

POW **WOW** PITCH

# Visual Brand Design

## Toolkit for Learning Module 3

In partnership with  sklarwilton

# Getting Started: Visual Brand Design



## 3

### 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

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Checklist | Exploring your visual brand design

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# Checklist | Exploring your visual brand design



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 large, soft watercolor splash in shades of pink and light orange is centered on the page. The splash has irregular, feathered edges and is set against a light gray diamond-shaped background that is rotated 45 degrees.

Thank you!