia Whitfoot
my fake brand

COLORS

R: 242	R: 255	R: 241	R: 93	R: 93	R: 93
G: 240	G:210	G: 139	G: 93	G: 93	G: 93
B: 215	B:192	B: 172	B: 93	B: 93	B: 93

FONTS

Sacramento
ABCDEFGHI
JKLM NOPQRSTU
VWXYZ
abchdefghijklmnopqrstuvwxyz

http://www.google.com/fonts/specimen/Sacramento

Open Sans
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abchdefhijklmnopqrstuvwxyz

http://www.google.com/fonts/specimen/Open+Sans

IMAGE STYLE + PATTERNS/DESIGN ELEMENTS

LOVE HEART SET

love

https://creativemarket.com/pimlena/9045-Love-Heart-Doodle-Icon-Set?u=CHalmick (aff link)
https://creativemarket.com/MorganaLamson/2367-Confetti-Party-Scatter-Brushes?u=CHalmick (aff link)
https://creativemarket.com/catheryn.cs/10331-Circle-illustration?u=CHalmick (aff link)

Polish Your Online Brand

New Branders Start Here!

Established brands head over to page 27.

When you're in the earliest stages of developing your branding you have a lot more exploring to do before you decide 100% on your brand colors, fonts, etc. Use this homework to keep exploring and refining your signature style.

1) Find the common color themes in your brand inspiration board. Are you drawn to bright colors, pastels, warm, cool, specific hues?

2) Use these common color themes as a start point for exploring color. Check out these sites and pin palettes that speak to you.
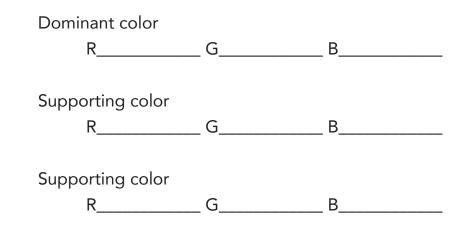
    Colour Lovers: http://www.colourlovers.com

    Pinterest: http://www.pinterest.com

    Design Seeds: http://design-seeds.com

3) Chose a dominant color (that you'll use in your logo) and 2-3 supporting colors. You'll also use tints of those colors plus black, and white.

My color palette

    Dominant color

        R_____ G_____ B_____

    Supporting color

        R_____ G_____ B_____

    Supporting color

        R_____ G_____ B_____

Use the tools mentioned in this blog post to find the color codes of specific colors: http://jewelsbranch.com/whats-that-color

4) Look for common font styles in your brand inspiration boards. Are you drawn to san serifs, serifs, script fonts, novelty fonts?

5) Explore and test fonts to use in your logo. Check out the following sites and try out some fonts using your brand name.

My Fonts – fonts for sale:
http://www.myfonts.com

Google Fonts – free for commercial use and on website
https://www.google.com/fonts

Font Squirrel – free for commercial use
http://www.fontsquirrel.com

typekit – fonts for sale for use on your website
http://typekit.com

Need to identify a mystery font?
Use "What The Font": http://www.myfonts.com/WhatTheFont/

6) Narrow down your font choices. Make a list of 5 fonts that you love and the url where you can buy/download.

As you continue to develop your brand and create a logo you'll play with this list of fonts to see which ones work best.

Font Name	Source
1.	
2.	
3.	
4.	
5.	

7) Look for common design elements and image styles in your brand board.

Are you drawn to flowers, swirls, lines, textures, banners, shapes?

Are you drawn to hand drawn illustrations, crisp photos, moody scenes, detailed shots?

8) Explore stock photography and free photo sites for design elements and image styles you love.

Creative Market: https://creativemarket.com

iStock: http://www.istockphoto.com

Comp Fight: http://compfight.com

Veer: http://www.veer.com

9) Pick one example of design elements and one example of image styles to include in your brand style guide.

You'll continue to test drive images like these as you develop your brand.

You'll put all these pieces into one document to create your brand style guide. (Day 6's homework)

New Branders Share:

Post in our FB group: your favorite color palettes and fonts.

Established Brands Start Here!

1) **Gather your logo files** in whatever formats/sizes you have available and get them all placed in one folder on your computer. If your logo was created by a designer you may already have a folder with these files somewhere on your computer.

2) **Gather information about your brand colors** from your designer, website, logo, and most current marketing materials.

   Write down all the color codes (RGB, CMYK, #hex, Pantone) you can find for each color in your palette.

Dominant color

R_____ G_____ B_____

C_____ M_____ Y_____ K_____

Hex#_____

Pantone color_____

Supporting color

R_____ G_____ B_____

C_____ M_____ Y_____ K_____

Hex#_____

Pantone color_____

Supporting color

R_____ G_____ B_____

C_____ M_____ Y_____ K_____

Hex#_____

Pantone color_____

Supporting color

R_____ G_____ B_____

C_____ M_____ Y_____ K_____

Hex#_____

Pantone color_____

Supporting color

R_____ G_____ B_____

C_____ M_____ Y_____ K_____

Hex#_____

Pantone color_____

Use the tools mentioned in this blog post to find the color codes of specific colors: http://jewelsbranch.com/whats-that-color

3) Gather information about your fonts. Make a list of your brand fonts and where you can download/purchase.

What are your logo fonts? What fonts do you use on your website or regularly in other marketing materials? What do you use regularly on PicMonkey or Canva?

Font Name   **Source**

1.

2.

3.

4.

5.

If someone else developed your brand visuals you can check with them to see if they can give you these answers quickly.

4) Create a branding folder on your computer to get everything in one place for faster access.

Gather any images that you use over and over again in your marketing materials: photos of you, textures, background images, your logo files, blog images, etc.

You'll keep your brand style guide document in this folder, too. (Day 6's homework.)

Established Branders Share:

Post in our FB group: a blog, social media, sales page graphic that you've used recently that feels completely on brand to you.