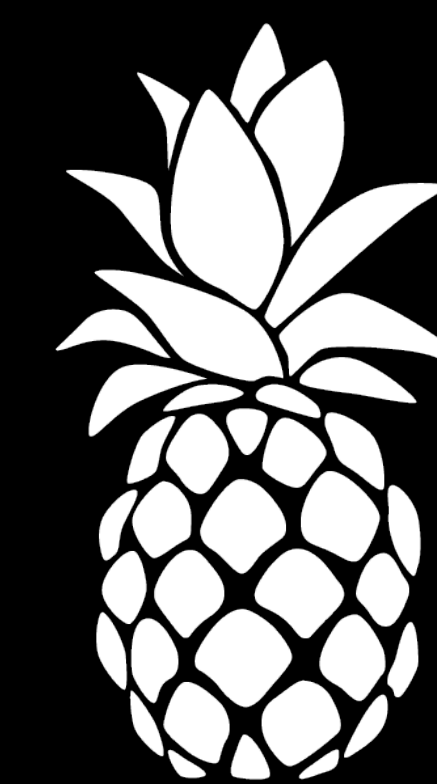


WEEK FOUR:

Craft Your Visual Brand



People will **feel** you before they read you. And the simplest way you can convey emotion and deeply (and quickly) connect with your audience is through strong visual branding. The good news is that you don't need to be a graphic designer or an artist to achieve a cohesive visual story—all it requires is intentionality and consistency. Answer the questions below to set the foundation of your visual brand, and reference the color and font guide on the next page to help inform your choices.

How do you want your audience to **feel** when they see your brand?

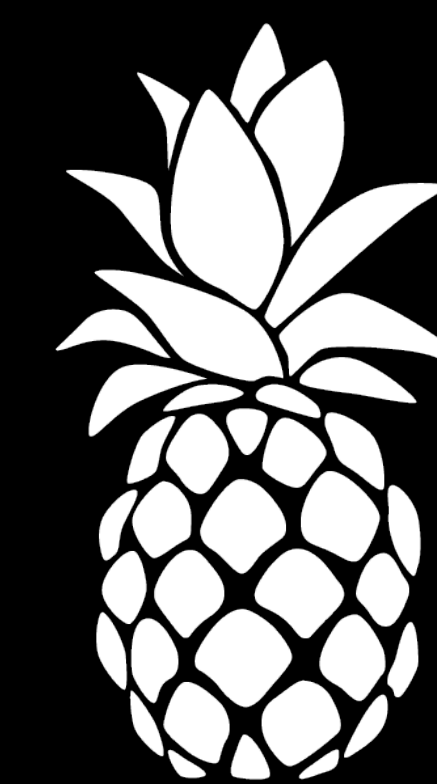
What **personal characteristics** do you want to emulate in your brand?

What **colors** are you naturally drawn to/resonate in your industry? (And which do you want to avoid?)

What **symbols** are you naturally drawn to/resonate in your industry? (And which do you want to avoid?)

WEEK FOUR:

Craft Your Visual Brand



PURPLES/PINKS

Positive associations:
Kindness, spirituality, wisdom, wealth

Negative associations:
Extravagance, childishness

REDS

Positive associations:
Power, strength, courage, passion

Negative associations:
Anger, danger, aggression, pain

BLUES

Positive associations:
Trust, loyalty, serenity

Negative associations:
Coldness, aloneness, loneliness

ORANGES

Positive associations:
Innovation, friendliness, warmth

Negative associations:
Frustration, immaturity

GREENS/TEALS

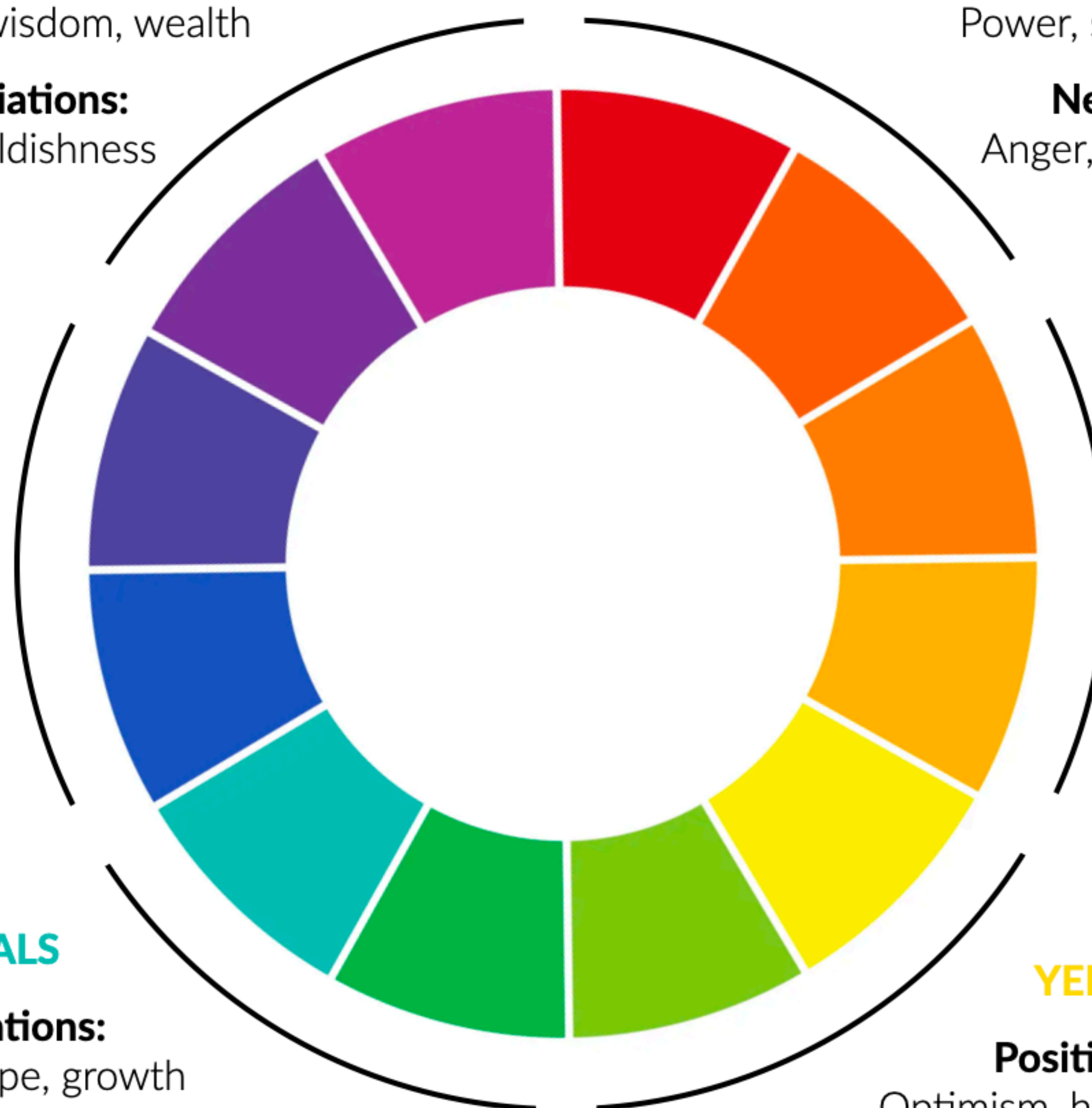
Positive associations:
Health, positivity, hope, growth

Negative associations:
Envy, sickness, boredom

YELLOW/LIME

Positive associations:
Optimism, happiness, creativity, joy

Negative associations:
Caution, anxiety, cowardice



Fonts 101

There are four general areas involved in creating strategic hierarchy in written communication:

Header Font

Used for titles and intended to capture immediate attention

Subheader Font

Used to break up content or to bring focus to particular content

Body text

Used for the majority of your content (it's important that this font is easy to read!)

Accent Text

Used sparingly and meant to serve as an added design element