

Ignite YOUR BRAND

Module 3 - Week 11 Brand Visuals

impact
ACADEMY



Now that you understand what your unique brand is, what you stand for, the type of experience you're aiming for and how you wish for clients to feel in the experience, you are ready to check that your design elements match that!

Visual design should help reinforce how you want people to feel in the experience with your brand. This week you will consider your company's visual brand assets, including your logo, brand colors, and brand fonts to see that they align to what how you want your customer's to feel... you likely already have a logo, and may have colors and fonts, and it's a great time to re-assess if they still align with you and your business based on the new insights you've gained the last few weeks!

This is where you have fun bringing it all to life, visually, ensuring that everything from your why - to who your customers are - to your message - to your visuals - all aligns.

- Lesson 1: Brand words
- Lesson 2: Brand vibe
- Lesson 3: Brand colors
- Lesson 4: Brand font

Amber

Week 11 - Brand Visuals Lesson 1: Brand words

What Is Your Visual Brand, Positioning, And Messaging?

As a refresher, there are 3 core components that go into your brand: your messaging, positioning and visuals.

The VISUAL BRAND is what aesthetically represents your business, including your logo, website, or any other printed or branded materials.

MESSAGING communicates what you do, why you're different, and the outcomes or benefits that customers gain by working with you. Messaging includes your tagline and copy that you use in your marketing.

The third element to branding is the POSITIONING of your brand. Positioning is all about allowing your business strategy to inform your marketing efforts. Effective positioning typically requires more time, experience, or budget to hire a marketing firm to guide you in how to position your brand in the market more strategically to increase profits. A brand might have fancy visual assets; however, if it isn't positioned correctly, the branding efforts aren't going to pay off as well as you may want them to.

Visual Brand Exercises

Visual Brand Assets

To help you determine what your visual brand should look like, you'll do this refresher exercise to help you determine the vibe you are creating.

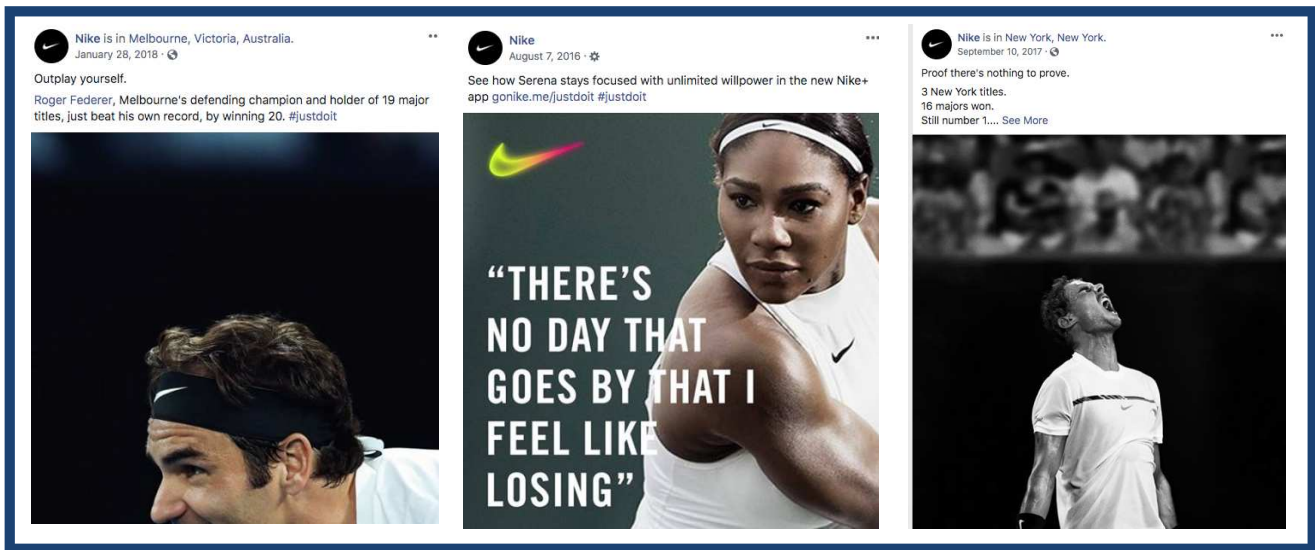
- 1) How does your brand feel?
- 2) If your brand were a flavor, what would it taste like?
- 3) If your brand were a scent, what smell would it be?
- 4) What does your brand sound like?
- 5) What are the top 3 words that you want people to think of when they think of your brand?

Looking at your answers to the questions above, write down the top 4-6 Brand Words that you've identified:

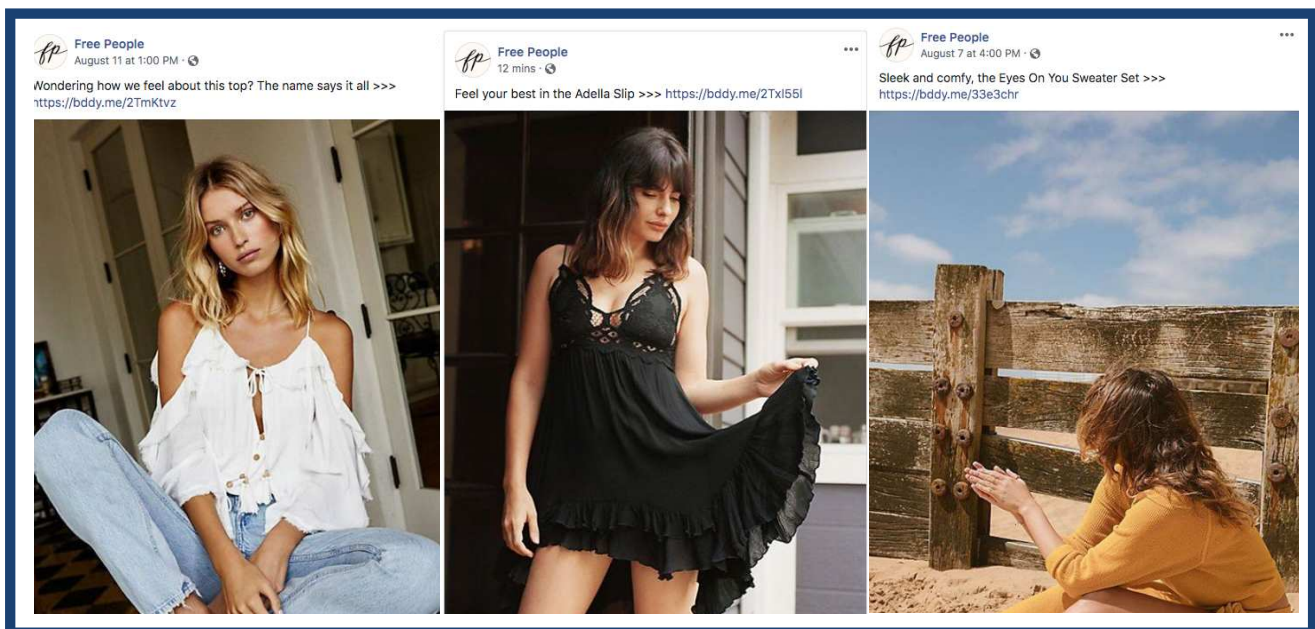
Identifying Your Brand's Vibe or tone

Your brand is more than a logo or colors, it is an experience. Your brand is how you make people feel; therefore, before you determine the best colors and fonts for your brand, it's critical that you understand the vibe of your brand. The tone of your brand will guide the development of your design assets.

For example, think of the world's largest clothing brand, Nike. Their tagline is "Just Do It." Nike carries its to-the-point, persistent, get-it-done attitude throughout marketing and social media.



Contrast this with the Free People clothing brand examples that evoke a free-flowing, wanderlust tone. "Free People, a specialty women's clothing brand is the destination for bohemian fashion that features the latest trends and vintage collections for women who live free through fashion, art, music, and travel."



The tone of your brand is what you say on your website, on social media, and it's how graphics and visuals look and feel. It all needs to match or else your brand won't feel consistent and cohesive.

Brand Vibe

What is your brand's tone? Simple and inviting? Sassy and sexy? Hip, fresh, fun? Write your brand's tone here in 5 words or less.

Make a list of keywords or phrases here that you can use consistently for social media, blog posts, your website, and with other content:

Creating A Style or Vision Board for Inspiration

If you're struggling with where to begin with understanding your brand's vibe and feeling, making an inspiration board may help you to visualize your brand. An inspiration board, also called a style board, is a graphic or an actual board (like a tac board) where you compile photos, newspaper clippings, images that you like, colors and patterns that provide inspiration and direction for your brand. All of these images together create a mood or feeling that can be used to guide the development of the logo or other graphic assets.

You may also wish to create a vision board, which represents where you want to go or what you want your brand to become. A vision board helps you visualize your brand and goals and actually bring it to life!

Brand Practice: Creating an Inspiration Board

If you are inspired to do so, make a vision board (on a tac board), with newspaper clippings, and images you find online. Another way you can create your inspiration or vision board is to use Pinterest and create a brand board. (You can keep it private.) Then start searching for phrases of things that inspire you and your business. As you see images, colors, and textures that you like, add them to your brand board!

Choosing Your Brand Colors

When it comes to choosing your brand colors, it's important to really think about what represents you and your brand, but also what the color conveys and how your ideal customers will respond to it.

Your brand colors include 3 key elements:

- A little psychology
- A little bit of what matters to you
- A little bit of what inspires them (customers)

The Psychology of Colors

Colors are communication tools. Just think about the last time you saw someone in a colorful floral print: what message did it convey? Or someone dressed in all black, or driving a red sports car? Have you ever seen a house painted bright purple or hot pink, and what did it make you think about its residents? Colors make an impression on people. They can also inspire action, influence people's moods and connect with emotions.

Research shows that 60% of the time people will decide if they are attracted or not to a brand based on the color. How you use color also affects the visibility of your brand and reinforces brand recognition by up to 80%. (Source: University of Loyola, Maryland study)

If you want to choose brand colors that attract your ideal audience and accurately represents your brand, it's important to have a basic understanding of color psychology so you can make the best selection.

Check out these examples of common color associations and what the various colors represent:

Purple

Associated with royalty, nobility, extravagance, and luxury. It's a very rare color in nature, and many relate it to creativity and mystery.

BRAND WORDS: creative, fantastical, mysterious, noble, royal, sophisticated, and spiritual.



claire's

Brown

Associated with companies in the fields of nature, utility, construction, and law. It represents simplicity and neutrality.

BRAND WORDS: earthy, neutral, rough, serious, simple, and subtle.



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Lesson 3: Brand Colors

Pink

A feminine color that can promote feelings of innocence and delicateness. Bright and vibrant shades (think Amberdella hot pink) evoke a bold, fun and modern appeal.

BRAND WORDS: appreciative, delicate, feminine, gentle, innocent, soft (light pink); and bold, fun, modern, sassy (hot pink).



Red

The color of fire, blood, and heat. It's associated with energy, heat, danger, and also passion, power, desire, and love. Red is highly visible, often used to grab attention (think red "on sale," or "buy not" tags or buttons). Red can stimulate appetite, which is why it's often used by food brands like McDonald's, Chick-fil-A, Chili's, Frito Lay, Heinz, and more.

BRAND WORDS: adventurous, active, aggressive, dangerous, driven, exciting, energetic, exhilarating, loving, and passionate.



Orange

Energetic and warm. Orange is associated with joy, sunshine, and playfulness. You often find it used in logos to stimulate emotions or even appetites. Orange can encourage us to feel more energetic and lively, while at the same time can instill a sense of restraint.

BRAND WORDS: affordable, creative, enthusiastic, light-hearted, playful, and youthful.



Yellow

Associated with positivity, happiness, and warmth. This color is attention-grabbing and can also represent caution (yield-signs and traffic lights). It can also associate with "discount pricing," or a "good deal." Yellow can be viewed as spontaneous or unstable. Men often perceive yellow as light-hearted and a childish color, which is why it's rarely used in product advertising for car manufacturers or men's clothing products.

BRAND WORDS: cautionary, cheerful, cowardly, curious, happy, joyful, playful, positive, sunshiny, spontaneous, and warm.



Green

The color of nature. It symbolizes freshness, serenity, growth, and healing. Green also has a strong emotional correspondence to safety and balance. Darker greens are closely related to money, banking, and wealth, while lighter greens have a calming effect.

BRAND WORDS: balanced, eco-friendly, fresh, harmonious, healing, healthy, money-oriented, natural, and safe.



Blue

Represents trust, dependability, honesty, serenity, and loyalty. It's a popular color with financial institutions (Chase, Citi) and social media sites because of its message of stability and trust. Blue is popular for promoting products related to cleanliness (water purification filters, detergents), air and sky (airlines, air conditioners), and water and sea (cruise lines, bottled water). Blue can suppress appetite, which is why it's rarely used in food marketing.

BRAND WORDS: calm, confident, authoritative, loyal, dignified, successful, secure, trustworthy.



Black

Often associated with intelligence, but it can also be associated with evil, gothic, or grieving. Black represents power, elegance, and authority. It's a serious color that evokes strong emotions.

BRAND WORDS: authoritative, classy, cultured, distinctive, elegant, formal, mysterious, secretive, serious, sleek, and traditional.



Gray

Associated with neutrality, gray suggests sophistication, intelligence, integrity, and stability. Gray is a good color for architecture, tech, and commerce brands. However, gray can come across as cold or unfeeling, so it is often best when used in a light color or if paired with other colors. Blue and gray are frequently paired together, as shown in the WordPress logo below.

BRAND WORDS: conventional, dignified, intelligent, mature, sophisticated, and stable.



Brand Practice: Brand Colors

Revisit your list of brand words, and see which colors match up with the brand words that you developed in Step 1.

Choose two primary colors; use those colors consistently in everything you do to market your business. Keep in mind that warm colors (red, orange, yellow) are stimulating while cool colors (green, blue, purple) are calming.

Then choose one accent color that will "pop" out from the rest of the elements on your website or marketing materials. This color should stand out because it's brighter, darker, or different in some way from your two primary colors.

Resources & Tools:

- <https://grasshopper.com/resources/tools/branding-color-quiz>
- <http://www.colourlovers.com/>

Selecting Brand Fonts

Your brand fonts are a part of your whole brand package. They convey a message about your brand. Is your font saying, "fun, party," "beach, travel," or "trusted, wealthy, reliable?" The goal is for your fonts to complement each other.

Your font should match the message and purpose of your brand. Look at the qualities and characteristics that you've already decided that your brand is and keep those phrases front and center as you begin browsing fonts!

If the characteristics of the fonts don't match your brand words then it will be a disconnect between what you say you are and what your brand looks like. The goal is for all aspects of your brand to be cohesive and consistent. You want people to KNOW your brand from how it looks, sounds and feels, from all sides.

Rockstar Tip

If you start looking at fonts and feel overwhelmed, just ask yourself, does this font convey the brand phrases that I've identified?

Typography 101

When you're selecting your brand fonts, here is some terminology that will come in handy.

- 1) SERIF: Serif fonts have little "feet" or lines attached the ends of the letters. Serif fonts look more serious or traditional. Popular examples include Georgia and Palatino.
- 2) SANS SERIF: "Sans-serif" literally means "without serif." Sans-serif fonts don't have the extra lines on the end of letters. They are generally thought to look more modern and streamlined. Popular examples include Helvetica or Arial, Verdana, and Franklin Gothic.
- 3) SCRIPT: Script fonts are cursive or handwriting-style fonts. They generally have connecting or semi-connecting letters. Script fonts can appear elegant, fun, and casual, or even hand-drawn. Examples include Pacifico, Lobster, and Allura.
- 4) DECORATIVE/DISPLAY FONTS: These fonts are meant to get your attention. They're often more unusual and should only be used in small doses and for a specific effect or purpose. Examples include our Impact Academy fonts Lemon Tuesday and Special Elite as well as our SPM font Rock Salt.

What Fonts do I need?

I recommend you select 3 brand fonts: a font for headers, subheaders, and body copy. A header font is used to grab people's attention. It's usually larger in size and used sparingly. It may be the main caption on your website or in print materials.

The subheader is also used sparingly but used more often than the header. The subheader could be the heading for a new paragraph in a blog post or the titles of pages on your website.

The copy font is the font that is used most often for sentences and paragraphs on your website, emails, and print items. This copy should be easy on the eyes, not too dark or light or frilly, since this font will be used for longer passages of text, and it needs to be readable. Serif or select sans serif fonts are the best options.

Here are a few examples of how fonts will look together. The header font is the first line, the subheader is the second line, and the copy font is the third line. A description of what fonts were used is listed below the brand fonts.

Impact Academy Ignite your Brand

For heart-centered entrepreneurs
Lemon Tuesday,, Special Elite, Montserrat Light)

A Thousand Dreams HELPING YOU ACHIEVE YOUR GOALS

We help you create your custom bucket list!
(Allura, Bebas Neue, Times Neue Roman)

STRATEGIC PARTNERS MARKETING Full-Service Marketing Firm

Based in Madison, WI, just off Capitol Square!
(Rock Salt, Rokkit Semibold, Noticia Text)

CertBusiness Solutions Helping You Transform Your Business Based in Milwaukee, WI, near the lake!

(Lora Bold, Bree Serif, Merriweather)

Brand Practice: Brand Fonts

Browse these font sites to get ideas of fonts you like that align with your Brand Words. Keep in mind that free fonts are more commonly used, so if you are looking for a unique font, you will want to hire a designer to create you a custom font or pay for a font as they are used less commonly.

- <https://fonts.google.com/>
- <https://www.urbanfonts.com/>
- <http://www.fontspace.com/>
- <https://www.dafont.com/>
- <https://www.fontsquirrel.com/>
- <https://www.fontshop.com/>

If needed, download the fonts that you want to use.

Next, write 1 sentence about what your company does and copy and paste that and apply different fonts to the sentence. Use size 21 for your header font, size 16 for the subheader, and size 12 for the copy.

Then, start writing out your sentences, and play around with the header, subheader and copy font (just like the samples above) until you find the combination that best compliments each other and feels LIKE YOUR brand!

Brand Visuals SUMMARY!

My brand words are:

My brand colors are:

My brand vibe is:

My brand fonts are: