

Startup Success

BRANDING GUIDE

BRAND YOUR BUSINESS

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MODULE 2 // Visual Branding

Brand Your Business

Now that you've created your mood board and given your brand a visual compass, it's time to iron out some of the finer branding details.

In this workbook, you'll select fonts, design your logo, and create a Brand Style Guide to organize all of your brand's elements into one, easy-to-use page.

Fonts

Your brand will look much more professional, cohesive, and trustworthy if you use the same fonts throughout your website, social media, and everything else you create.

For best results, choose three fonts:

- >> header font (for titles)
- >> body font (for paragraphs of text)
- >> accent font (for emphasis and style)

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Header Font & Body Font

Here, the key thing to keep in mind is *balance*.

- One of these fonts should be a bit heavier, the other a bit lighter.
- Typically, one has serifs, and the other does not (but this isn't a hard and fast rule).

What are serifs?



serif



sans-serif

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Finding Complimentary Fonts

1. Google “[brand keyword] + google fonts”
2. Find one font that matches the feeling of your mood board.
3. Use Canva’s Font Combination tool (<https://www.canva.com/font-combinations/>) to find a second font that compliments the first.

Accent Font

Your brand’s accent font will be used extremely sparingly -- only for artistic flair and emotional emphasis. It should be a font that embodies your brand’s primary keyword, and is eye-catching and unique. It’s okay if this font isn’t perfectly legible.

You can find your accent font with a similar Google search (“[brand keyword] + google font”), or by browsing on free font sites, such as www.dafont.com.

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Record Your Font Choices

Header font: _____

Body font: _____

Accent font: _____

Logo Design

Your business's logo is a symbol that people instantly recognize. It's kind of like your brand's profile pic.

Logos can either be a stylized version of your business's name, or they can include a simple symbol as well. Most businesses have both of these elements, though they may use them independently as well as in conjunction with each other.

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Your logo does NOT need to be complex. Simple is better! In fact, text alone can make a great logo.

Step One

Get inspiration for your logo!

You can do this by searching Google or Pinterest with terms such as “[brand keyword] + logo,” or by checking out free logo templates on Canva, Fotor, or Adobe Spark.

Step Two

Draft several logo concepts.

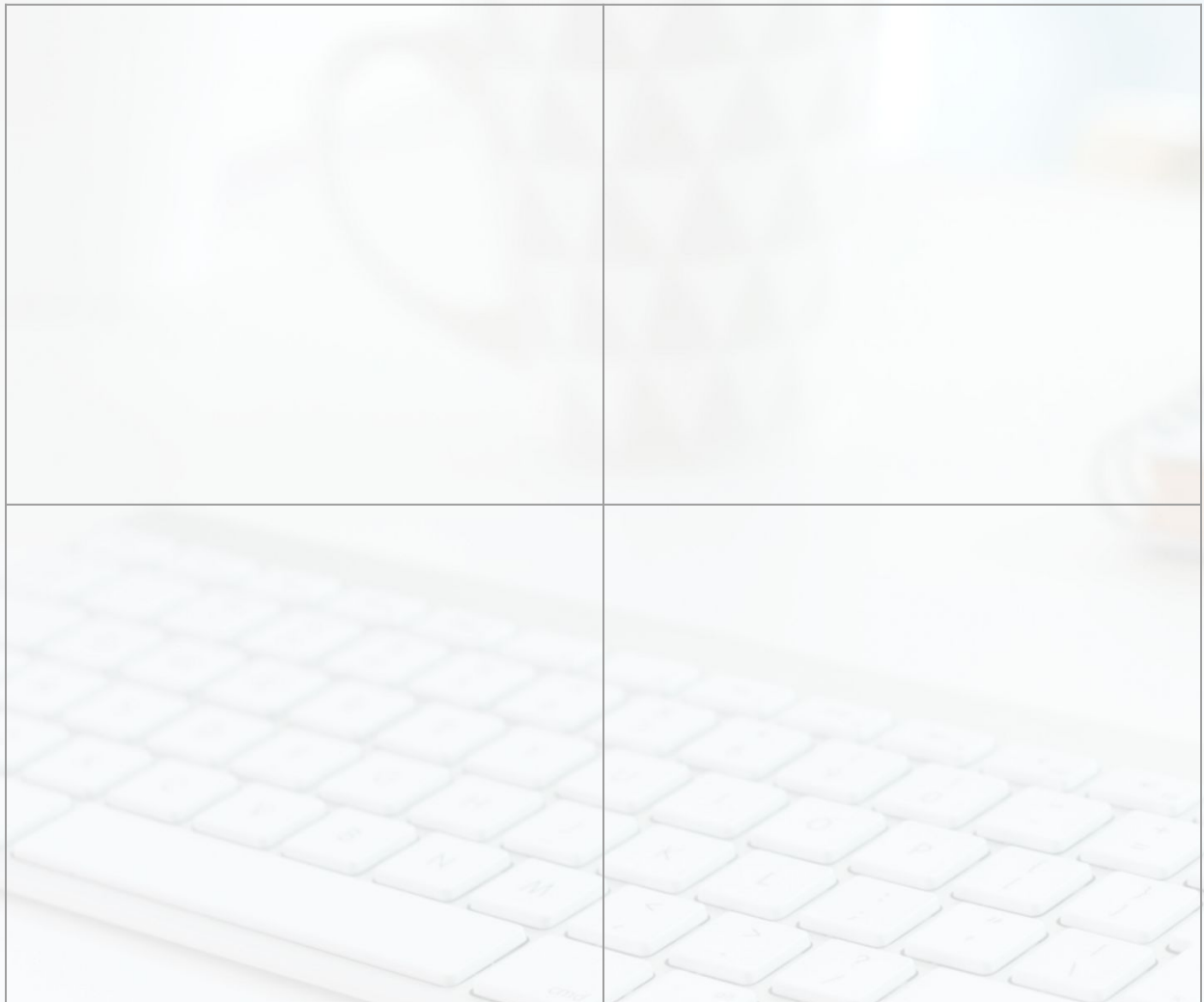
These don't need to be amazing works of art. Just jot down different concepts you're considering.

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Logo Concepts



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Step Three

Design your logo.

Use your preferred graphic design program (Canva, Fotor, Designsta, Adobe Spark, Illustrator, or Photoshop) to create your finished logo.

Logo Design Tips

- >> Stick to your chosen brand colors, fonts, and style.
- >> Keep it clean & simple.
- >> Don't use complex drawings or much clip art.
- >> Make the original logo very large: at least 1000 X 1000 px.
- >> Save the logo as a PNG file with a transparent background.
- >> If you're feeling stuck, consider hiring a pro -- or at least getting inspiration from one! You can easily and affordably get sample ideas from designers using www.fiverr.com or www.99designs.com.

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Brand Style Guide Template

You'll find the template as a separate PNG file in this course module, but here's an example of what it looks like.

logo

light logo variation watermark dark logo variation

colors

patterns & prints fonts

style images icons

The template is a white rectangular area with a light gray background. It features several sections defined by horizontal lines. The 'logo' section has three columns for variations. The 'colors' section has five square boxes. The 'patterns & prints' section has two stacked boxes. The 'style images' section has three boxes. The 'icons' section has one box. A vertical line separates the 'patterns & prints' and 'style images' sections from the 'fonts' and 'icons' sections.