



Generating Revenue as a Maker

Developing your Brand Image
February 2017

Branding Reference Guide





CHOOSING YOUR COLOR SCHEMES

Color Meaning Reference Guide - <http://coschedule.com/blog/color-psychology-marketing/>

COLORS BRING

Emotion



BLUE



TRANQUILITY, SECURITY, INTEGRITY, PEACE, LOYALTY, TRUST, INTELLIGENCE



COLDNESS, FEAR, MASCULINITY



TURQUOISE

SPIRITUAL, HEALING, PROTECTION, SOPHISTICATED

ENVY, FEMININITY



GREEN

FRESHNESS, ENVIRONMENT, NEW, MONEY, FERTILITY, HEALING, EARTH

ENVY, JEALOUSY, GUILT



YELLOW

BRIGHT, SUNNY, ENERGETIC, WARM, HAPPY, PERKY, JOY, INTELLECT

IRRESPONSIBLE, UNSTABLE



PURPLE



ROYALTY, NOBILITY, SPIRITUALITY, LUXURY, AMBITION, WEALTH



MYSTERY, MOODINESS



PINK

HEALTHY, HAPPY, FEMININE, SWEET, COMPASSION, PLAYFUL

WEAK, FEMININITY, IMMATUREITY



RED

LOVE, PASSION, ENERGY, POWER, STRENGTH, HEAT, DESIRE

ANGER, DANGER, WARNING



ORANGE

COURAGE, CONFIDENCE, FRIENDLINESS, SUCCESS

IGNORANCE, SLUGGISHNESS

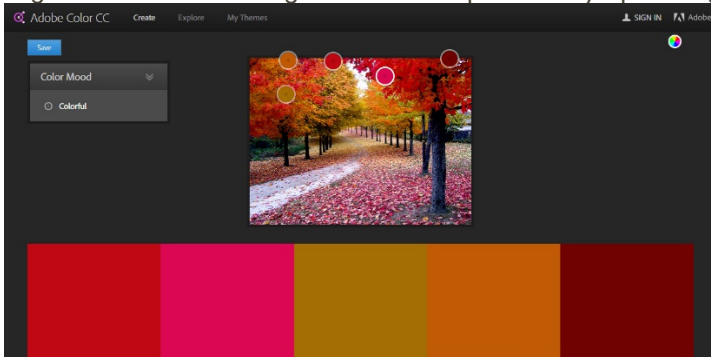


| | | | |
|---|---|--|---|
|  |  |  |  |
| BROWN | TAN | GOLD | SILVER |
| + FRIENDLY, EARTH, OUTDOORS, LONGEVITY, CONSERVATIVE | DEPENDABLE, FLEXIBLE, CRISP, CONSERVATIVE | WEALTH, WISDOM, PROSPERITY, VALUABLE, TRADITIONAL | GLAMOROUS, HIGH TECH, GRACEFUL, SLEEK |
| - DOGMATIC, CONSERVATIVE | DULL, BORING, CONSERVATIVE | EGOTISTICAL, SELF-RIGHTEOUS | INDECISIVE, DULL, NON-COMMITTAL |
|  |  |  | |
| WHITE | GRAY | BLACK | |
| + GOODNESS, INNOCENCE, PURITY, FRESH, EASY, CLEAN | SECURITY, RELIABILITY, INTELLIGENCE, SOLID | PROTECTION, ELEGANCE, DRAMATIC, CLASSY, FORMALITY | |
| - ISOLATION, PRISTINE, EMPTINESS, | GLOOMY, SAD, CONSERVATIVE | DEATH, EVIL, MYSTERY | |



CREATING CUSTOM PALETTES

A great tool for creating custom color palettes by uploading your own photos. <https://color.adobe.com>





CHOOSING YOUR TYPOGRAPHY

Font Reference Guide - <http://www.elleandcompanydesign.com/blog/brand-fonts>

Serif

"feet" at the ends of each letter
classic, traditional

- Times Roman
- Chaparral Pro
- Baskerville
- Minion Pro
- Palatino

Sans Serif

no "feet" at the ends of each letter
streamlined, modern

- Helvetica
- Avenir
- Open Sans
- Raleway
- Proxima Nova

Script

connected letters, resemble cursive
calligraphy, handlettering

- Grafolita Script
- Selfie
- Snell Roundhand
- Sign Painter
- Emily Austin

Display

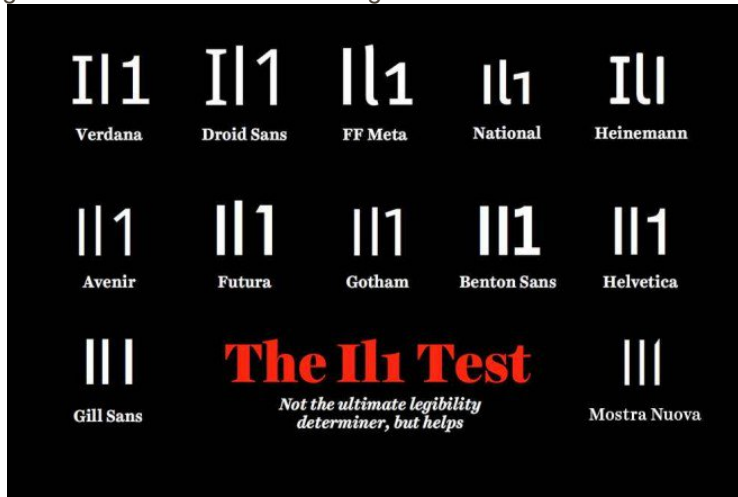
used sparingly, attention-grabbing
decorative, novelty

- PHOSPHATE
- MODESTO
- BEBAS NEUE
- Viva Beautiful Pro
- Lust Script



IS YOUR FONT READABLE?

I/l/1 – Type a capital I (eye), a lower case l (el) and the number 1 (one). If the three look too similar then this may affect the readability. - <https://designschool.canva.com/font-design/>



COMBINING FONTS

Examples of fonts that go great together - <https://designschool.canva.com/font-design/>





Free font resources:

- www.fontsquirrel.com
- www.dafont.com
- www.1001fonts.com

Additional resources

- http://www.huffingtonpost.com/casey-cavanagh/post_10018_b_8042526.html
- <http://www.thelogofactory.com/logo-design-tips/>
- <http://www.personalbrandingblog.com/does-my-brand-need-a-tagline-12-experts-explain/>
- <http://coschedule.com/blog/color-psychology-marketing/>
- <https://designschool.canva.com/font-design/>
- <http://www.peacelovedesign.net/blog/2014/11/17/designing-a-killer-style-brand-guide-tips-examples/#sthash.3fAOEolb.dpbs>