

POW **WOW** PITCH

Visual Brand Design

Toolkit for Learning Module **3**

In partnership with



SKLAR WILTON
& ASSOCIATES

Getting Started: Visual Brand Design



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IN THIS TOOLKIT:

ABOUT

In this module, we spoke to how to use visuals to communicate and build a brand identity through an introduction to understanding colour, and then some guidelines to choosing colour, typeface, and graphic elements.

This document is a **ready-to-use toolkit** containing the **blank frameworks** you can use to apply these learnings to your business today. *For any examples or explanations on how to use the tools, please refer to the full corresponding module presentation.*

CONTENT

Checklist | Exploring your visual brand design

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When selecting the visual elements to represent your brand, consider its **personality**, the industry its in, and how it differs from others in that industry.

Use this checklist as you explore and define your visual brand design.

- Typeface:** Is the typeface modern, traditional, crafty?
- Colour:** Are the colours serious, playful, complex? Do they balance well with other colours or do they clash?
- Graphic Elements:** What shape best describes your purpose or what you offer?
- Analyze others:** Examine other brands operate in the same space as you. What do they look like? How does it compare with your brand's appearance?

A watercolor splash graphic in shades of pink and orange, centered on a white diamond-shaped background.

Thank you!