

*Module 16, Lesson 3 Handout:*

## Making Brand Design Choices

### Mood Board and Brand Aesthetics

When thinking of your brand, how does it make you feel? What emotions should it evoke? Is it fun? Fresh? Edgy? Dark? Airy? Feminine? Happy? Natural? Funny? Funky? Minimalist? Creating a mood board will help you visualize these feelings and begin to show your brand through color, imagery, font, and overall aesthetics. Find the things you love and bring them into your brand.

### Resources to make mood boards:

- [Pinterest](#)
- [Adobe Spark](#)
- [Milanote](#)
- [Canva](#)
- [Corian](#)

THE MOOD AND AESTHETICS OF MY BRAND	
When I think of my brand, these are the words I use to describe it:	
This is where I created my Mood Board:	

## Logos and Brand Elements

There are plenty of ways to create your own logo even if you aren't a designer. As you think through your logo, you'll want to consider the mood you choose, and the fonts you will choose next. Be sure not to use more than 2 fonts in your logo and make sure it is legible. Also, think through patterns, elements, symbols, and colors you want to include in your logo.

### Resources to get premade logos/elements:

- [Creative Market](#)
- [Freepik](#)
- [Envato](#)
- [Canva](#)

LOGO AND BRAND ELEMENTS	
The fonts I will use in my logo:	
The image(s), symbols, or elements I will use in my logo and brand are:	
Patterns I would like to include in my brand or website backgrounds:	

<p>This is where I will create my logo:</p>	
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### Colors and Fonts

Try to limit the number of fonts you choose for your branding to 2-3. For your website, you'll want to choose an H1, H2, H2, Quote, Body Copy, and potentially one more style font. Remember, not all fonts will look the same on the web and in print. Web fonts are designed to be viewed on a screen and print fonts are meant to be viewed on paper. For example, thin fonts in particular might look great in print but almost "disappear" on a screen, and Firefox might show a light weight font heavier than Safari. Finally, keep in mind font pairings when choosing your fonts. For example, you can pair a San Serif font with a Serif font, or a Sans Serif with a Script. There are many combinations that work well, but you should be aware that the fonts you choose work well together.

When choosing colors for your brand, refer back to your moodboard and be sure you pick colors that do what you intend. Use one of many color generators to create a complementary color palette, whether it be a monochromatic scheme, analogous scheme, or any other you prefer.

### Resources for color palettes:

- [Pinterest](#)
- [Adobe](#)
- [Coolers](#)
- [Canva](#)

BRAND COLOR AND FONTS	
The fonts I will use in my brand are:	
The browsers and devices I will test my fonts to be sure I like how they look in various places are:	
My brand colors codes are:	

### Hiring a Designer

You absolutely can do your own brand design with very little skill thanks to so many free resources available on the internet. In fact, most small brands and bloggers just starting out often do complete DIY branding in the beginning! However, there may be a time where you want to hire a designer out, especially if you:

- You spend way too much time designing your own graphics, and need to spend more time on your business
- You just aren't doing what you do best when trying to do your own design work
- You're embarrassed to send people to your website
- You don't have much of a social presence
- You don't like your social presence
- You know what you want but you can't seem to make it happen

- You're overwhelmed by so many other aspects of launching your brand
- You just need a little help to tie everything together
- You don't LOVE your brand

In this case, there are so many great designers who can work with so many different budgets. Don't be afraid to explore hiring design out. It just may save you time and money in the long run!