

Brand Design



Many businesses wonder what goes into a professional brand design. Surprisingly, not a whole lot. Despite that fact, a business' brand is one of its most important assets. Having cohesive colors, fonts, photos, filters, and formatting will have a massive effect on any current and prospective customer's view of your business as a whole. This checklist will help you lay the foundations of your brand's image at the most basic level and give you some guidelines regarding how to format content in the future.

FONTS + COLORS

- Pick 3-5 colors as a guide. At least one dark and one light. You can use a color palette creator found online.
- Format your logo and/or your website with these colors.
- Pick 2 fonts, a title and a body font. Use these **everywhere**.
- Format all written content with these fonts.

These fonts and colors are essential to your formatting. Through websites, blogs, campaigns, and socials use these to create a cohesive brand image. When people see these colors and fonts grouped, they should think of your brand. (Ex. Google, FedEx, John Deere)

PHOTOS

- Photos posted should loosely follow a theme or description. This will help differentiate your feed/site from others.
- Utilize a filter on photos that matches your color scheme.
- Post **original** photos. These are crucial to brand identity.

Photos allow customers to visualize your products, services, customers, office space, events, and more. Putting a unique spin on your photos can create another vehicle to showcase what customers can expect from your brand.

FORMATTING

- Maintain consistent formatting. Capitalization, titles, content, photos, emails, etc. Customers will come to expect consistency.

If you need more information or some assistance with any of these brand design strategies, give us a shout at hello@chathamoaks.co.