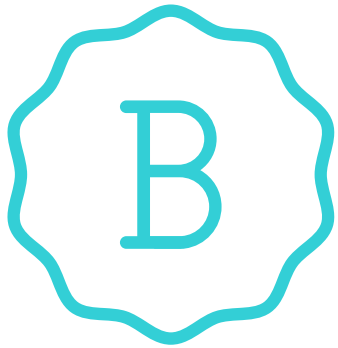DESIGN SCHOOL WORKSHOP FOUR

Branding Basics

Canva

Why branding matters

BRANDING is an important design trade, devoted to the art of visual cohesion. Whether you're branding for a multinational company or developing your public identity, it's important to use your graphic elements consistently so that you can incite immediate recognition and a positive perception that's unique to you and your brand.
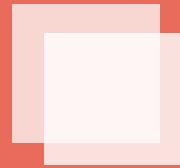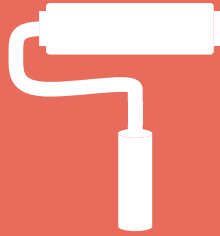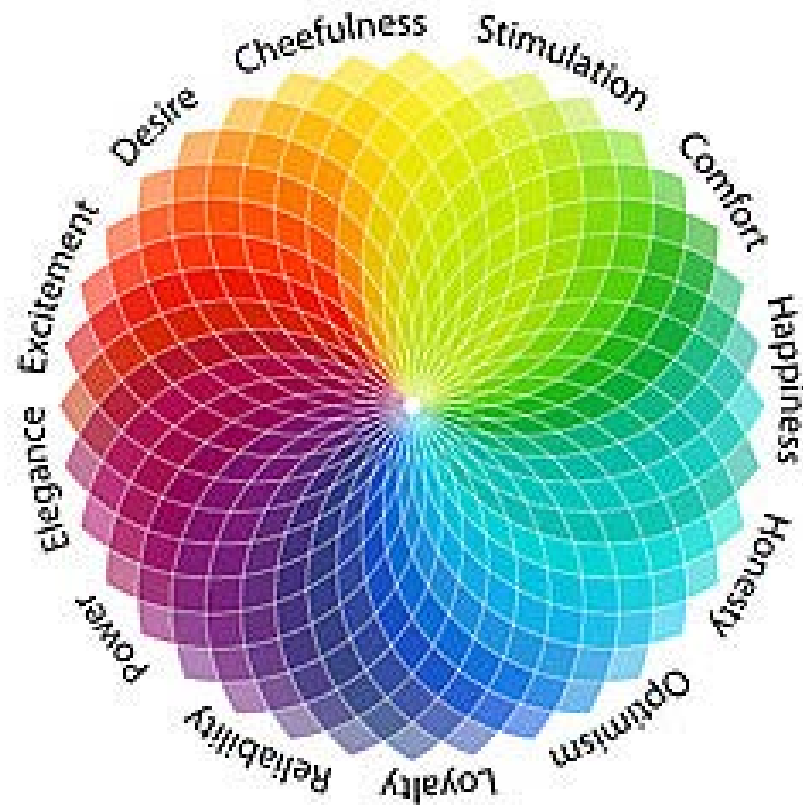
Agenda

Color

Fonts

Photo Filters

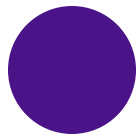Bringing it all together

Colors

Color psychology

Consider the sentiment you want to evoke from your audience. Colors influence emotion and can be effective in building your brand's voice.

Color and brands you know

FedEx

- Possibility
- Active

Citi

- Trust
- Strength

UNITED
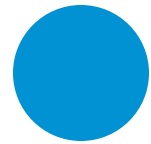
- Anticipation
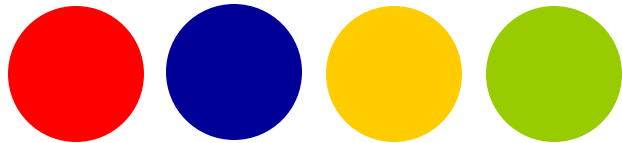- Loyalty

The most successful brands have carefully selected their color palettes to reinforce their company values and characteristics.

Color schemes and brands you know

Some brands reach a broader audience by using a full color palette. In these examples, everyday brands eBay and Microsoft use red (excitement), blue (trust), green (security), and yellow (happiness).

Pick a color palette

KIT & CO INTERIOR DESIGN

#dab9a2	#eadecc	#00675d	#4d5565
sand	**mint**	**seabreeze**	**charcoal**

The color palette sets the groundwork for the character of your brand.
Never choose more than 4 colors to keep your palette focused and recognizable.

Use the same color schemes

**KIT & CO
INTERIOR DESIGN**

#dab9a2
sand
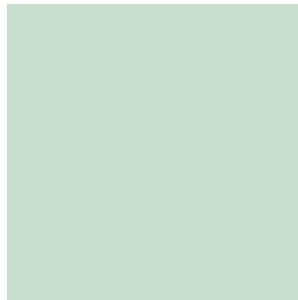
#cbdfd1
mint
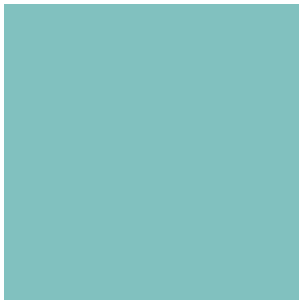
#81c1bf
seabreeze

#4d5565
charcoal

KIT & CO
Annual Investor Report

KIT & CO
Summer Catalog
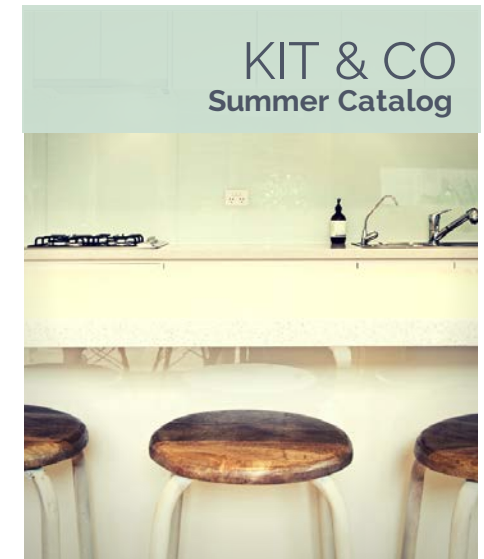
Use the colors in your color palette consistently to reinforce recognition of your brand throughout all of your marketing materials.

F
Fonts

Use suitable fonts

Title
Railway heavy, 32

Subtitle
Railway, 18

Body
Roboto Condensed, 14

ALSHAM CO.

FASHION PHOTOGRAPHY

SERVING LOS ANGELES SINCE 1976

Typefaces influence how your brand is depicted by the world. Consider whether your brand is traditional or modern, daring or sophisticated, playful or corporate.

Fonts and brands you know

LOUIS VUITTON

ABCD
EFGH
IJKL
MNOP
QRS
TUVW
XYZ

Headline
Futura STD Book

Secondary
Times

CHANEL

MAIN LOGO

ABCD
EFGH
IJKL
MNOP
QRS
TUVW
XYZ

Headline
Couture

Source: slamxhype.com

Fonts and brands you know

ABCD
EFGH
IJKL
MNOP
QRS
TUVW
XYZ

Headline
AvantGarde LT Medium (modified)

Secondary
Arial

ABCD
EFGH
IJKL
MNOP
QRS
TUVW
XYZ

Headline
Futura STD Extra Bold

Secondary
Trade Gothic Bold

Source: slamxhype.com

Fonts and brands you know

GUCCI

ABCD EFGH IJKL MNOP QRS TUVW XYZ

Headline
Granjon LT Regular

Secondary
Futura STD Book

SAINT LAURENT PARIS

MAIN LOGO

ABCD EFGH IJKL MNOP QRS TUVW XYZ

Headline
Helvetica Neue Bold

Secondary
Courier New

Source: slamxhype.com

Use the same fonts

**KIT & CO
INTERIOR
DESIGN**

Title/Logo
Railway heavy

Subtitle
Railway

Body
Railway thin

KIT & CO
SEMI-ANNUAL SALE
Final Week

KIT & CO
Fall Catalog

KIT & CO
Interior Design

Browse   >
Design   >

info@kit.com
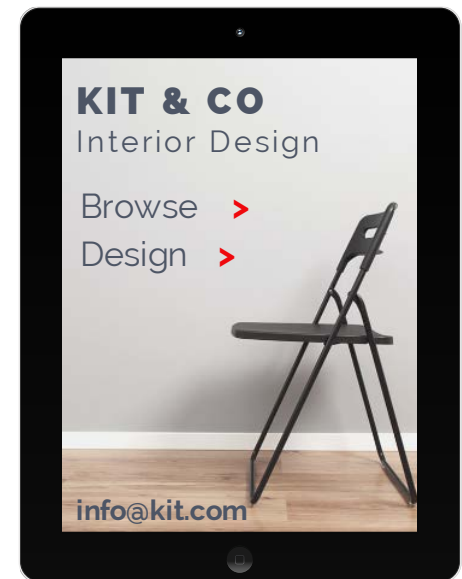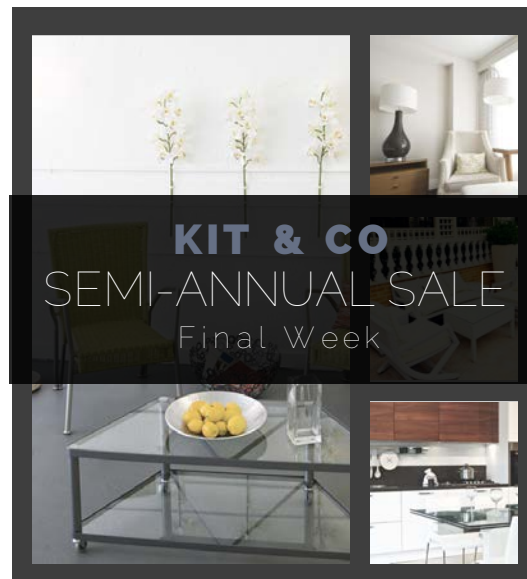
Whether you're creating business cards, presentations,
or designing a website, make sure you use the same fonts
across all of your marketing channels.

Consider how your logo will be used

Logo
centered, minimum size and
still readable

Tagline
centered, equal padding all
around to bring focus and clarity

Canva

Amazingly Simple Graphic Design.

Create basic guidelines for how your logo is used to ensure readability and
sufficient padding around the logo and any taglines.

Proceed to tutorial ▶

Photo filters

Apply a Canva photo filter

Normal

Grayscale

Selfie

Drama

Nordic

Street

Epic

Retro

Summer

Festive

Rosie

Whimsical

Photo filters and Red Bull

Photo filters can be used to create consistency in your brand. Energy drink Red Bull uses warmer, more desaturated filters to create timelessness within an action-packed moment.

Photo filters and Kinfolk

Kinfolk lifestyle magazine chooses clear, slightly muted filters to give their imagery a high contrast but natural look.

Proceed to tutorial ▶

PHOTO FILTERS

Customize your filters and save the code
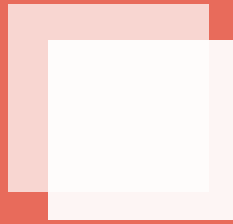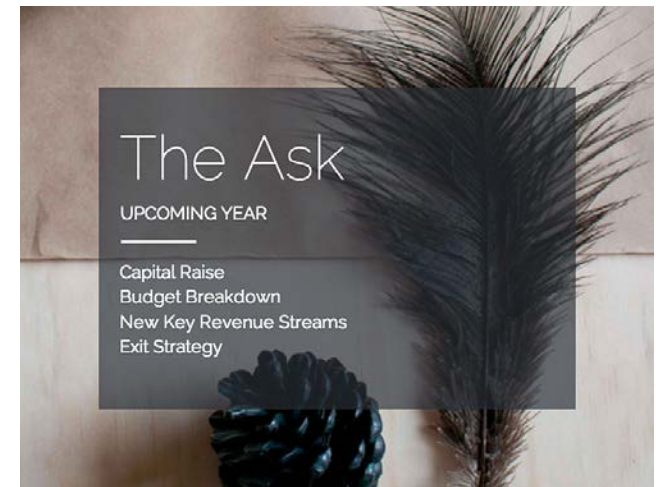
Bringing it all together

Presentation design

Keep your presentations sharp and professional by choosing a bold title
page and consistent content pages, all of which reflect
the aesthetic of your brand.

A4 documents

REPORT FROM ASIA

BUSINESS REPORT

HONG KONG

According to a report from Savills, with the economic slowdown and the increased supply of 5-star hotels highlighting the fragility of the high end hotel market, investors are seeing more opportunities for mid-scale hotels where there is a growing base of demand and operating profit margins are higher.

READ MORE AT HKBUS.NET/ECON

REPORT FROM EUROPE

BUSINESS REPORT

PARIS

French vignerons will produce around 46.2 million hectolitres of wine, about 6.16 billion bottles, this year, up 10 percent from a year earlier. Italy, whose winemakers have out-produced France's for the last two years, will produce 44.4 million hectolitres of wine in 2014, according to recent figures.

READ MORE AT PARISECONOMY.COM

REPORT FROM NORTH AMERICA

BUSINESS REPORT

NEW YORK

The day's advance put the S&P 500 at its highest level in two weeks as results from industrial bellwethers reassured investors that corporations can generate strong profits despite concerns about global growth. Still, the S&P finished about 0.6 percent below its intraday high, which came as a surprise for all.

READ MORE AT NYCNEWS.COM/ECON

You can keep your one-page documents looking sharp for external stakeholders by maintaining the same format, layout, and branding.
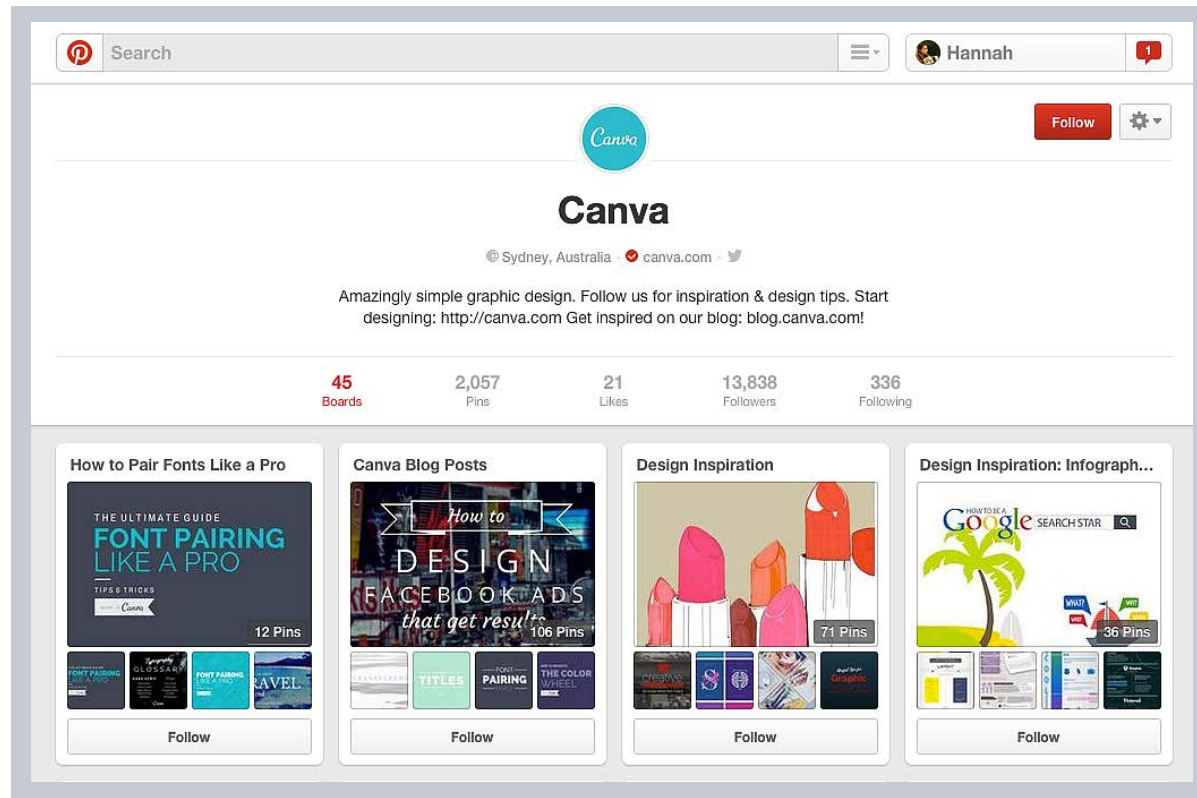
Social media

Canva on Pinterest

Your logo and color scheme are the anchors for your social media profile.
Use them consistently to reinforce your brand recognizability.

Social media

Canva on Facebook

Social media

Canva on Twitter

Proceed to tutorial ▶