

A top-down view of a wooden desk with a pair of glasses, a cup of coffee, a tulip, and a notepad. The scene is overlaid with a semi-transparent red filter. The glasses are in the upper left, the coffee cup is in the upper right, a tulip is on the far right, and a notepad is in the lower center.

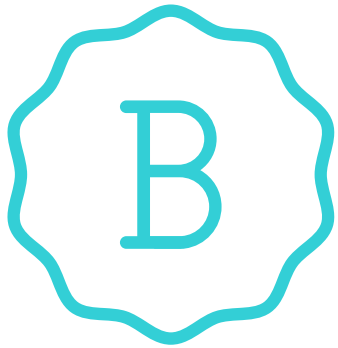
DESIGN SCHOOL WORKSHOP FOUR

Branding Basics

Canva

INTRODUCTION

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.

TODAY'S Agenda



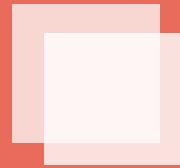
Color



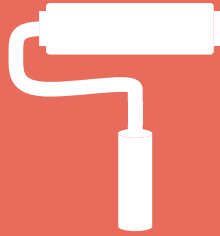
Fonts



Photo Filters



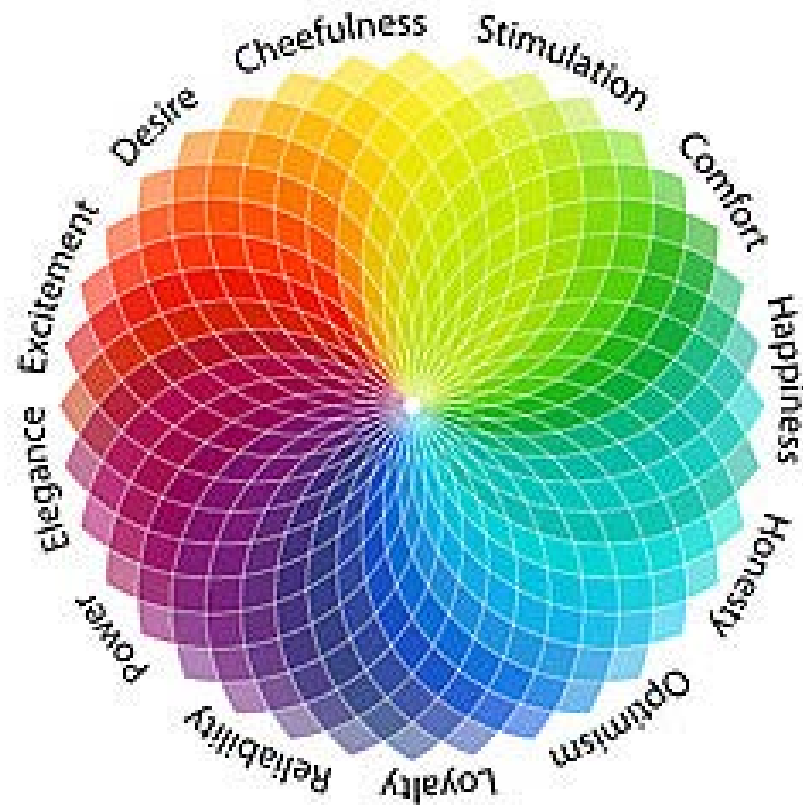
Bringing it all
together



Colors

COLORS

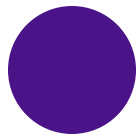
Color psychology



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

COLORS

Color and brands you know

The FedEx logo consists of the word "FedEx" in a bold, sans-serif font. The "Fed" is in purple and the "Ex" is in orange.

Possibility



Active

The Citi logo features the word "citi" in a blue, lowercase, sans-serif font. Above the "i" is a red arc that curves over the top of the letter.

Trust



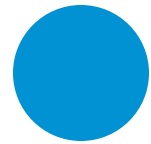
Strength



UNITED



Anticipation

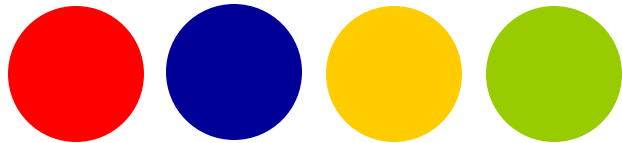


Loyalty

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

COLORS

Color schemes and brands you know

The eBay logo is displayed in a lowercase, sans-serif font. Each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.The Microsoft logo consists of a square divided into four smaller squares of different colors (red, green, blue, yellow) to the left of the word "Microsoft" in a grey, sans-serif font.

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).

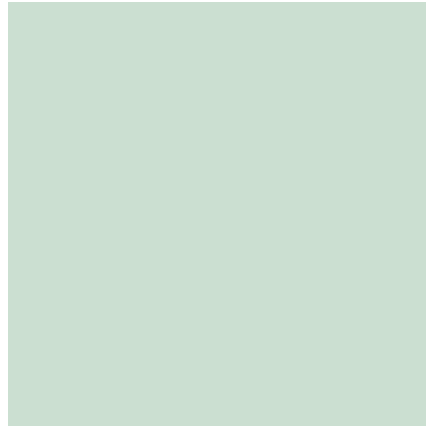
COLORS

Pick a color palette

KIT & CO INTERIOR DESIGN



#dab9a2
sand



#eadecc
mint



#00675d
seabreeze



#4d5565
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.

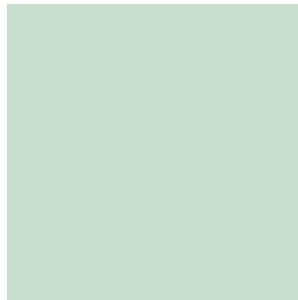
COLORS

Use the same color schemes

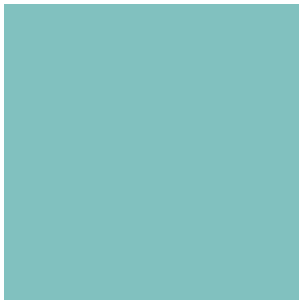
KIT & CO INTERIOR DESIGN



#dab9a2
sand



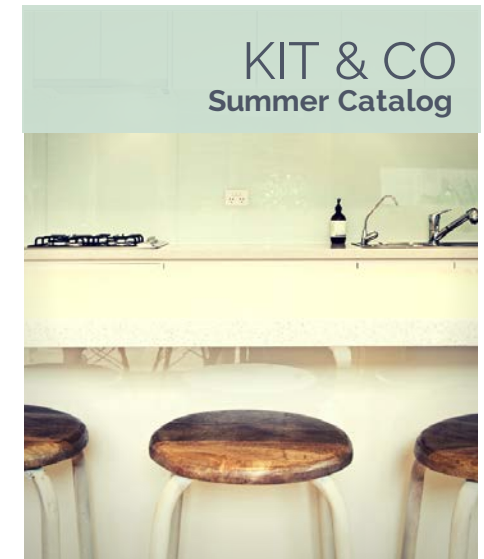
#cbdfd1
mint



#81c1bf
seabreeze



#4d5565
charcoal



Use the colors in your color palette consistently to reinforce recognition of your brand throughout all of your marketing materials.

F

Fonts

FONTS

Use suitable fonts

Title

Railway heavy, 32

Subtitle

Railway, 18

Body

Roboto Condensed, 14



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

Fonts and brands you know



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

FONTS

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

FONTS

Fonts and brands you know

GUCCI



A B C D
E F G H
I J K L
M N O P
Q R S
T U V W
X Y Z

Headline
Granjon LT Regular

Secondary
Futura STD Book

SAINT LAURENT
PARIS

MAIN LOGO

A B C D
E F G H
I J K L
M N O P
Q R S
T U V W
X Y Z

Headline
Helvetica Neue Bold

Secondary
Courier New

FONTS

Use the same fonts

**KIT & CO
INTERIOR
DESIGN**

Title/Logo

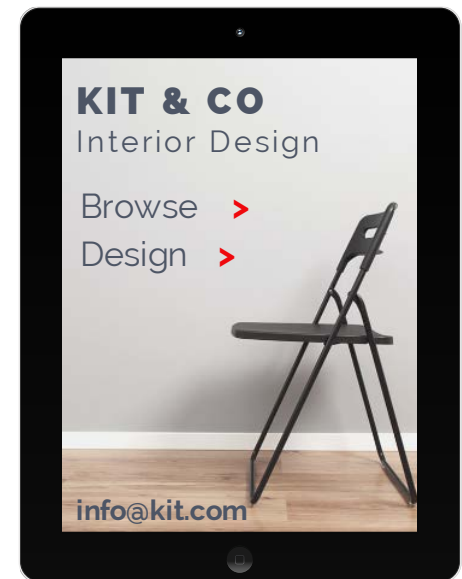
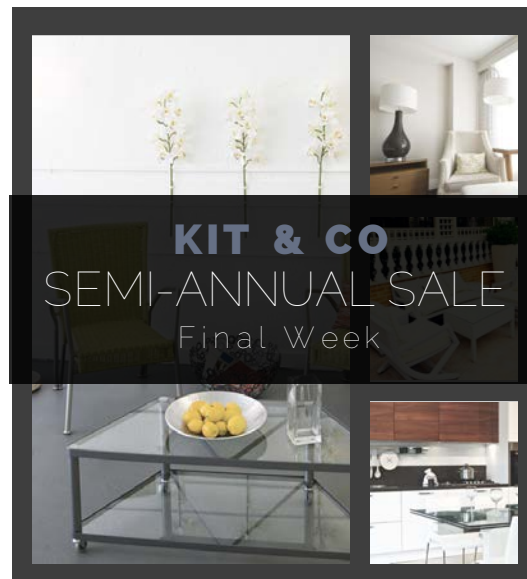
Railway heavy

Subtitle

Railway

Body

Railway thin



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



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



Photo filters

PHOTO FILTERS

Apply a Canva photo filter



Normal



Grayscale



Selfie



Drama



Nordic



Street



Epic



Retro



Summer



Festive



Rosie



Whimsical

PHOTO FILTERS

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

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

◀ [FESTIVE] [GRAYSCALE] [NORDIC] [RETRO] [ROSIE] ▶

Brightness +40

Contrast -31

Saturation +50

Tint +44

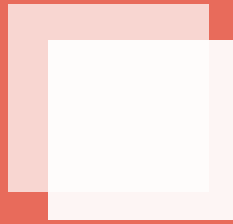
Blur 0

X-Process +80

Vignette +2

SIMPLER ▲ FILTER CODE # **8c4596906402b4**

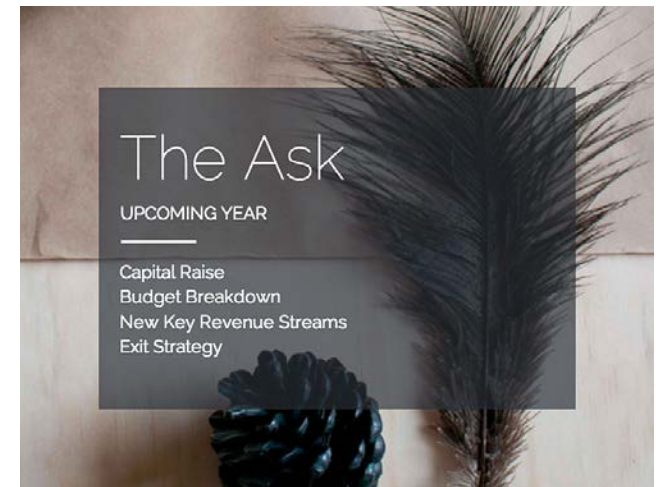




Bringing it all together

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.

BRINGING IT ALL TOGETHER

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 vigneronns 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

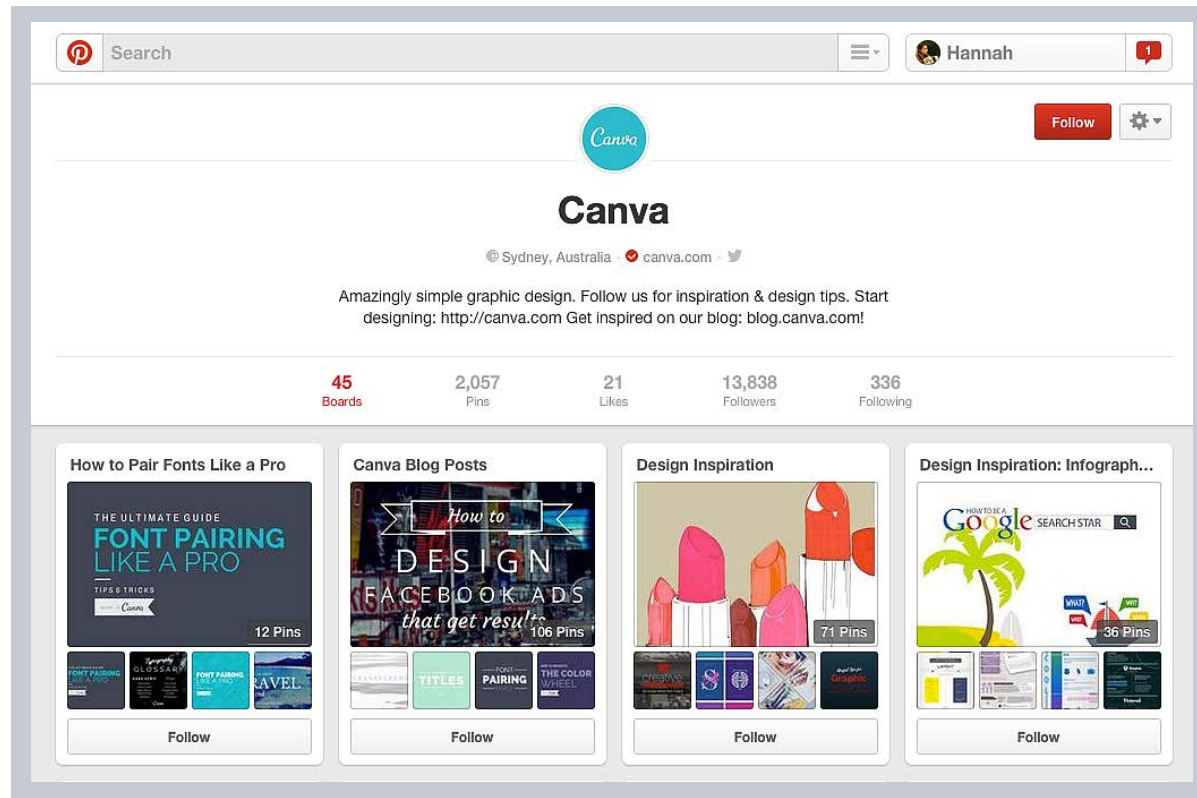
The day's advance put the S&P 500 at its highest level in two weeks as results from industrial bellwethers reassured investors that corporations can generate strong profits despite concerns about global growth. Still, the S&P finished about 0.6 percent below its intraday high, which came as a surprise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

BRINGING IT ALL TOGETHER

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.

BRINGING IT ALL TOGETHER

Social media

The image shows a Facebook page for Canva. The profile picture is the Canva logo. The cover photo displays a laptop and a tablet, both showing the Canva design interface. The laptop screen shows a 'Start a new design' prompt with options for 'New Design', 'My Recent', and 'My Favorites'. The tablet screen shows a 'Facebook Post' with a grid of various food-related images and a large image of waffles with the word 'Waffles' written in a script font. The page has a navigation bar at the bottom with 'Timeline', 'About', 'Photos', 'Likes', and 'More'. Interaction buttons for 'Liked', 'Following', 'Share', and a menu icon are visible below the cover photo.

Canva on Facebook

BRINGING IT ALL TOGETHER

Social media

The image shows a screenshot of a Twitter profile for the account 'Canva'. The profile picture is a teal circle with the word 'Canva' in white script. The bio is empty. The statistics are: 7,884 tweets, 1,681 following, 20.3K followers, 2,574 favorites, and 3 lists. The account is currently being followed. The background of the profile page features a collage of various Canva designs, including social media cards, posters, and food images. A laptop and a tablet are overlaid on the background, displaying the Canva design interface. The laptop screen shows the 'Start a new design' page with options for 'Card', 'Twitter Post', and 'Publication'. The tablet screen shows a 'Facebook Post' design featuring a waffle image and the text 'Waffles'.

Home Notifications Messages # Discover Search Twitter

Canva

TWEETS 7,884 FOLLOWING 1,681 FOLLOWERS 20.3K FAVORITES 2,574 LISTS 3

Following

Canva on Twitter

Proceed to tutorial

