

SOCIAL CHANGE PROGRAM
MODULE 1



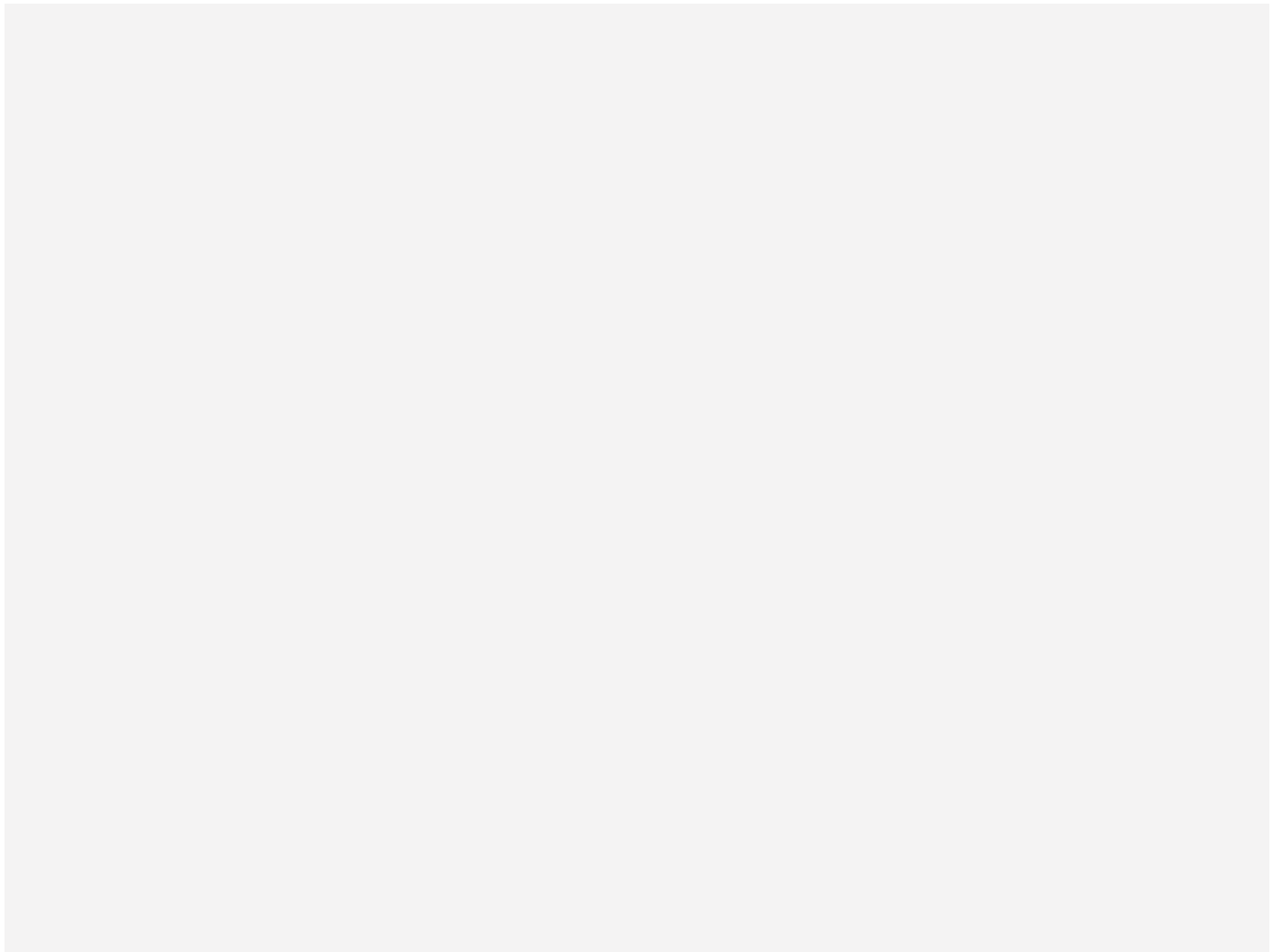
TEAM SET-UP
**Brand Clarity
Guide**
WORKSHEETS

GET CLEAR ON YOUR Brand Keywords

Your brand's keywords are a set of descriptive words that sum up the voice and tone of your business. They are the heart of your brand's style, content, and personality. They will help a lot in the process of creating your mood board, choosing your colors, fonts, and more. To come up with your brand's keywords, we need to first get clarity on your team's vision, mission and values.

YOUR TEAM'S VISION

Think of the big picture of your team. Imagine it is 5 years from now and your team is successful. What does that look like?



YOUR TEAM'S MISSION

What does your team do?

What do you do it for?

How do you do it?

What is the impact?

YOUR TEAM'S MISSION STATEMENT

Write your team's mission in one simple statement.

YOUR TEAM'S VALUES

VALUE 1:

Go into detail about this value.

VALUE 2:

Go into detail about this value.

VALUE 3:

Go into detail about this value.

VALUE 4:

Go into detail about this value.

KEYWORD BRAINSTORM

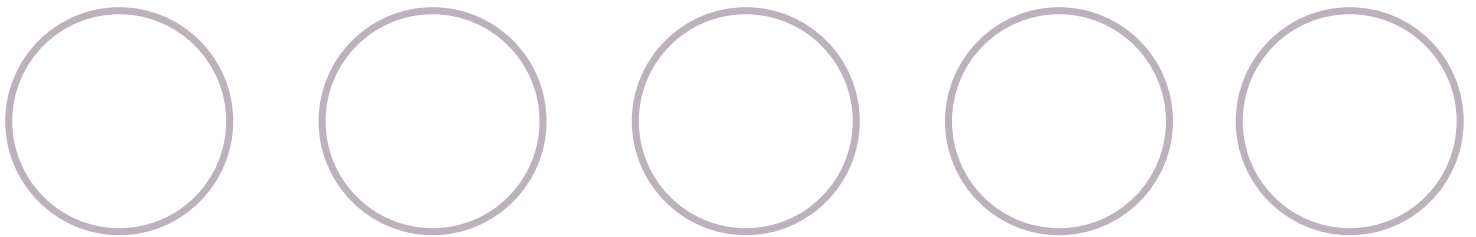
MY TEAM'S 5 KEYWORDS ARE

1.
2.
3.
4.
5.

CREATE YOUR Brand Board

STEP 1: CREATE YOUR COLOUR PALATTE

Aim for at least 5 colours made up neutral colours, dominant colours, and one accent colour. After you define your colour scheme, fill in the circles below with name of your colours (example: dark sea green) and record the colour code numbers as well.



_____ # _____ # _____ # _____ # _____

TIPS FOR CREATING YOUR COLOUR PALETTE

- 1 Go to the Colors website: <https://colors.co/app>
- 2 Aim for 1-2 neutrals. Example: FEA uses a dark grey for text and a pale pink for backgrounds.
- 3 Aim for 2-3 dominant colours - these are going to be the colours you use the most.
- 4 Have one accent colour - this is meant to be bold or vivid and used sparingly to add emphasis. ie: silver, yellow, bright red, gold.
- 5 Check the emotions of your colors (color psychology) against your brand's keywords - are they in harmony?

GET COLOUR PALETTE CLARITY

Use the worksheet below to make sure that the colors you choose are in harmony with your brand's keywords.

QUICK COLOUR PSYCHOLOGY OVERVIEW

Here is a list of different, basic colours and their inherent emotions.

RED	Power, passion, love, dramatic.
ORANGE	Friendly, adventure, encouragement
BLUE	Strength, trust, serenity, peace
PINK	Feminine, gratitude, calm, nurturing
YELLOW	Cheerful, optimistic, energy, creativity
BLACK	Elegance, formal, sophisticated
GREEN	Health, growth, harmony, quality
PURPLE	Luxury, magic, ambition, mystery
WHITE	Light, goodness, pure, cleanliness

CHECKING IN WITH YOUR KEYWORDS

- List out your 5 keywords again to keep them front and centre.

1

2

3

4

5

WHAT COLOUR(S) RESONATE WITH YOUR BRAND?

Remember, you can use the SAME colour in different shades in one palette.

STEP 2: CHOOSE YOUR FONT COMBINATION

Choose 2 main fonts that have balance and contrast - one serif font and one sans-serif font. Also make sure that the personality of your fonts are in harmony with the personality of your brand.

<i>SERIF</i>		<i>SANS-SERIF</i>
		
SHABBY		Typewriter
MINAMILIST		Josefin sans
FEMININE		Bell Mt

TIPS FOR CREATING YOUR FONT

- 1 Look at your brand keywords and pick one that you can use to help you choose the right font combination.
- 2 Go to google and type in “[your brand keyword] google font” to come up with a streamlined list of fonts to choose from. Pick one font that you love.
- 3 Google ‘font combinations’ with the name of the font that you love.
- 4 Serif fonts are to be used sparingly. Their purpose is to add emphasis.
- 5 Sans-serif fonts are to be used the most as they are easiest to read on the web.

CHOOSE YOUR FONT COMBINATION

Record your chosen font combo below.

SERIF

List the font name.



SANS SERIF

List the font name.

STEP 3: CHOOSE YOUR DESIGN ELEMENTS

Design elements add character to your branding and help distinguish your team.

Your design elements can include:

PATTERNS

stripes, Moroccan, polka-dots

TEXTURES

wood, burlap fabric, glitter

ILLUSTRATIONS

clusters of flowers, palm leaves, a coffee cup, diamonds

ICONS

social media icons, icons for navigation menu, icons to signify blog categories

BRAINSTORM DESIGN ELEMENTS

Sketch out rough ideas for what kind of design elements you think you would like to incorporate into your branding.

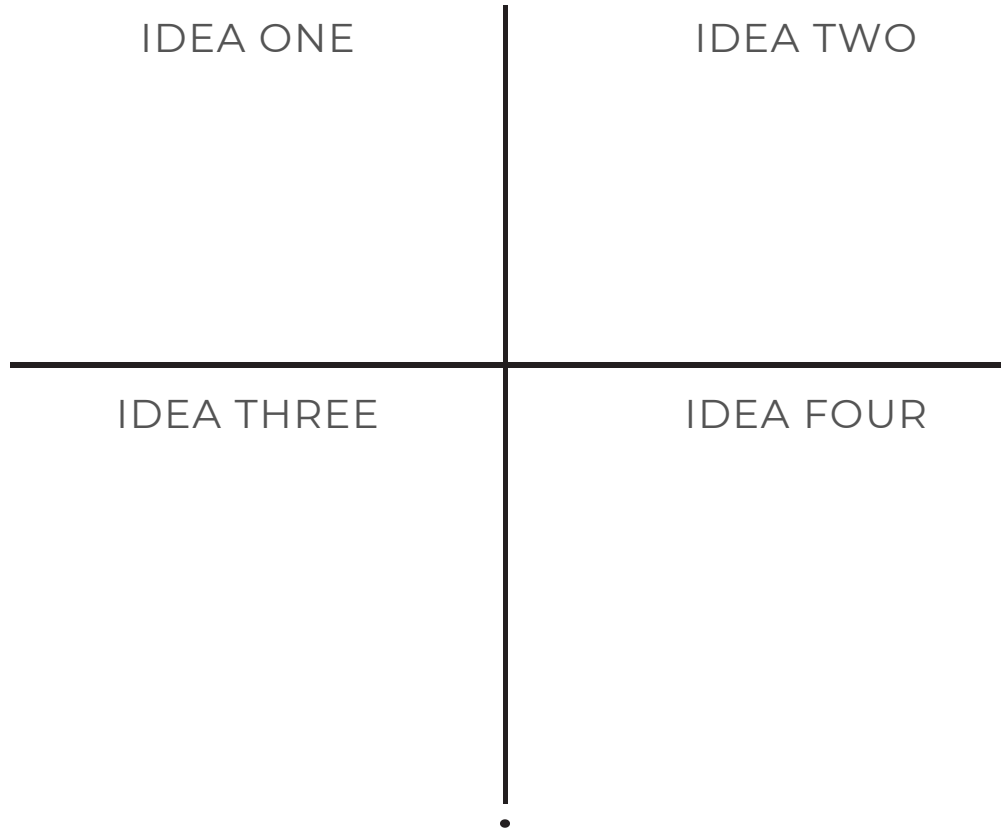
PATTERNS	
TEXTURES	
ILLUSTRATIONS	
ICONS	

TIPS FOR FINDING & CHOOSING YOUR DESIGN ELEMENTS

- 1** You can find choices for design elements by searching on sites like Canva, or Vecteezy for free.
- 2** You can create your own design elements from scratch in your favourite design program such as Canva.
- 3** Make sure that your design elements are in harmony with your brand's colours and style.

STEP 4: DESIGNING YOUR LOGO

Aim to keep your logo simple and in harmony with your branding. Run a “logo” search on Pinterest for inspiration and sketch out 4 ideas below. Then create your amazing logo using Canva, Designsta, Photoshop - whatever design program you prefer! :)



TIPS FOR DESIGNING YOUR LOGO

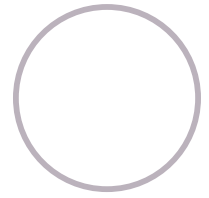
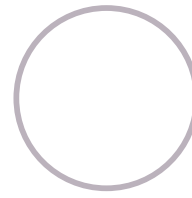
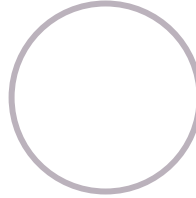
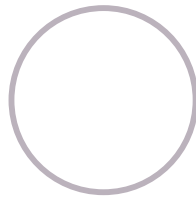
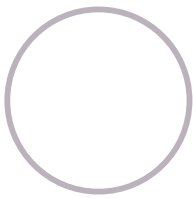
- 1** Keep it clean and simple. Remember text alone can make a great logo.
- 2** Stick to your brand's fonts and colours.
- 3** Save the original logo as a .png image file on a transparent canvas. Also make the original image as large as possible (example: 1500 x 1500 px).
- 4** Use Pinterest for inspiration.

STEP 5: ASSEMBLE YOUR BRAND BOARD

Yay! Now we get to tie it all together. Fill out this template as a draft to get you going and then go have fun designing your real brand board! You did it!

LOGO

COLOUR PALETTE



#

#

#

#

#

TYPOGRAPHY

FONT 1:

FONT 2:

DESIGN ELEMENTS



The Social Change Program

WE ARE IN THIS TOGETHER.

