

BUILD YOUR BRAND WORKSHOP

Discovering your visual identity to formalize your brand

★ LOGO

DO YOU HAVE A LOGO?

YES

NO

NEEDS IMPROVEMENT



PSYCHOLOGY OF COLOR

WHAT FEELINGS DO YOU WANT YOUR CLIENTS, PROSPECTS, AND CENTERS OF INFLUENCE TO EXPERIENCE WHEN THEY SEE YOUR BRAND?

RED

Power
Strengthen
Passion

ORANGE

Excitement
Confidence
Creativity

YELLOW

Optimism
Happiness
Creativity

GREEN

Growth
Prosperity
Nature

BLUE

Trustworthy
Loyal
Dependability

PURPLE

Wisdom
Wealth
Luxury

BROWN

Authentic
Reliable
Support

BLACK

Authority
Security
Timeless

WHITE

Clean
Purity
Sophistication



PSYCHOLOGY OF FONTS

WHAT DO YOU WANT YOUR FONTS TO SAY ABOUT YOU?

Write in your fonts:

HEADER

Body font

CLASSIC TRADITIONAL	MODERN CONTEMPORARY	ECCENTRIC BOLD	PLAYFUL INFORMAL	SIMPLICITY BALANCED
SERIF	SANS-SERIF	DISPLAY	HANDWRITING	MONOSPACE
Georgia	Open Sans	BEBAS NEUE	<i>Kalam</i>	Source Code
Times New Roman	Arial	Red Rose	<i>Pacifico</i>	Roboto
Palatino	Helvetica	Rowdies	<i>Brush Script</i>	Courier



IMAGERY

WHO ARE YOUR IDEAL CLIENTS?

WHAT ARE THEY LIKE?

TYPES OF IMAGERY TO CONSIDER:

Local	Concept	Committees	Lifestyle
Casual	Professionals	Abstract	Illustration

WHAT SHOULD YOUR IMAGERY TELL ABOUT YOU AND YOUR COMPANY?

PUT IT ALL TOGETHER AND **BUILD YOUR BRAND**