

BRAND STYLE

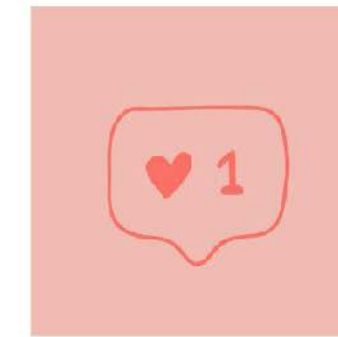
RESOURCES TO MAKE MOOD BOARDS:

- www.pinterest.com
- www.spark.adobe.com/make/mood-board-maker/
- www.milanote.com/product/moodboarding
- www.canva.com/create/mood-boards/
- www.corianmoodboardmaker.com/

WITTY & EDGY



MAGIC LOVE



**LOGOS &
BRAND ELEMENTS**

RESOURCES TO GET PREMADE LOGOS/ELEMENTS:

- www.creativemarket.com
 - www.freepik.com
- www.elements.envato.com
 - www.canva.com

MAKING YOUR OWN LOGO:

- Don't use more than 2 fonts
 - Don't mix up styles
- Use fonts that align with your brand style (refer to moodboard)
 - Make sure your logo is legible

SANS SERIF & SCRIPT

SAMMI
social

SERIF & SANS SERIF

spare change.
BY MEGAN DEMATTEO

SANS SERIF & SCRIPT

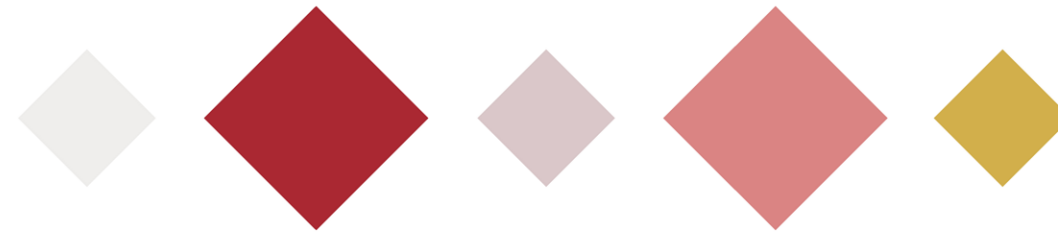
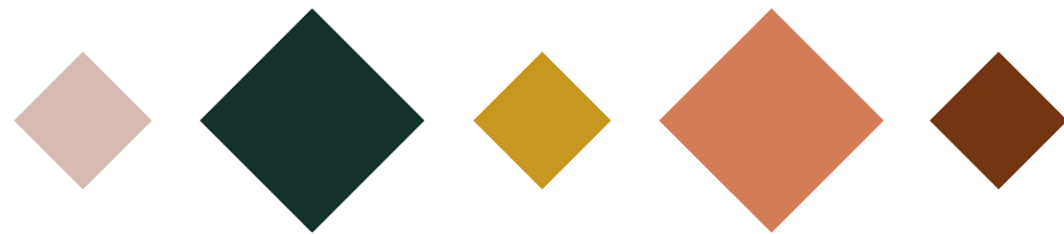
ALL THE
THINGS
TAYLOR *blog* HARMAN

COLORS

RESOURCES FOR COLOR PALETTES:

- www.pinterest.com
- www.color.adobe.com
- www.colors.co/app
- www.canva.com/colors/color-palette-generator

EXAMPLES OF COLOR PAlettes FROM EXISTING BRANDS FROM PREVIOUS SLIDE



FONTS & TYPOGRAPHY

RESOURCES FOR FONTS:

- www.creativemarket.com (free & paid)
 - www.dafont.com
 - www.fontsquirrel.com
 - www.1001fonts.com
- www.typewolf.com (font pairing suggestions)

OPEN SANS - LIGHT



SMALLEST HEADING

BRANDON GROTESQUE - BOLD



LARGE HEADING

BRANDON GROTESQUE - MEDIUM



THIS IS A SECONDARY HEADING.

OPEN SANS - LIGHT ITALIC



This is what an introduction paragraph or quote could look like in your branded documents or on your website.

OPEN SANS - REGULAR



This is body copy. Cuptam aliant ullecti omnisitio consed eatusa voles placepe rsperchit rernam es daerum que eatur. Quid quam hil inum id ut haris doluptas dolupta ssimagnam eruptae quiduntin con nos ad quaestrum ium ute vellore consequi tem.

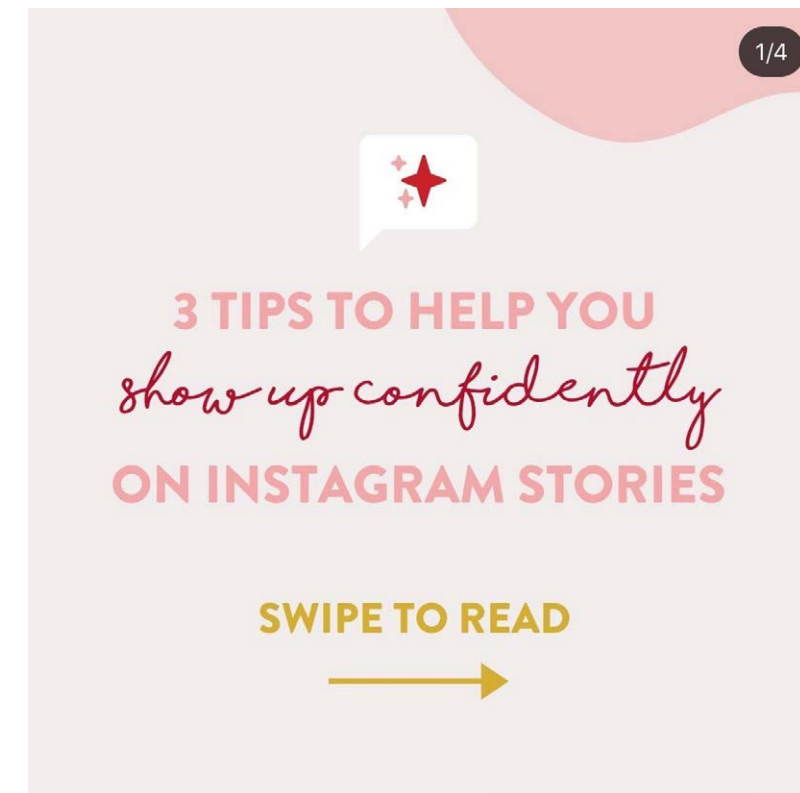
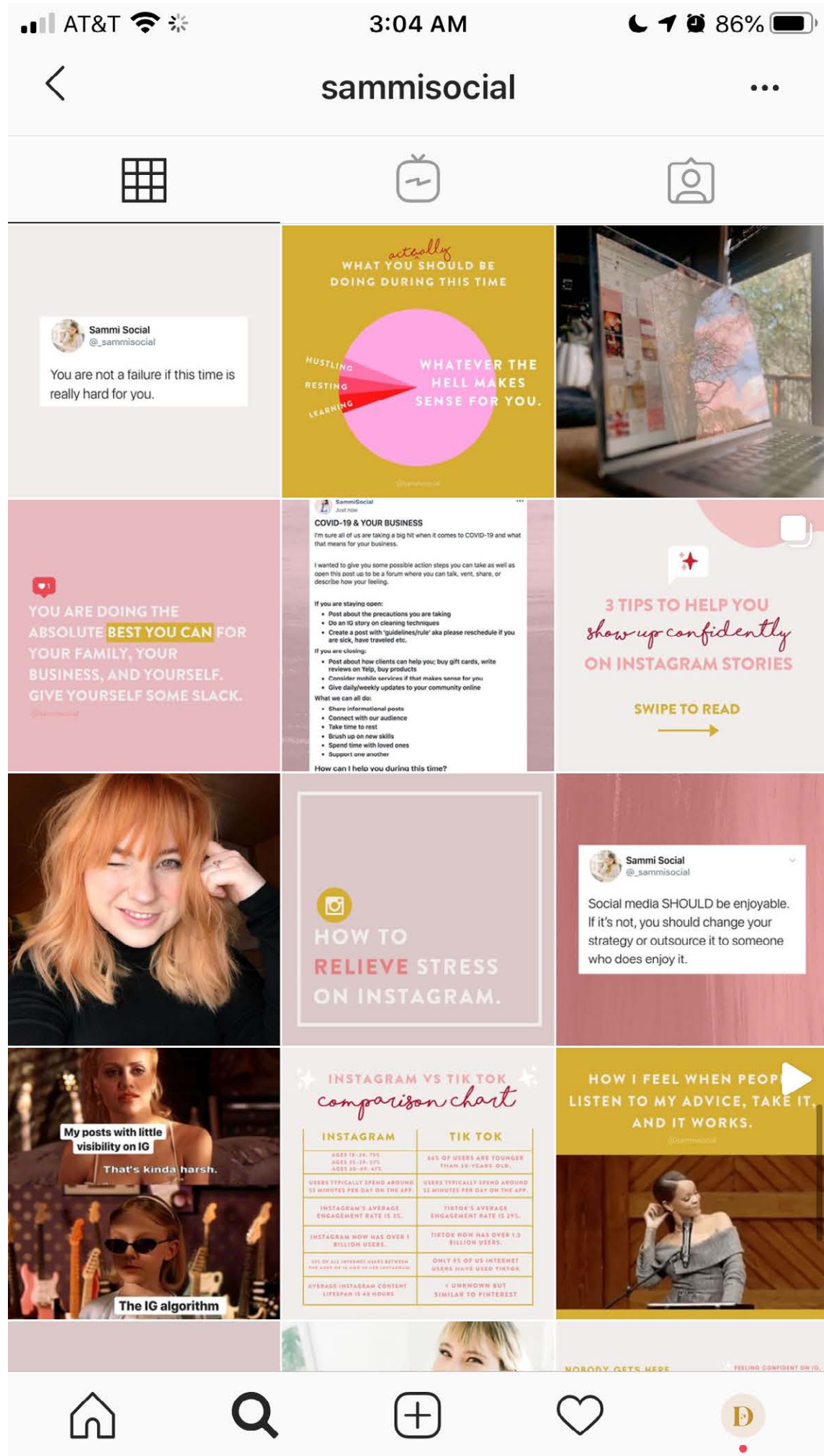
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SHORELINES SCRIPT - BOLD



this is callout text for a fun twist

BRAND APPLICATION



WEB DESIGN

WEB DESIGN BASICS:

- Design settings
 - Follow your branding (colors, fonts, elements)
- Use index sections for each page for maximum customization
 - Pick a template that fits your needs (brine & rally)
 - Use beautiful imagery
 - Use grids & elements to break up text

**WANT TO WORK WITH A
DESIGNER INSTEAD?**

THINGS TO CONSIDER:

- A designer will make this process so much easier for you.
- They'll take a deep dive and help you evolve into where you want to go after you've gone through the bumps of beginning a business.
- Find a designer that you love, and get to know them before taking the plunge. Does their style of work fit your aesthetic? Would you work well with them?



THANK

you



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