[insert logo]

# Brand Profile

[Delete text between the less than and greater than symbols upon completion of this framework.

The purpose of your brand identity is to build credibility and trust so that your brand is easy to recognize and stays top of mind. This simple brand profile is a tool that can help you stay “on brand”. Use it as you design content for your website and other marketing initiatives. You can also give this to a graphic designer or marketing specialist if you decide to outsource marketing projects.

**Brand Identity** is what you *create* — the intentional design of your business through visuals, voice, and values. It includes your logo, colors, fonts, tone, and overall style.

**Brand Image** is what others *perceive* — the impression your audience forms based on how consistently and authentically you show up in the world.

**Brand Awareness** is about *visibility* — who knows about your business, where they’ve seen or heard about it, and how well they can recall or recognize your brand.

When you see [text between brackets], replace it with your own content.]

<https://www.amberddesign.com/graphic-design-tips-for-beginners/>

<https://zapier.com/blog/learn-design-elements-basics>

<https://99designs.com/blog/tips/graphic-design-basics/>

<https://www.turing.com/kb/what-are-the-7-principles-of-design-detailed-breakdown>

Dig deeper: [Logo design: All you need to know](https://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221)

Brand Colors

{Colors carry power, they evoke emotion and stimulate thought. Choose colors that support your company’s personality.[[1]](#footnote-1) Use links to tools provided below to select colors that support your brand. Color codes may be needed for website development and marketing materials so document them as you make selections. Use the “Brand Profile” template so that you can use it for marketing purposes.

1. Use [Colormind](http://colormind.io/bootstrap/) to select your color palette.
2. Take screen-prints of the colors then cut and paste samples below.
3. Enter the RGB color codes in the space below.}

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Color Name** | **Color Name** | **Color Name** | **Color Name** | **Color Name** |
| **Codex** | [color sample] | [color sample] | [color sample] | [color sample] | [color sample] |
| HEX |  |  |  |  |  |
| RGB |  |  |  |  |  |
| PMS |  |  |  |  |  |
| CMYK |  |  |  |  |  |
| HSV |  |  |  |  |  |

<<<Use [color code search](https://www.ginifab.com/feeds/pms/) and [color name search](http://chir.ag/projects/name-that-color/) to fill in the names and codes.>>>

[Insert screenshot of color palette from [Colormind](http://colormind.io/bootstrap/)]

[Insert screenshot of light on dark website from [Colormind](http://colormind.io/bootstrap/)]

[Insert screenshot of dark on light website from [Colormind](http://colormind.io/bootstrap/)]

[Insert screenshot of shades of primary color from [iColorpalette](https://icolorpalette.com/color/)]

[Insert screenshot of color schemes primary color from [iColorpalette](https://icolorpalette.com/color/)]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Color Name | Color Name | Color Name | Color Name | Color Name | Color Name | Color Name | Color Name |

[Insert screenshot of shades of secondary color]

[Insert screenshot of monochromatic secondary color]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Color Name | Color Name | Color Name | Color Name | Color Name | Color Name | Color Name | Color Name |

## Brand Fonts

<<< There is more to a font than meets the eye. Don’t be afraid to get creative and show your personality. However, it’s best to stick to two or three fonts for your brand. If your main font is something stylized, and will be used sparingly, you can choose a font for headers and one for your body font. want the perception someone has when they look at your business card to be memorable.

Dig deeper: [Canva’s ultimate guide to font pairing](https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/)

Use [Fontjoy](https://fontjoy.com/) to ensure that your logo, name, and tagline make an impact.>>>

**Logo letters:** [font name]

**Tagline:** [font name]

# [Online Tools

[Color Profile Generator](http://colormind.io/bootstrap/)

[Color Finder](https://icolorpalette.com/color/2E3F62)

[Code Search](https://www.ginifab.com/feeds/pms/)

[Color Name Search](http://chir.ag/projects/name-that-color/)

[Font Pairing](https://fontjoy.com/)

[Custom Buttons](http://buttonoptimizer.com/)

[Social Media Icons](https://iconsplace.com/custom-search/)

[Subject Matter Icons](https://www.dreamstime.com/)]

1. [How to choose your colors](http://www.marketingmo.com/how-to-articles/branding/how-to-choose-your-colors/)ih [↑](#footnote-ref-1)