DIY Branding Kit

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COLORS

Why do companies choose the brand colors they do?

Is it because the owner just loves the color?

Nope, there's a little more to it than that. Color psychology has proven that different colors emote different feelings.

Additional Resource:
Color Psychology and Infographic
Color Psychology in Marketing
Canva's Color Wheel

the virtual collab

authority, classic, elegant

bold, passionate, hunger

practical, quiet, conservative

trust, strong, secure

wealth, success, luxury

optimistic, clarity, positivity

COLOR REPRESENTATION GUIDE

youthful, love, feminine

enthusiasm, friendly, fun

ambitious, wisdom, respect

health, natural, relaxing

inclusive, international, diversity

stable, wholesome, warm

COLOR PAIRING

BRAND COLORS:

Use Pinterest to help you find color palettes. Identify the hex codes. Sometimes they are located on the palettes. If none are provided, you can use Canva to assist you or a color picker extension on your browser.

Primary color: _____   Primary color hex code: _____

Secondary color: _____   Secondary color hex code: _____

Accent color: _____   Accent color hex code: _____

Accent color: _____   Accent color hex code: _____

Accent color: _____   Accent color hex code: _____

NOTES:

_____

_____

_____

_____

What You Need to Know About Canva Graphics

When you start designing your logo, I want you to tread carefully on using the elements in Canva. It doesn't matter it it's a stock photo, element, music, or video. If you're using it to create an end product that you plan on reselling in any way you will need to purchase an extended license. This does not apply to simple shapes which can easily be created on most programs.

What is Your Goal?

If you want to be able to use your logo on merchandise for sale, like t-shirts, mugs, etc. than you're safer buying graphics from The Hungry JPEG. They have a clearer licensing agreement with much lower price points for extended licenses.

Also, if you plan on applying for a trademark for your brand, this would not be possible using graphic elements that are available to the general public. In that case, you would need to hire someone to create a graphic exclusive to your organization.

You read more about Canva's Extended License Agreement.

FONTS

FONT TIPS

When picking your fonts keep these things in mind:

- Have at least one easy-to-read font
- Use script font only as an accent font
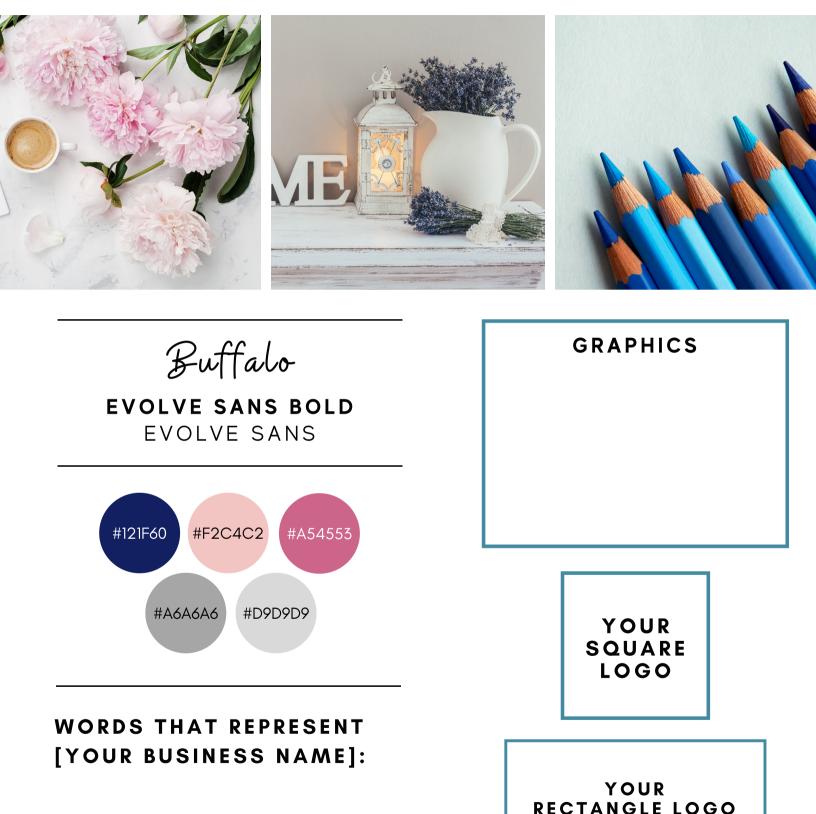- When using two easy-to-read fonts one should be clearly heavier (thicker) than the other.

OSWALD
COOPER HEWITT

ANTON
ALEGREYA

RUBIK ONE
NUNITO LIGHT

LEAGUE SPARTAN
NEUE EINSTELLUNG

LOVELO
LEAGUE SPARTAN

Jimmy Script
ARCHIVO NARROW

Buffalo
ASSISTANT REGULAR

Madelyn
AILERON

[YOUR BUSINESS NAME]
OFFICIAL BRAND KIT

Buffalo

EVOLVE SANS BOLD
EVOLVE SANS

#121F60   #F2C4C2   #A54553

#A6A6A6   #D9D9D9

WORDS THAT REPRESENT [YOUR BUSINESS NAME]:

GRAPHICS

YOUR SQUARE LOGO

YOUR RECTANGLE LOGO

ADD YOUR CONTACT INFO

RESOURCES

CANVA PRO

THE HUNGRY JPEG

DIY BRANDING KIT CLASS
PROMO CODE "JSC2021"

BRAND KIT TEMPLATE