



basics of **branding**

week four

VISUAL COMMUNICATION

BRANDING

task list

DAY 01 // MOOD BOARD

1. go on Pinterest, pin a bunch of styles you like.

try search combos like: (design style) + brand identity

or: (minimalist) + branding

try: brand, branding, designs, mood board, aesthetic

2. look for a common thread among the styles you see

3. does this look also fit what your ideal client expects you to look like? are they naturally attracted to this style as well?

DAY 02 // DEVELOPING YOUR BRAND

1. narrow down your brand fonts

1 x Display Font

1 x Accent Font

1 x Body Copy Font

2. narrow down your color palette (2-3 colors)

3. will you use any graphic elements? specific or general?

VISUAL COMMUNICATION

week 03 // day 03

canva templates

TASK LIST FOR

canva templates

1. Go into Canva and look around.

- Open/Save templates you like.
- Look for a common visual thread.
- Imagine what they might look like with your colors and fonts.
- Example groupings on next page.

2. What do you plan on posting?

- Don't overthink it, you should leave space for flexibility, but for an idea of options, see below for different things to look for.
- Try to narrow down to 3-6 if you can

DIFFERENT THINGS

to look for

Look for posts that you can set as your template for categories like these. This will make it easier for you later, so you don't always have to decide as you go.

1. text tips
2. infographics
3. video covers (reels/igtv)
4. carousels
5. photos (if designed)
6. quotes

If your content should be photo heavy (life style, influencer, product) then maybe only focus on the first three.

THINGS TO CHOOSE:

canva styles

Examples of how various canva styles can be grouped together with a common visual thread. They don't need to have the same colors or fonts yet. Just find the right aesthetic.

1. Abstract Shapes & Lines



2. Minimalist / Solid Color + Text Only



3. Stock Photo Heavy



THINGS TO CHOOSE:

narrow down

Based on what you've found, are there any you can commit to these categories?

EXAMPLES OF WHAT TO LOOK FOR:

text tips

infographics

reels/igtv

carousels

photo

quotes

WHAT IT LOOKS LIKE FOR ME:

text tips

photo

checklists

reels/igtv

carousels

infographics

the world needs you.

YOUR GIFTS

YOUR BUSINESS

YOUR BRAND

The world needs
you.