



fonts, colors, graphic elements

BASICS OF BRANDING
VISUAL COMMUNICATION

FONTS

serif

*conservative, reliable,
predictable, safe, established,
timeless, classic, traditional*

HELLO

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

sans serif

*modern, contemporary,
minimalist, friendly, accessible,
affordable, young, fresh*

HELLO

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

stroke
weight

*the thickness of the
letter strokes*

HELLO

HELLO

hello

Hello

HELLO

HELLO

HELLO

HELLO

brush / script

*feminine, airy, helps create
movement, feels more personal*

Hello Brand Fam

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Hello Brand Fam

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

headline
or display

*only used at large sizes with
minimal words (3-5ish) for
catching attention*

HELLO

hello

HELLO

HELLO

try not to do
these things

HELLO

HELLO

hello kAt MAi

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat. Ut wisi enim ad
minim veniam. Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat

how to choose fonts

1. Headline or Display Font
2. Accent Font
3. Body Copy Font
4. Optional Sub-Head Font

Hello Brandies

SUBHEADLINE EXAMPLE WOULD GO HERE

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim
ad minim veniam, quis nostrud
exerci tation ullamcorper suscipit
lobortis nisl ut aliquip ex ea
commodo consequat.

Love, Fat

COLOR

BASICS OF BRANDING: FONTS, COLORS, GRAPHIC ELEMENTS

Explore Shop

Tropics

Tropical Color Palette

PROCREATE COLOR PALETTE WITH 30 TROPICAL COLORS BY KAREN NICOLE DESIGNS

Shop on Pinterest

Tropical Chic 5

Hawai'i-Inspired Color Palettes We Love — For The Good...

teal color combinations

Colour Combinations for the Tropical Chic Bundle

3 INGREDIENT SMOOTHIE

1 PLUM ORGANICS PEAR AND MANGO POUCH

BLEND INGREDIENTS TOGETHER

CHOOSE YOUR FAVORITE MILK

SWAP OUT YOUR POUCHES FOR A NEW FLAVOR EACH DAY



Tropical Blue Peel & Stick Removable Wallpaper, Sample, 8.5"W x 11"L

Promoted by Pottery Barn

Retro Tropical

procreate palette | 30 unique colors

Retro Tropical Procreate Color... Etsy

Цветовая палитра №4291

25 Summer COLOR PALETTES

Tropics Color Pallet

Beachy, Coastal Color Palette Inspiration — Alyson Agency

BEHR 2021 COLOR OF THE YEAR CANYON DUSK S210-4

Promoted by BEHR Paint



Lush Greens

Brewster Josefa Green Tropical Paper Strippable Roll (Covers 56.4 sq. ft.)

Promoted by The Home Depot

You searched for label/beige | Design Seeds



suggestions...

- narrow down colors, the fewer the better (3-5)
- pick unique pairings if possible
- OR, a nice palette + one color of pop
- INSIDER TIP: neon

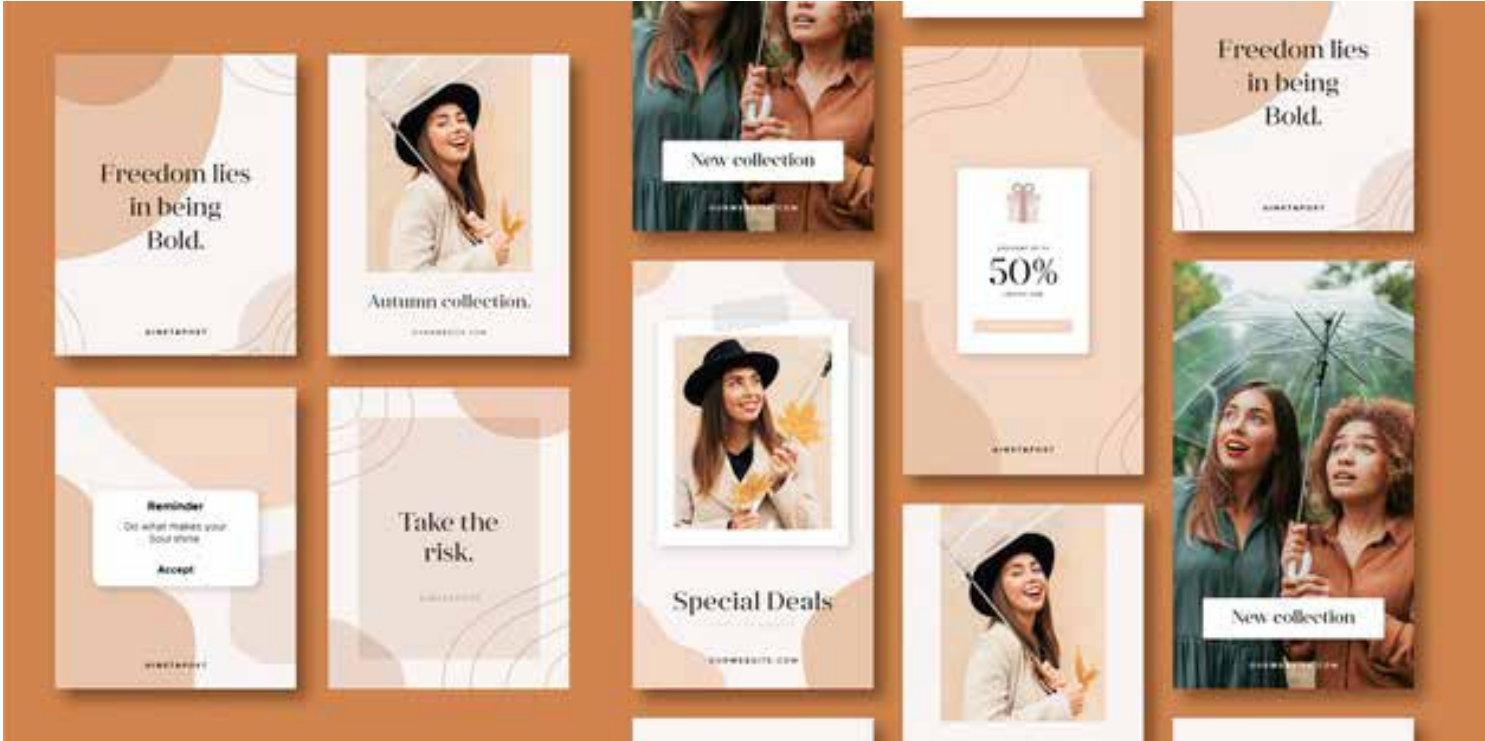


next, find hex codes

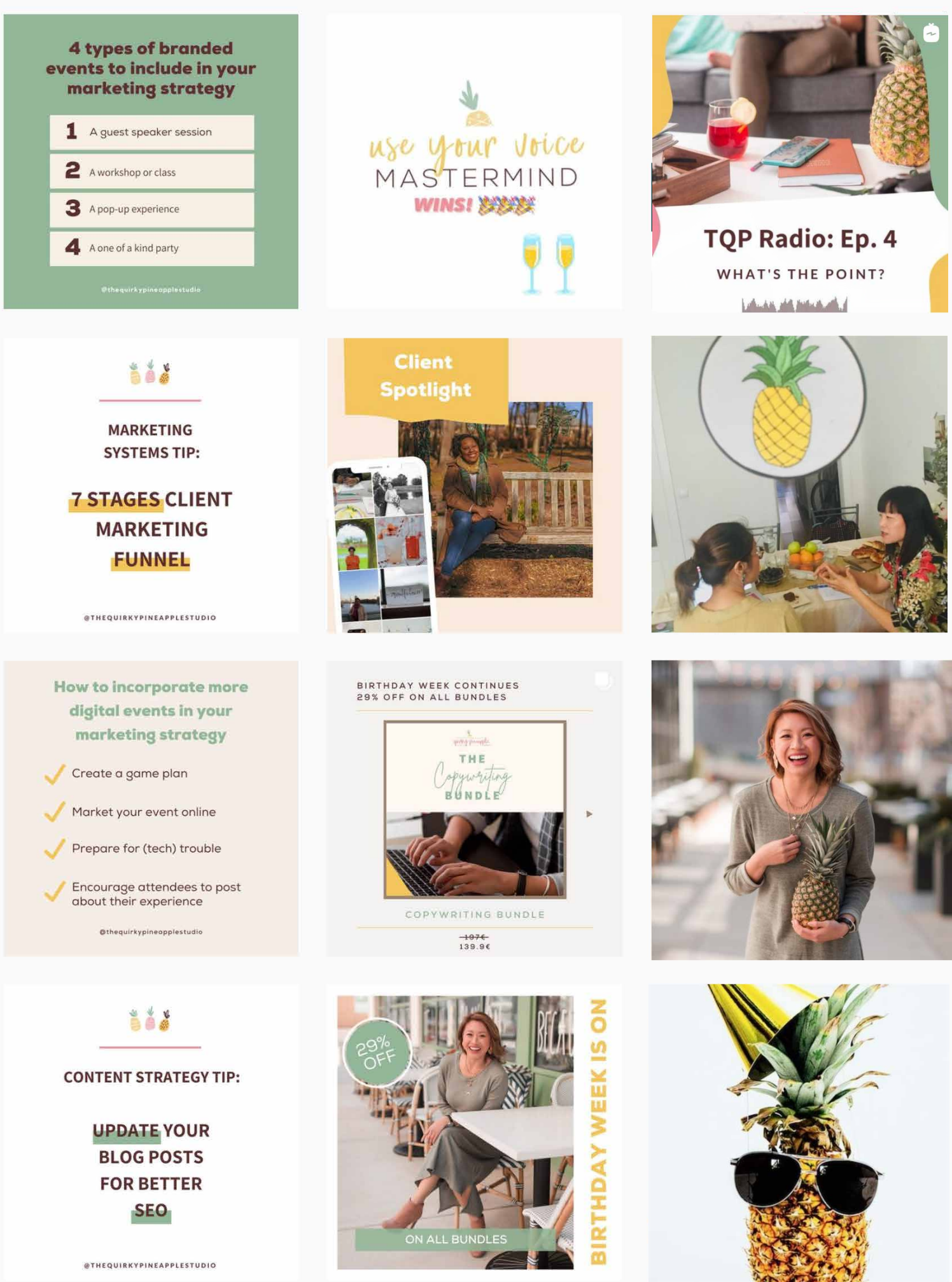
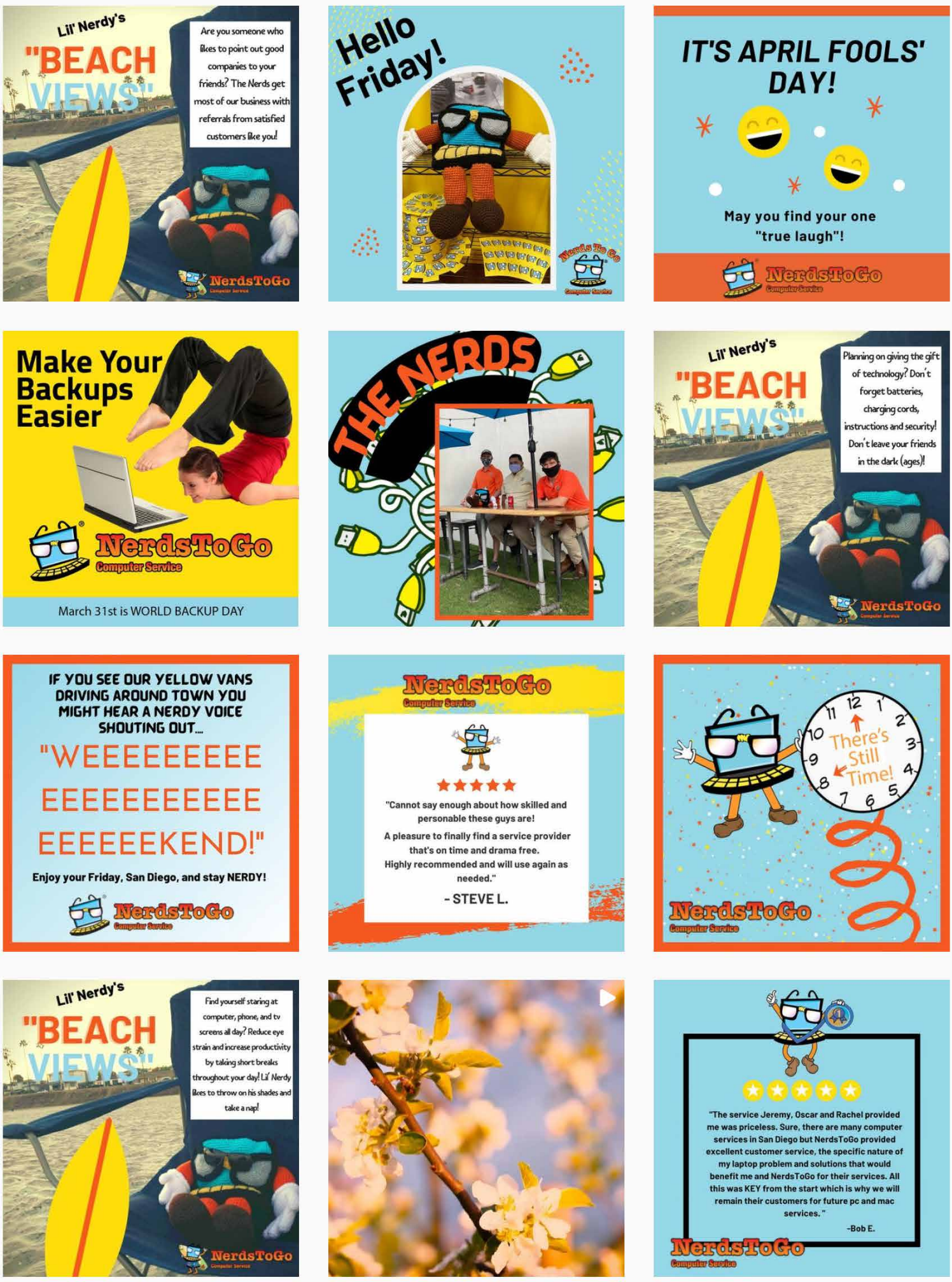
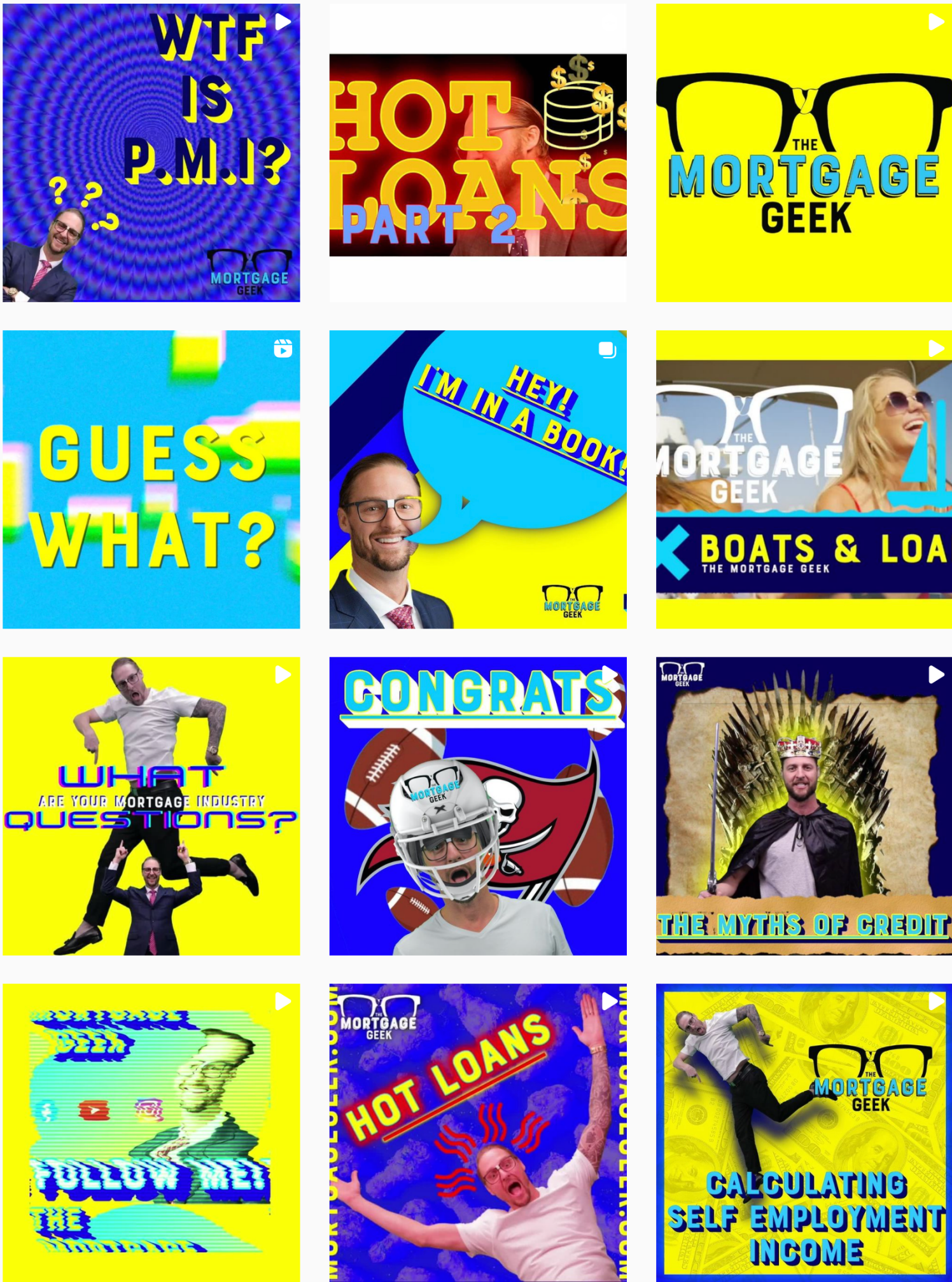
GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

BASICS OF BRANDING: FONTS, COLORS, GRAPHIC ELEMENTS



BASICS OF BRANDING: FONTS, COLORS, GRAPHIC ELEMENTS





plug + play

BRAND+MARKETING

build out
