Brand Guide Worksheet

Branding Tips

Branding is a crucial part of marketing, especially on social media platforms. I want you to clarify your branding so you present a cohesive look in your posting and marketing.

Helpful Tips and Tricks
Use these to help complete the Branding Guide worksheet.

- Pinterest and Google are great resources for ideas and how to's.
- If you don't know the fancy color numbers for your logo, go to this website - colorcodepicker.com/. Upload your logo and click on each color to get the info. Or you can scroll down the page and upload your logo there. This option will give you all the colors at once. The HEX Codes are the easiest to use.
- Your fonts should be those from your logo — often times one script and one block, plus maybe a third that is also a block.
- The secondary logo can be a simplified variation or a different shape.
- There are lots of ways to get your logo in .png format with a transparent background, including some apps on your phone. This website is a great tool if you don't already have a favorite. Upload your logo, type in the color of your background, and it will remove it and give you the .png version to download. You might have to change the number in the "Percent" box (usually a lower number is better).
- Presets are a great way to make all your images have the same look and feel. You can find inexpensive ones on Etsy and even free sets on Pinterest. All sets should come with instructions on how to install in the free Lightroom app and how to use them with your photos.

Optional Activity - Set Up Branding Profile in Canva
- This requires a Pro account that is $12.95/month, but FREE for 30 days.
- Upload your logo and fonts, and enter your colors to create a Brand Kit.
- This will be soooo helpful as you create awesome graphics, memes, posts, etc.

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BASIC ☐ ADVANCED

BASIC

LOGO
File name and location:

_____

Main Colors (2-3)
HEX Codes

_____

_____

_____

Secondary Colors (2-3)
HEX Codes

_____

_____

_____

Font Names (2-3)

_____

_____

_____

ADVANCED

SECONDARY LOGO
(usually a simplified variation)
File name and location:

_____

.PNG Version
(version with a transparent background for use as a watermark)

File name and location:

_____

Image Presets
Did you download the free Lightroom app?

Did you find a set of presets and follow the directs to install in the Lightroom app?

Preset Names:

_____

_____

Elevator Pitch

- No more than 1-2 sentences.
- No more than 10-15 seconds.
- Answer the question "what do you do?".
- Write it down, edit, and practice!!!!

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