



DESIGN

workshop

Brand
WEB DESIGN

CREATING BEAUTIFUL ON-BRAND GRAPHICS IS EASIER THAN YOU THINK!

- ✓ Tips for deciding on your brand's unique style and personality including font and colour choices
- ✓ Where to find great stock photos and fonts for your branded graphics

- ✓ How to use Canva to create impactful graphics for sharing on social media
- ✓ How to create graphics in batches to save you time

Brand Discovery

Branding is about more than your logo.

Branding is the presentation of your company, on- and offline, through your website, print materials, your brick and mortar setup and even how you and your staff present yourselves.

Knowing and understanding your business and the direction you want to take it in will help you create a branding vision that truly reflects the values and aims of your business.

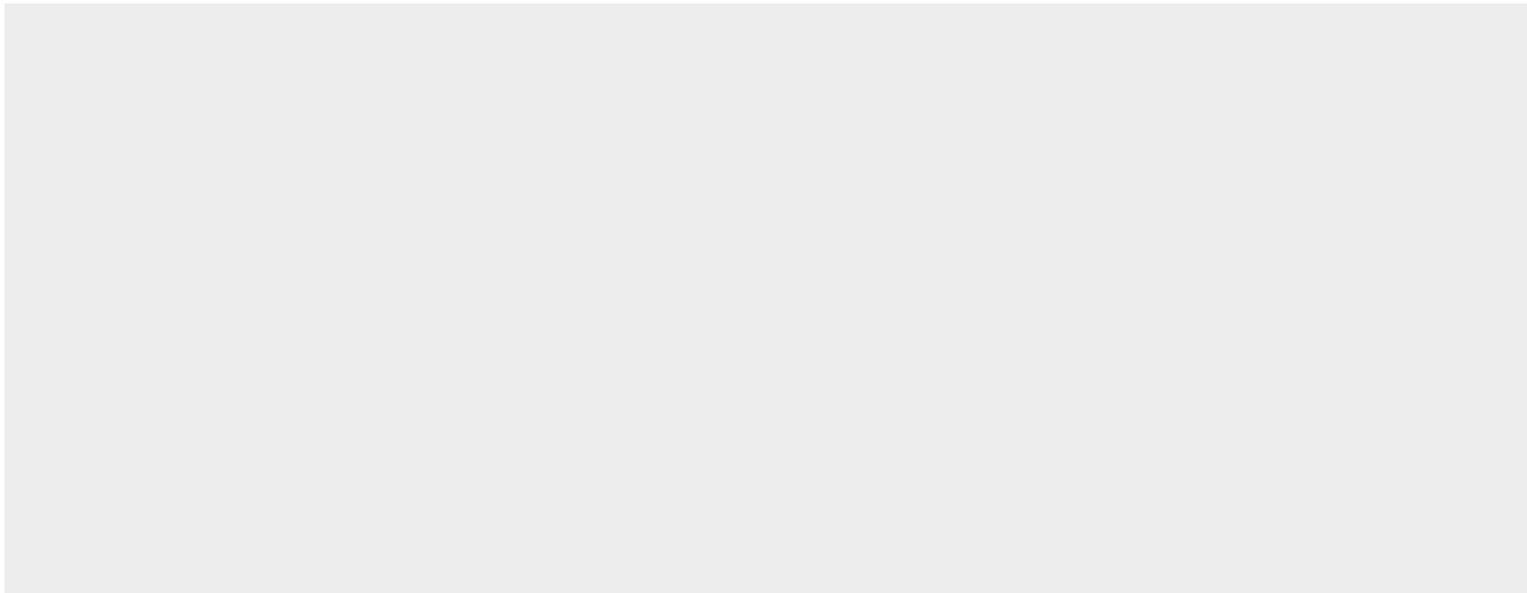
Being consistent with your branding enables your customers to identify you through all of your marketing and networking endeavours.

This workbook walks you through a few short exercises to identify and develop your brand. Use it to stay on track with your branding and message by referring to it for your colours and fonts. These questions were taken from the Branding Guide that we have developed for our clients to complete before their branding project

Your clients

In the end, the goal is not just to make **you** happy with your brand, but to win over your potential customers! Creating a brand identity that resonates with your customers and clearly defines your business is a must.

Create a broad description of your ideal customer. What are their demographic details? What are their goals? What is important to them about your business or product (how does it help them)?



Your message

Knowing and understanding your business and the direction you want to take it in will help you create a branding vision that truly reflects the values and aims of your business.

What is the primary message you want to convey to your customers?

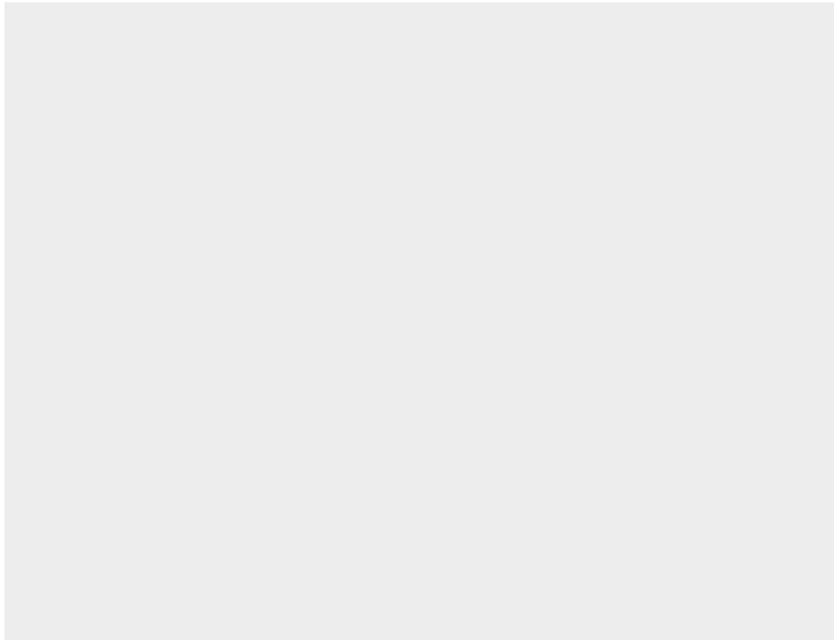
This doesn't have to be a verbal message. It could be how you want to make them feel.

If you only had 30 seconds to explain your business to your customer, what would you say?

Your style

Design is very subjective, and it can be hard to put down in words exactly what you envision in your mind. Or, maybe you're unsure about what you want. This exercise will help you get clear on the direction to take.

What colour theme preferences do you have?



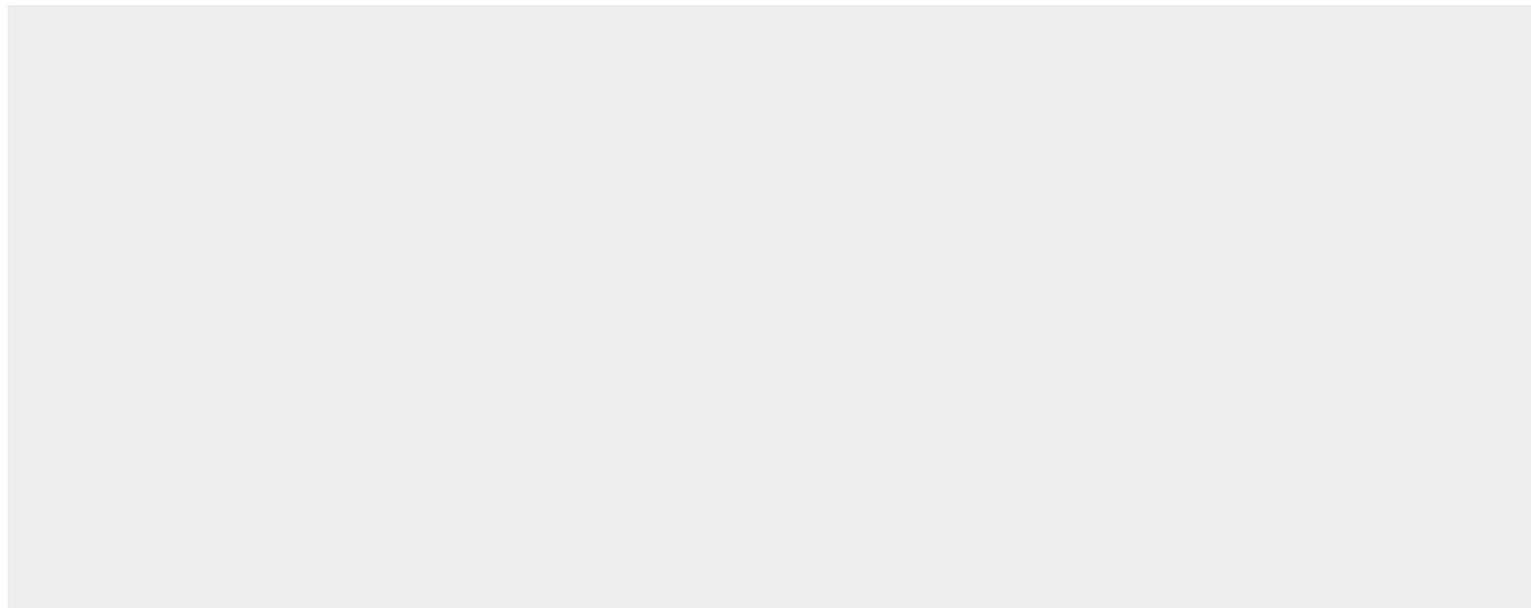
Some ideas to get you started:

- | | |
|---------|--------------|
| Bold | Feminine |
| Classic | Professional |
| Earthy | Warm |
| Quirky | Child-like |
| Playful | Modern |
| Natural | Masculine |
| Vibrant | Low-key |
| Retro | |

Your colours

Visit color.adobe.com and htmlcsscolor.com to find colours that fit with your theme. You can browse premade colour palettes on color.adobe.com. Both websites will help you find complementary colours for the main colours you choose.

Write down the hex numbers (6 digit colour code). You can grab the colour name from htmlcsscolor.com too!



Tip: Choose 2-3 main colours and 2-3 secondary / tertiary colours (5-6 colours total)

Your fonts

Design is very subjective, and it can be hard to put down in words exactly what you envision in your mind. Or, maybe you're unsure about what you want. This exercise will help you get clear on the direction to take.

What fonts inspire you?

Serif

Handwriting

FUN / PLAYFUL

Sans-serif

Script

Retro / Old School

Find fonts you like on fontquirrel.com, dafont.com and google.com/fonts and write the names here.

Tip: mix contrasting font families (ex. don't use all sans-serif), stick with 2-3 different fonts.

Tips

- ✓ Use pictures that are relevant to the topic of your page
- ✓ Images should support your text, not detract from it
- ✓ Find images that your audience can connect with
- ✓ Be careful of copyright! Check that you are allowed to reuse images for your own use, and what the limitations are. Don't take images from Google.
- ✓ Add your logo so your brand is always connected with the image no matter where it is shared
- ✓ Make sure text is legible (large enough and enough contrast to read)
- ✓ Use JPEG for photos or images with a lot of colours or gradients. Use PNG for images with transparency or text
- ✓ Create a branding moodboard in Canva and print it out for reference
- ✓ I recommend not using the share function in Canva as it might crop your image improperly - download your graphics instead
- ✓ Create graphics for Facebook events, your Facebook and Twitter covers, documents, presentations etc. so they are all matching (great for events & promotions)
- ✓ Save time by creating a batch of graphics for sharing on social media (use a template)

Resources

Photos

- picjumbo.com
- unsplash.com
- gratisography.com
- jaymantri.com
- magdeleine.co
- pexels.com
- foodiesfeed.com
- picography.co
- negativespace.co
- lockandstockphotos.com
- kaboompics.com
- fancyrave.com

Fonts

- fontquirrel.com
- google.com/fonts
- dafont.com

Colours

- color.adobe.com
- htmlcsscolor.com

Questions? Comments?

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