Create Simple Visual Brand Guidelines

It is good practice for both keeping organised and for sharing your brand assets to have a folder you can share with people such as craft market and exhibition organisers, marketers and people you work with, eg if you provided a service like creating music for film. Deciding on a visual brand is more professional because it's cohesive, it enables people to psychologically align it with you, and gives you a starting point for design.

If people want to use your logo in different ways, you shouldn't rely on them to edit it when they need it to appear better, and you might not like how they change it, so providing guidelines and various versions and assets is vital if you want to keep control of how your brand appears. Unless they are regular default fonts, you should provide them as a file with all your PNGs.

Guidelines Doc

Place the guidelines in the top position in your brand folder.

Include in guidelines:

- Your logo
- Fancy / logo font
- Headings font
- Main body font
- 5x hex colour codes for screen
- Pantone colour references for print
- A few points about the visual look of your brand
- Examples of the visual style

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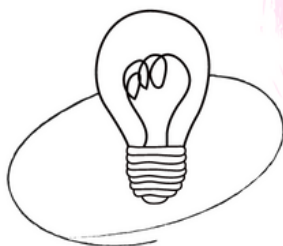
Design a Simple Logo

1. Open a canvas sized 1920 x 1080 px - you can always change the shape later if your logo ends up 1 : 1.

2. Based on your brand identity, decide on a shape(s) to include such as rounded shapes for a friendlier appeal, and sharp edges for something... edgier!

3. Decide on imagery that would be relevant - explore canva elements. Generally, simple is better.

4. If text will be included, try to keep them under 5 words. Consider their placement carefully - think about a/symmetry and/or the rule of thirds / golden ratio.

5. Fonts are important and they must be on brand! Avoid misaligned or dated-looking fonts.

6. As you design keep checking that your elements, text or images are visible small (eg less than 3cm) by zooming out. Thin lines often don't appear well on a small scale, nor does little contrast between colours, eg white text on grey.

7. If you like what you've designed but would like to keep it to review later and create a new version from that point, simply duplicate the page. It's a good idea to try variations. Even the smallest relocation of text or element can transform a logo. 1 or 2 large words often looks best,

8. If you want others to use your logo, it may be useful to share a folder with various versions, assets, and guidelines on how you want it used to keep control of your brand (see page 1).

9, **Versions to create:** (PNGs) - a version in a circle, a version that is transparent ("Remove Background" at point of download - erases any area without colour, text or element), inverted colour (light and dark versions) and black and white versions. Could you do versions with text only, image only and both?

10. You might also want to add other words or logos to provide people with a logo for a very specific use or audience (right).

11. You might need to have your logo redesigned professionally (or do it yourself if you can) to use printed at very large sizes, eg for signage.

Your Notes & Ideas:

Canva Designed Logos

Brand Rationale: Art-related elements and font, simple and modern-looking, handwritten, friendly and approachable.

Brand Rationale: Contemporary musician, space-related elements, triangles suggest modrns and technology, bright colours are modern and youthful.

Brand Rationale: Font suggests Christmas, small-scale buildings suggest "tiny town", buildings create earth shape and act as logo's shape.

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