



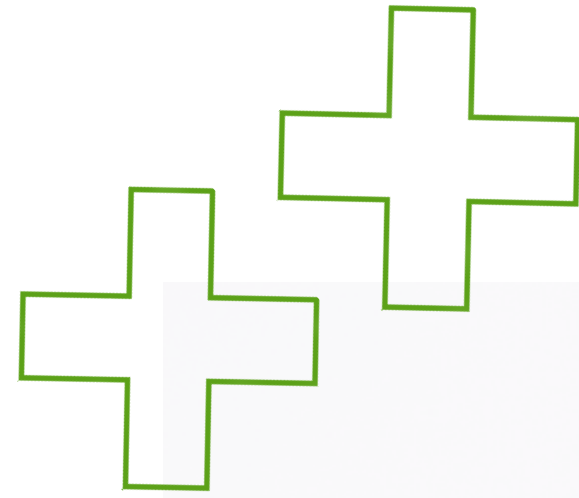
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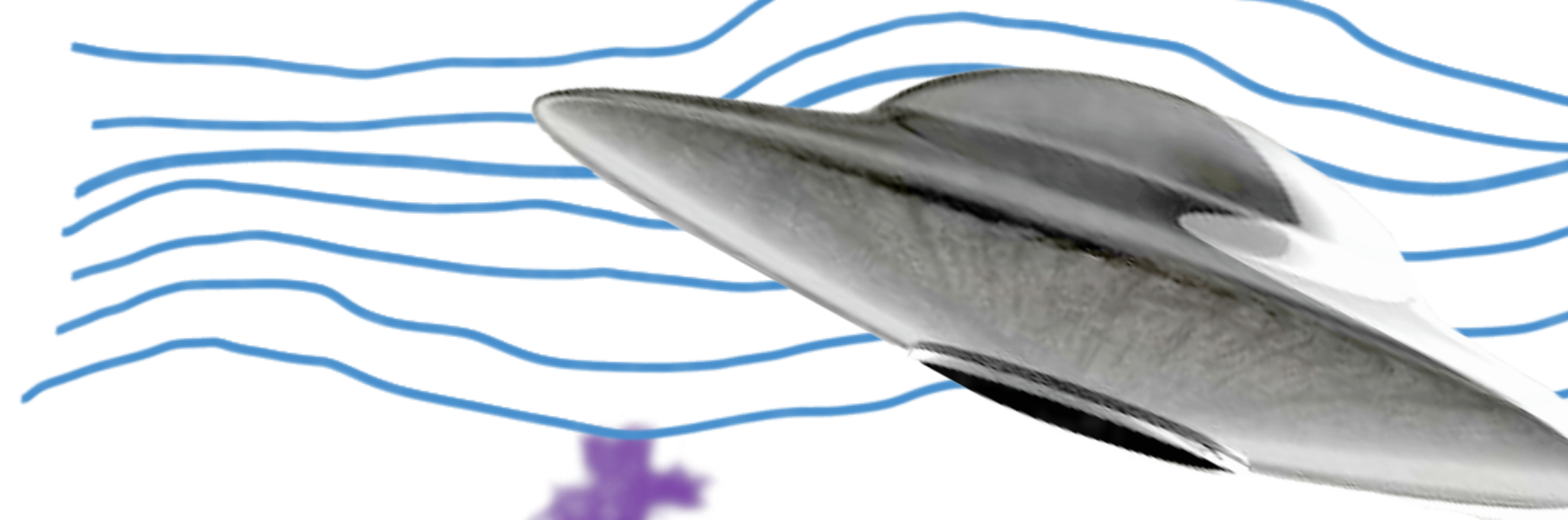
8 DESIGN STRATEGIES TO BUILD YOUR BRAND ONLINE



2020

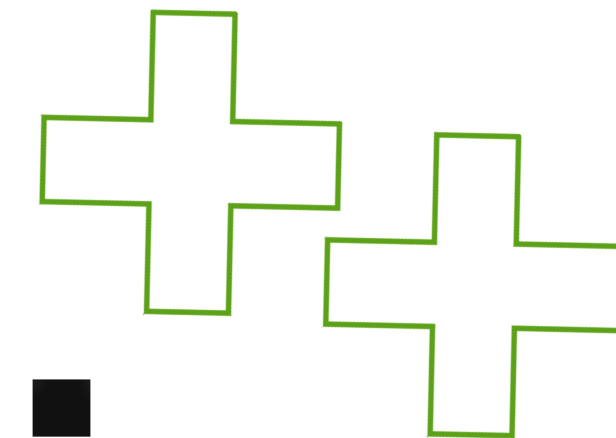


KARREEN YENEZA
DESIGN + BRAND MANAGER



HANNAH VACA
JR. GRAPHIC DESIGNER

WHAT YOU WILL LEARN:

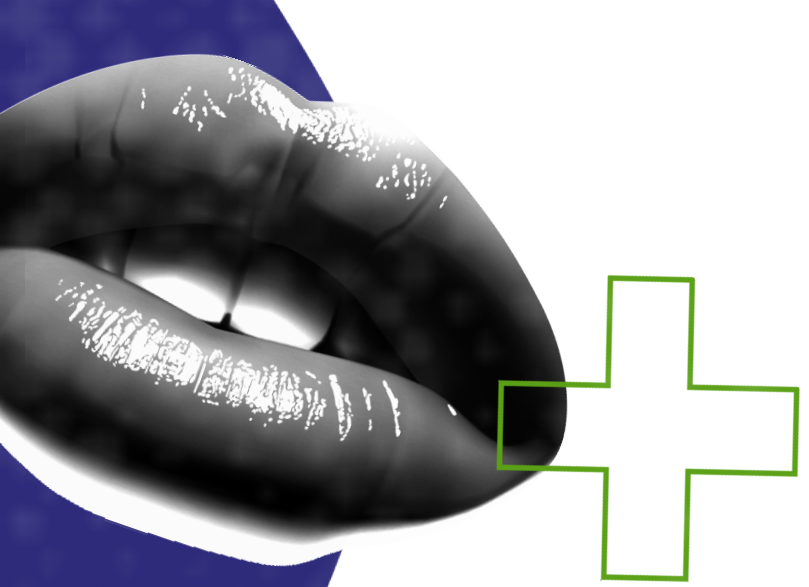


1 HOW TO UTILIZE DESIGN STRATEGIES THAT WILL IMPROVE YOUR BRAND'S PRESENCE ONLINE

2 DESIGN WITH PURPOSE

3 GIVE STRONGER FEEDBACK

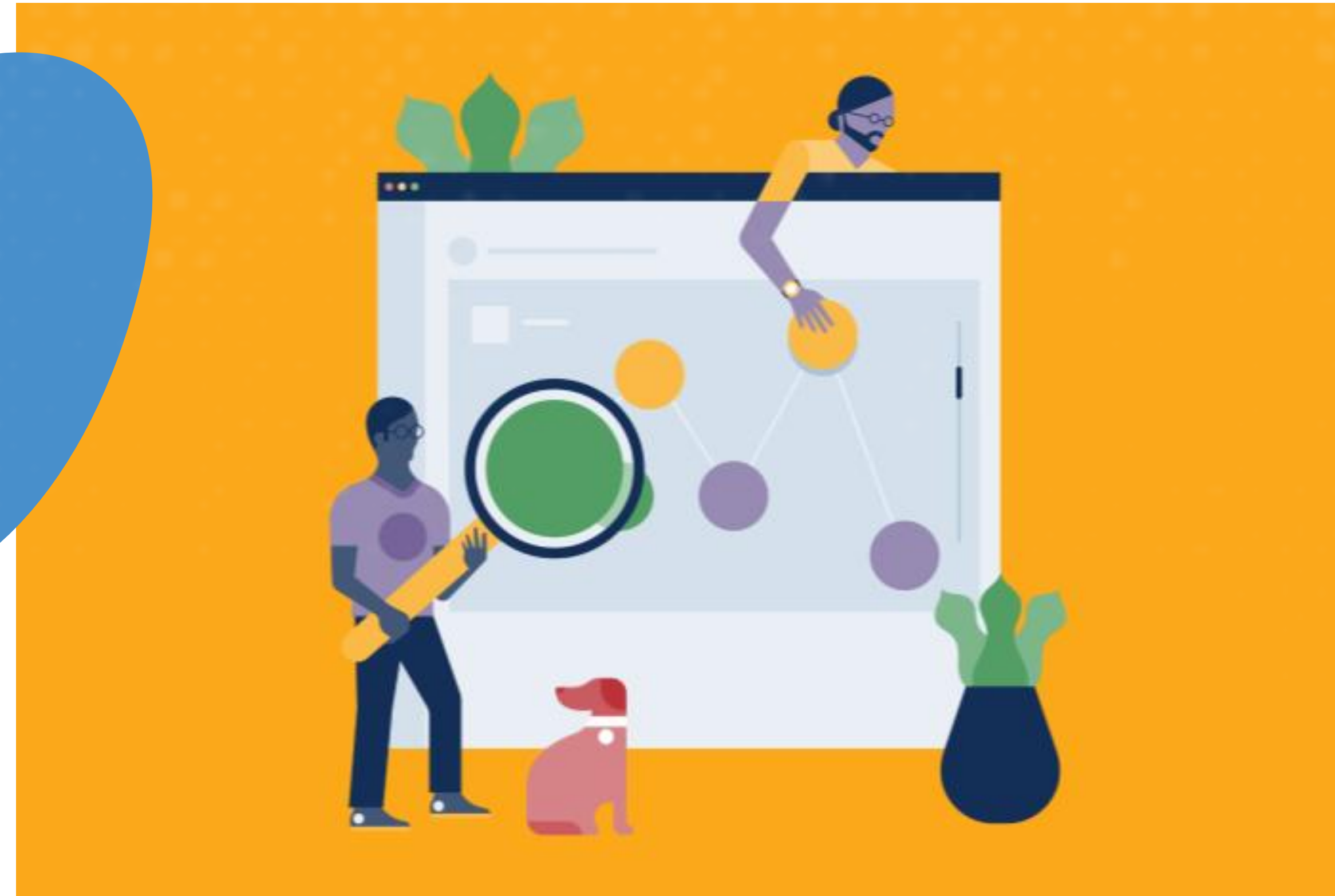




1. TARGET MARKET

BEFORE YOU DESIGN...

How old are they?
Where do they live?
What do they do for a living?





WHY IS IT IMPORTANT TO KNOW WHO YOUR TARGET MARKET IS?

1 PEOPLE ARE DRAWN TO BRANDS THAT THEY
CAN RELATE TO

2 USE YOUR DESIGN TO CONNECT WITH
PEOPLE





SOME QUICK TIPS TO FIGURE OUT WHO YOUR AUDIENCE IS

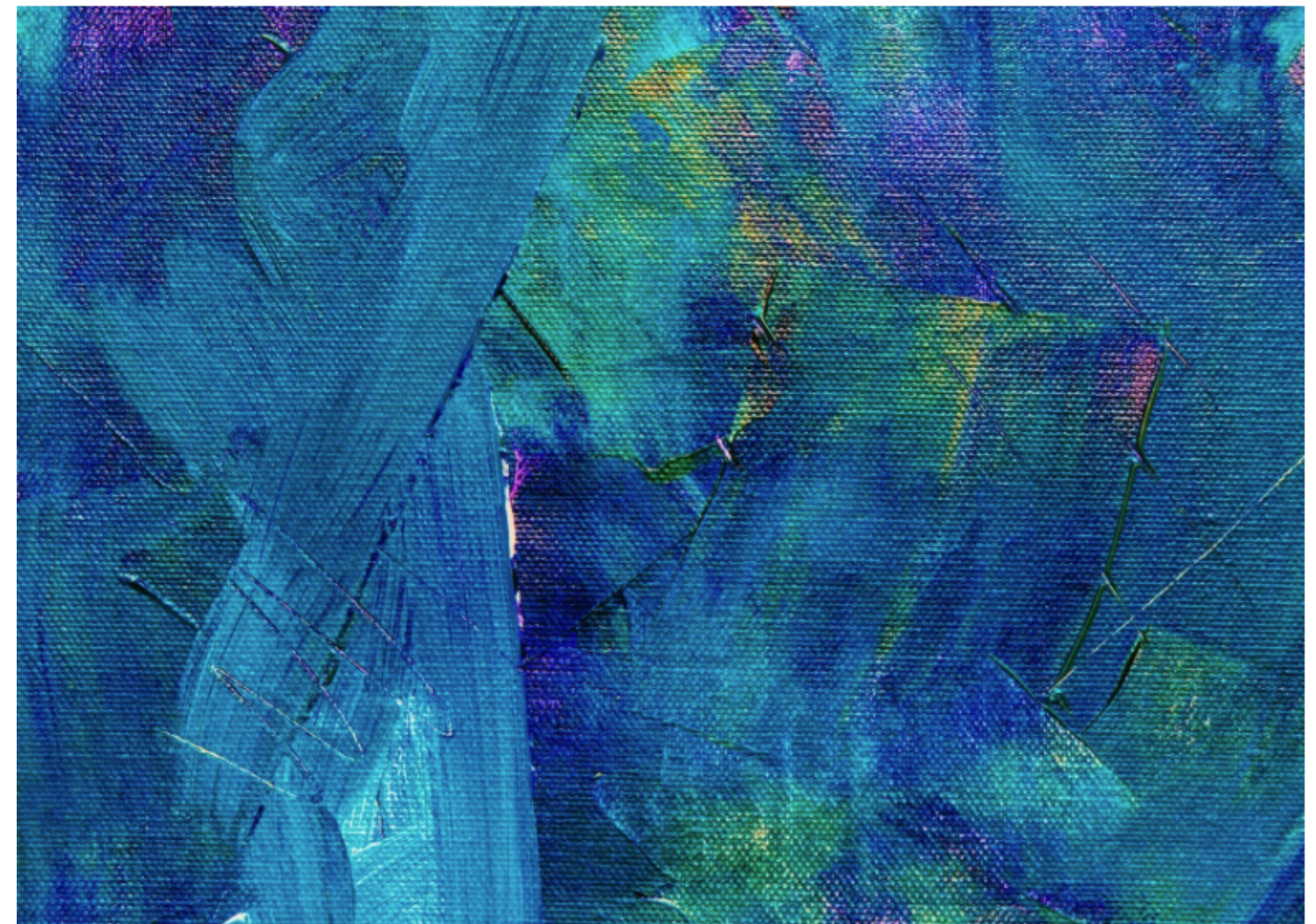
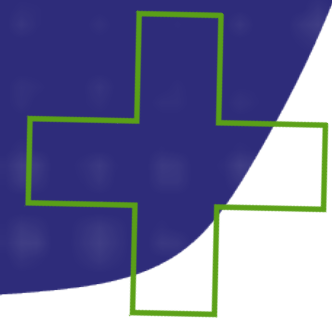
- Look at your competitors
- Identify your brand's features and it's benefits.
- Who needs this product or service?
- Create Personas



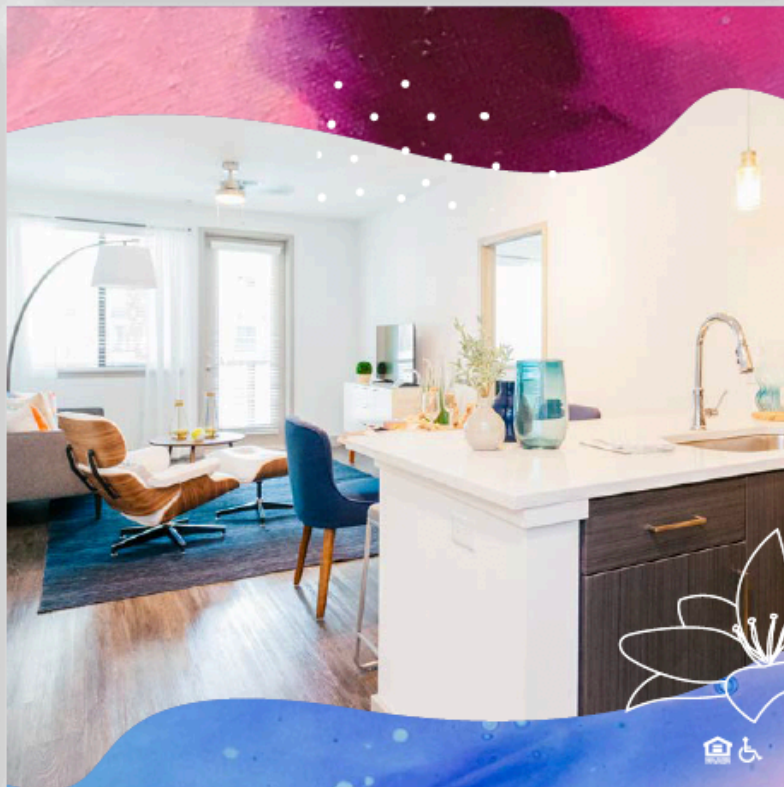
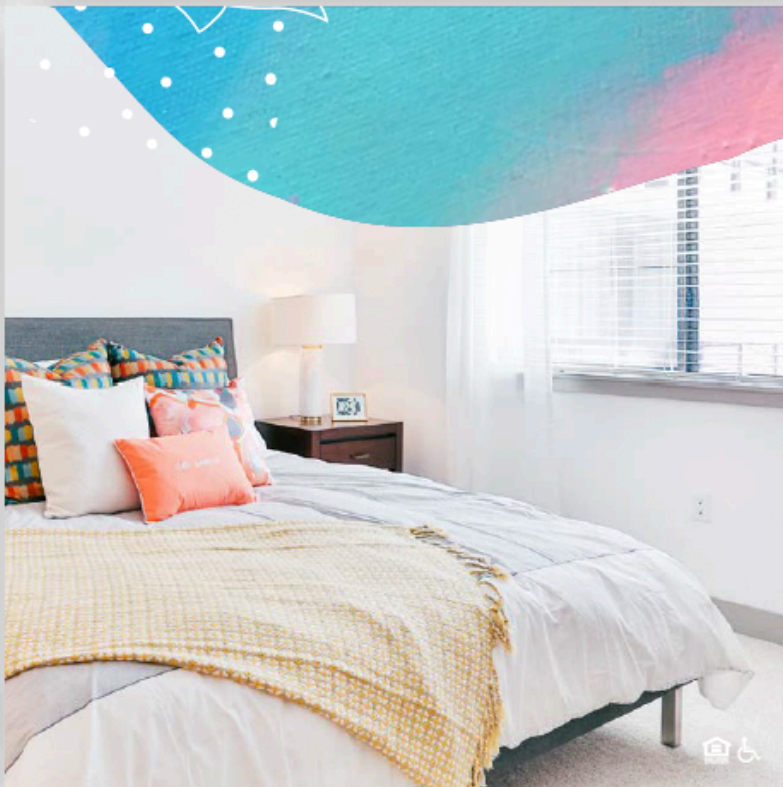
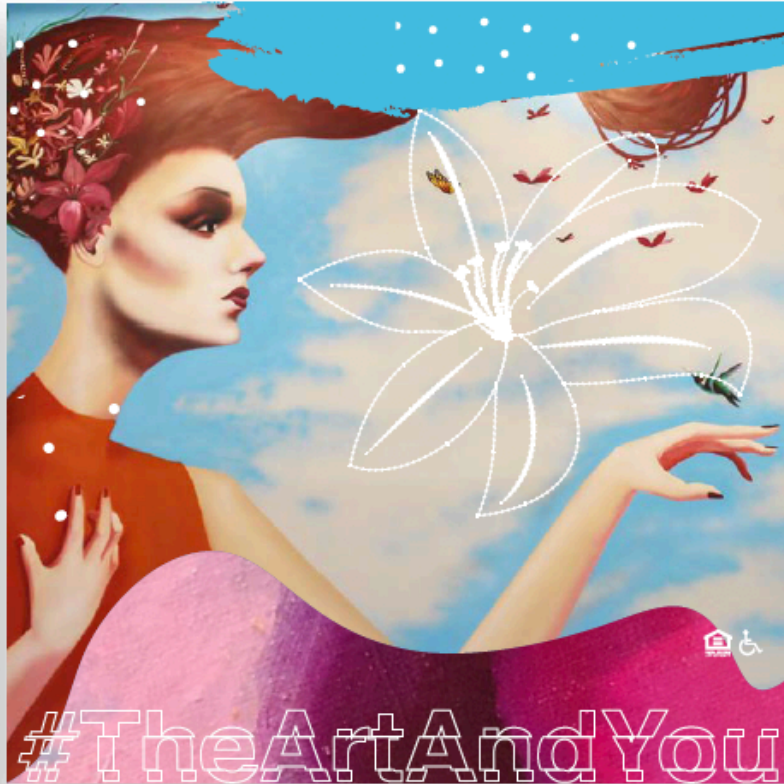
2. COLOR THEORY

- The colors you use matter because color evokes an emotional response





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3. **TYPOGRAPHY**

- **The fonts you choose are conveying a message about your brand, it sets the tone**



— THE —
PSYCHOLOGY
BEHIND TYPE CHOICES



EACH FONT TYPE YOU USE FOR YOUR BUSINESS EVOKES DIFFERENT EMOTIONS.

Get the emotions you want people to feel when you select the right logo font.

SERIF



Tradition

TIMES NEW ROMAN

RESPECTABLE

TRAJAN

Reliable *Comfort*

BASKERVILLE

GEORGIA ITALIC

SANS SERIF



Stability

HELVETICA BOLD

OBJECTIVE

FRANKLIN GOTHIC

Clean *Modern*

CALIBRI

MYRIAD ITALIC

SCRIPT



Elegance

BICKHAM SCRIPT

Affectionate

EDWARDIAN SCRIPT

Creativity

LAVANDERIA

MODERN



STRONG

FUTURA

Progressive

ITC AVANT GARDE EXTRA LIGHT

Stylish Chic

DIDOT ITALIC

CENTURY GOTHIC

DISPLAY



Friendly

COOPER

unique

SPACEAGE ROUND

EXPRESSIVE

VALENCIA

Amusing

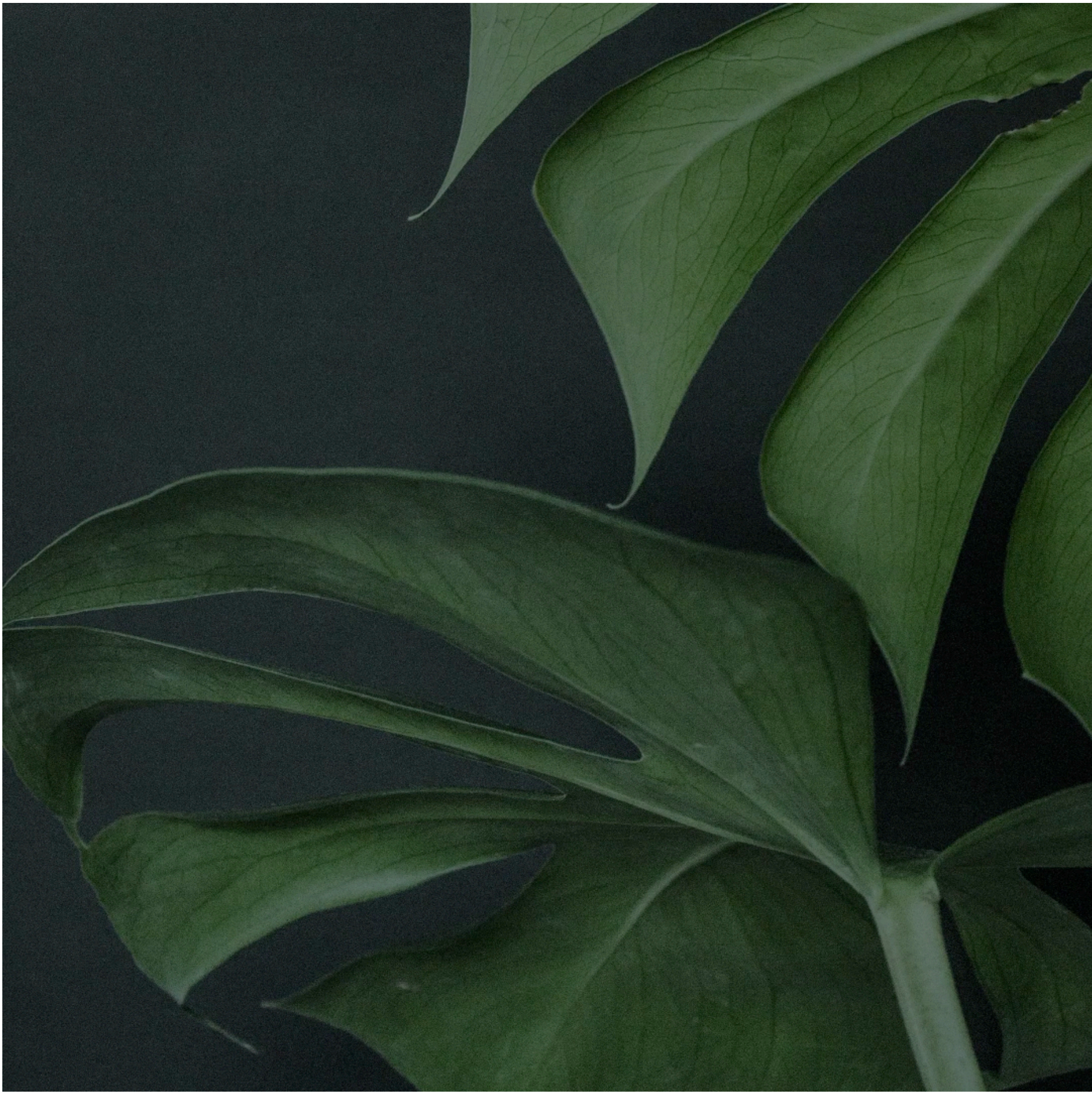
GIDDYUP



Resources:

<http://visual.ly/psychology-fonts>, <http://www.onestrapline.com/2011/12/13/the-psychology-of-fonts/>, <http://thelogocompany.net/blog/infographics/psychology-color-logo-design/>, <http://thehub.com/contests/the-taxonomy-of-type/>, <http://thelogocompany.net/blog/infographics/psychology-color-logo-design/>, <http://handwritinginstitute.com/psychology-of-fonts/>, <http://psychology.wichita.edu/utk/usabilitynews/51/PersonalityofFonts.asp>

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4. BALANCE

- Balance in design creates stability and structure
- It can be achieved through color, scale, and contrast



● **Czarne tagliatelle z kurczakiem** 25 zł

czarne wstążki tagliatelle, grillowany kurczak, sos maślano-pomidorowy, bazylia

Makaron czarne tagliatelle to grube wstążki barwione atramentem z kałamarnicy, które nie zawierają żadnych sztucznych barwników. Wyróżnia je idealny czarny kolor, będący ciekawym kontrastem dla sosu. Danie charakteryzuje soczysty kurczak z grilla w sosie maślano-pomidorowym z bazylią. Zaskoczy Was także sposób podania.

polecane wino
WACHTENBURG RIESLING HALBTROCKEN (BIAŁE, NIEMCY)

butelka (750 ml) _____ 60 zł
kieliszek (100 ml) _____ 12 zł



● **Tagliatelle ze szpinakiem i gorgonzolą** 22 zł

tagliatelle, szpinak, gorgonzola, czosnek, śmietanka

Makaron tagliatelle to typowo włoskie długie i grube wstążki z dodatkiem szpinaku. Danie charakteryzuje wyjątkowo śmietanowy, ostrzejszy smak dzięki dużej ilości sera gorgonzola, odrobinie czosnku i masła.

polecane wino
TERRA MUSA PINOT GRIGIO CLASSICO (BIAŁE, WŁOCHY)

butelka (750 ml) _____ 55 zł
kieliszek (100 ml) _____ 12 zł



CRISP
BRIGHT LIGHT



FABULOUS 180-DEGREE
VIEWS OF THE WATER AND CITY

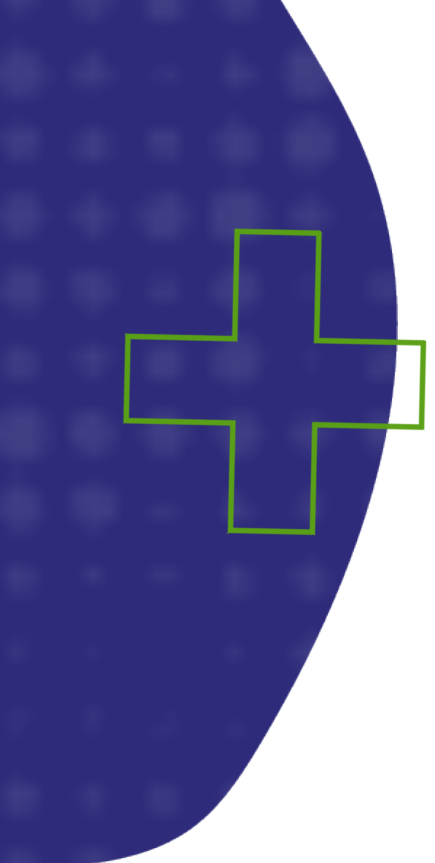


DESIGNED
FOR LONGEVITY



BATHROOMS FEATURE
VOLAKAS™ MARBLE COUNTERTOPS

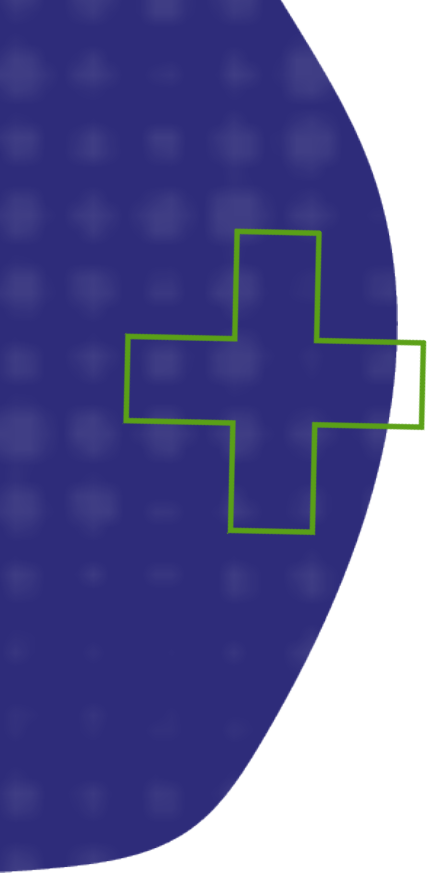




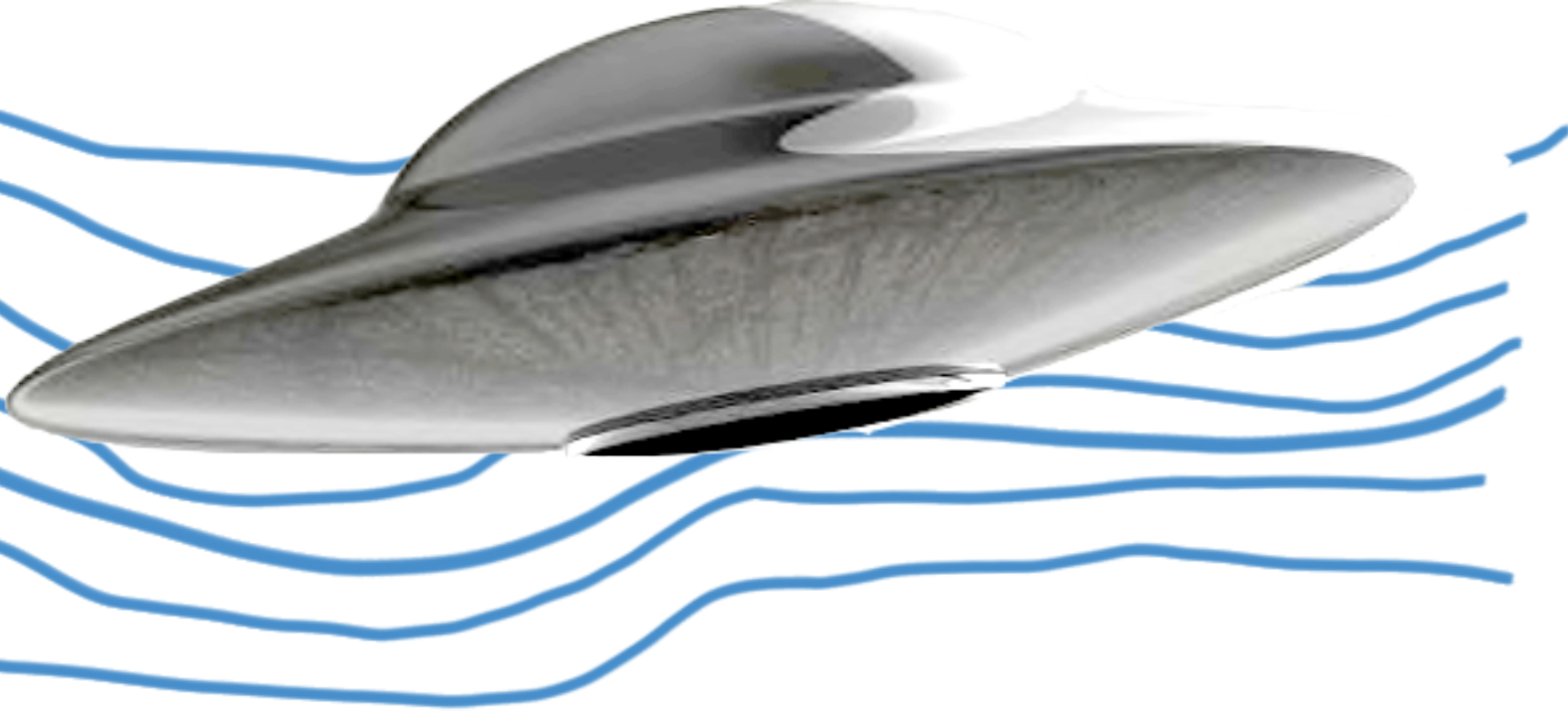
5. EMPHASIS + HIERARCHY

Hierarchy is formed when extra visual weight is given to the most important element or message in your design



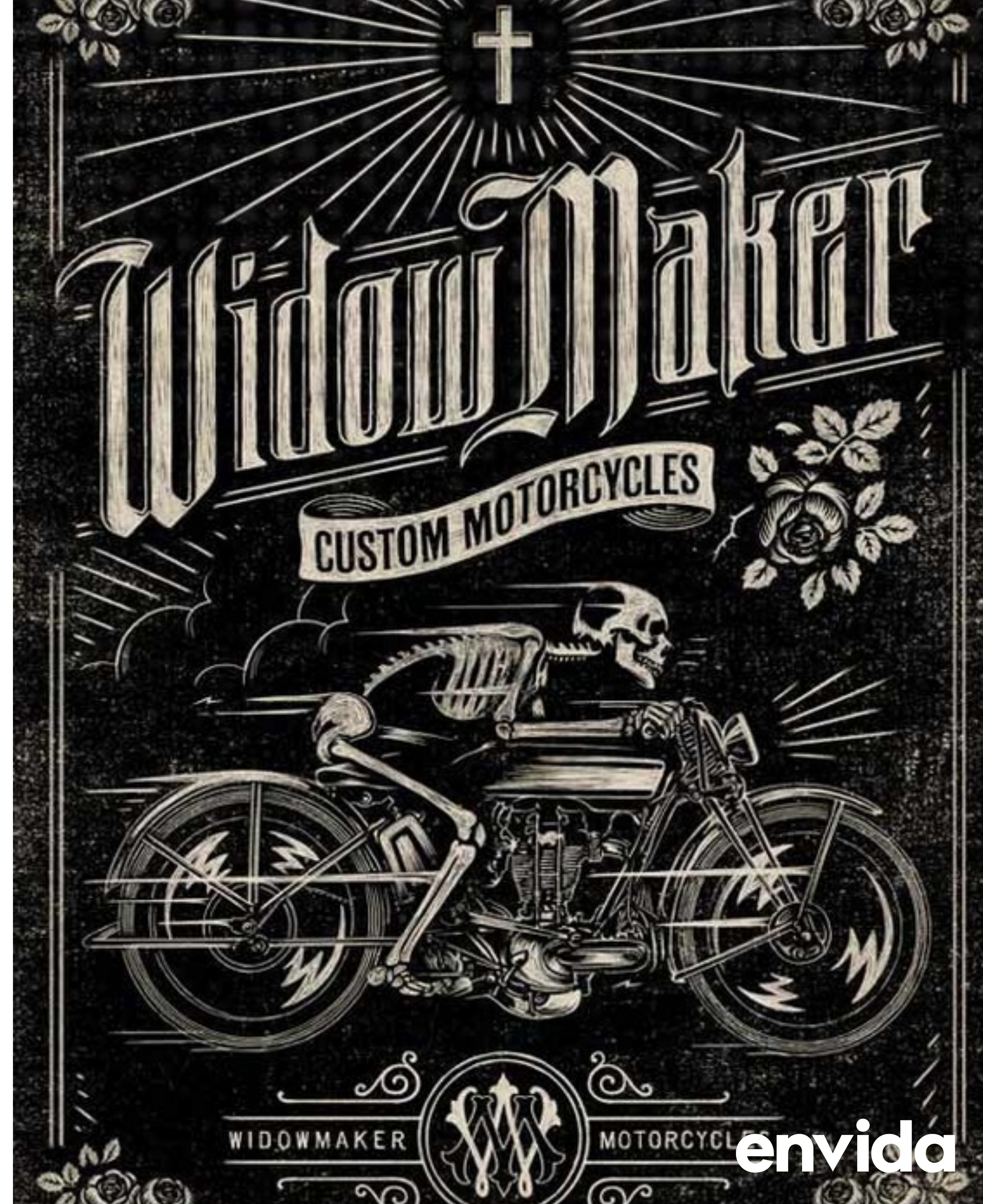


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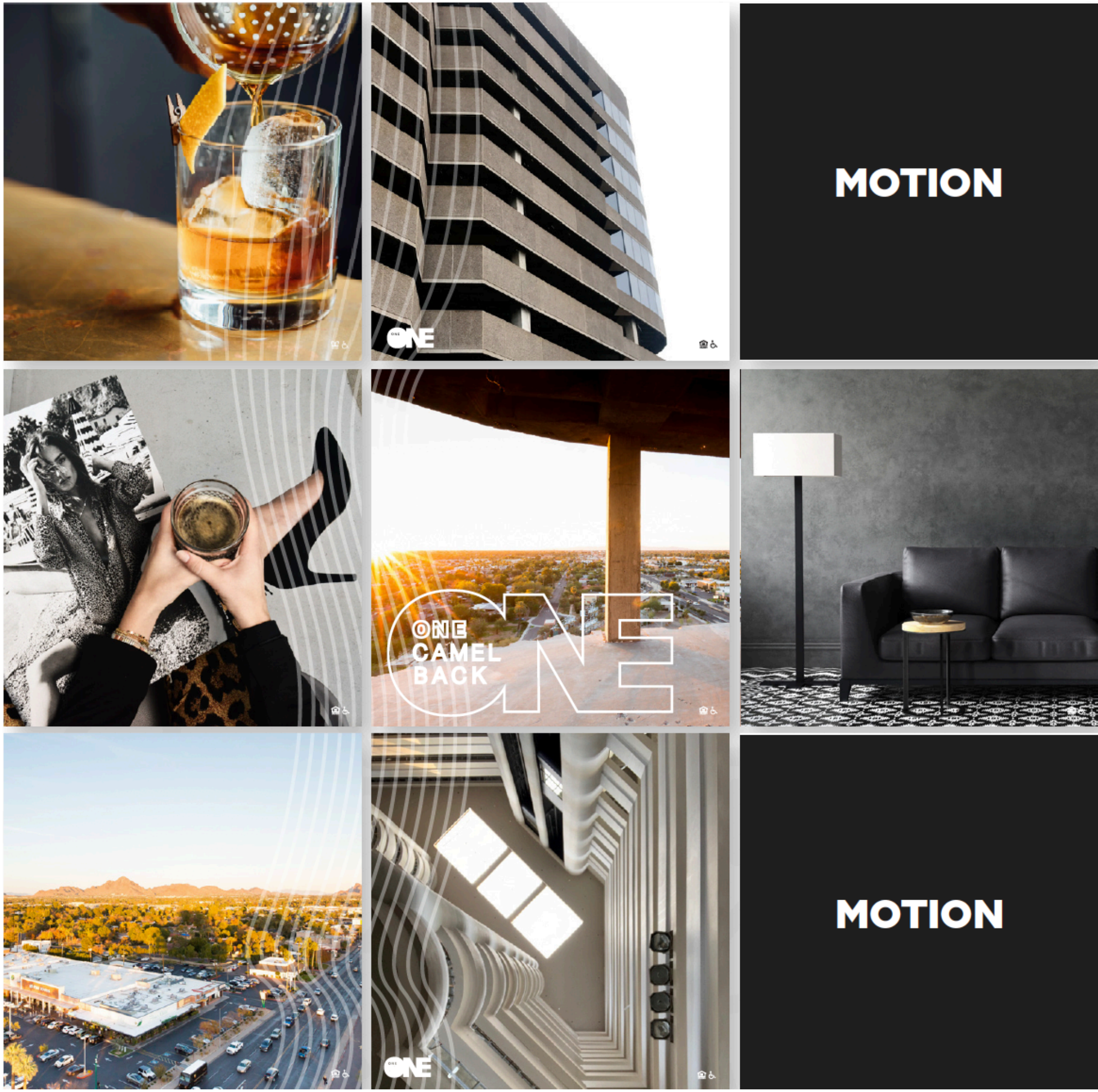
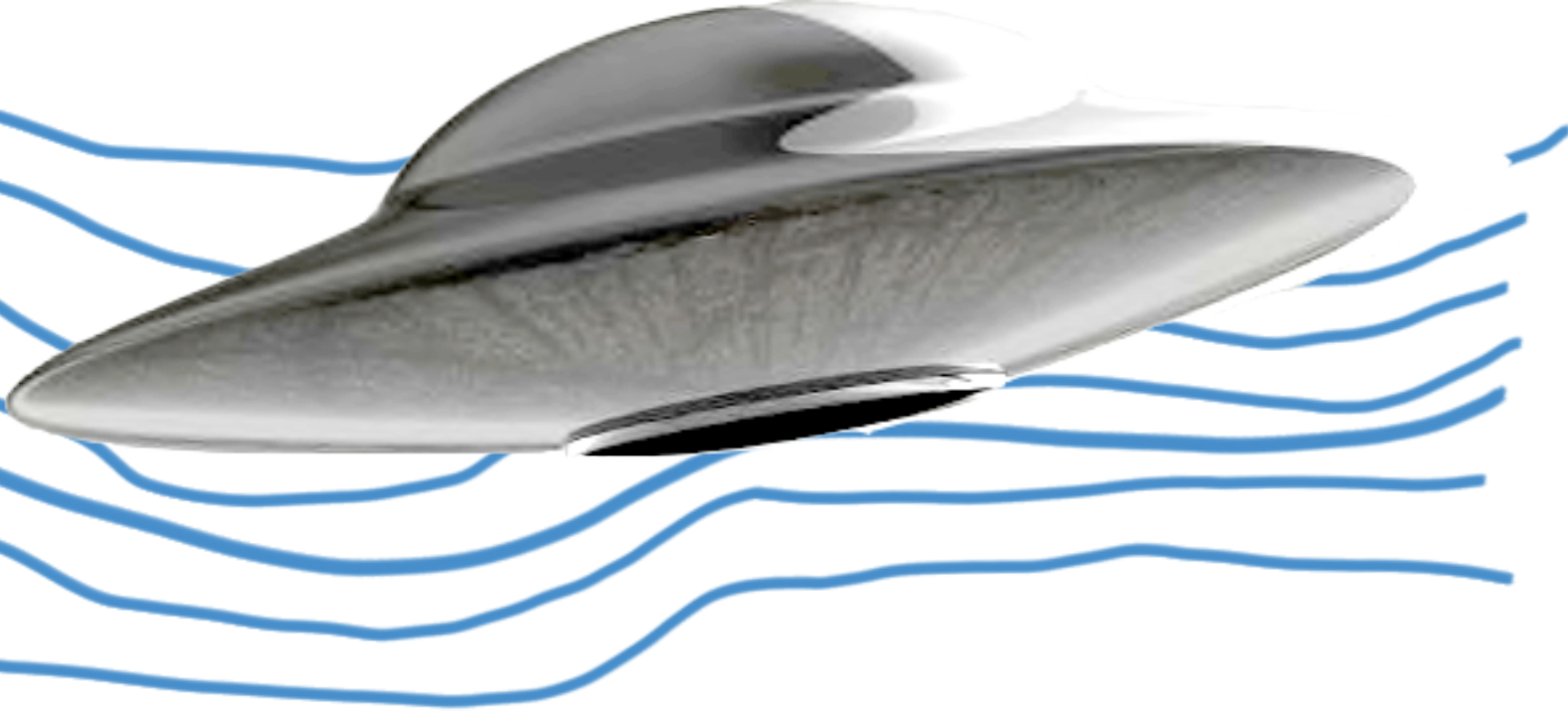


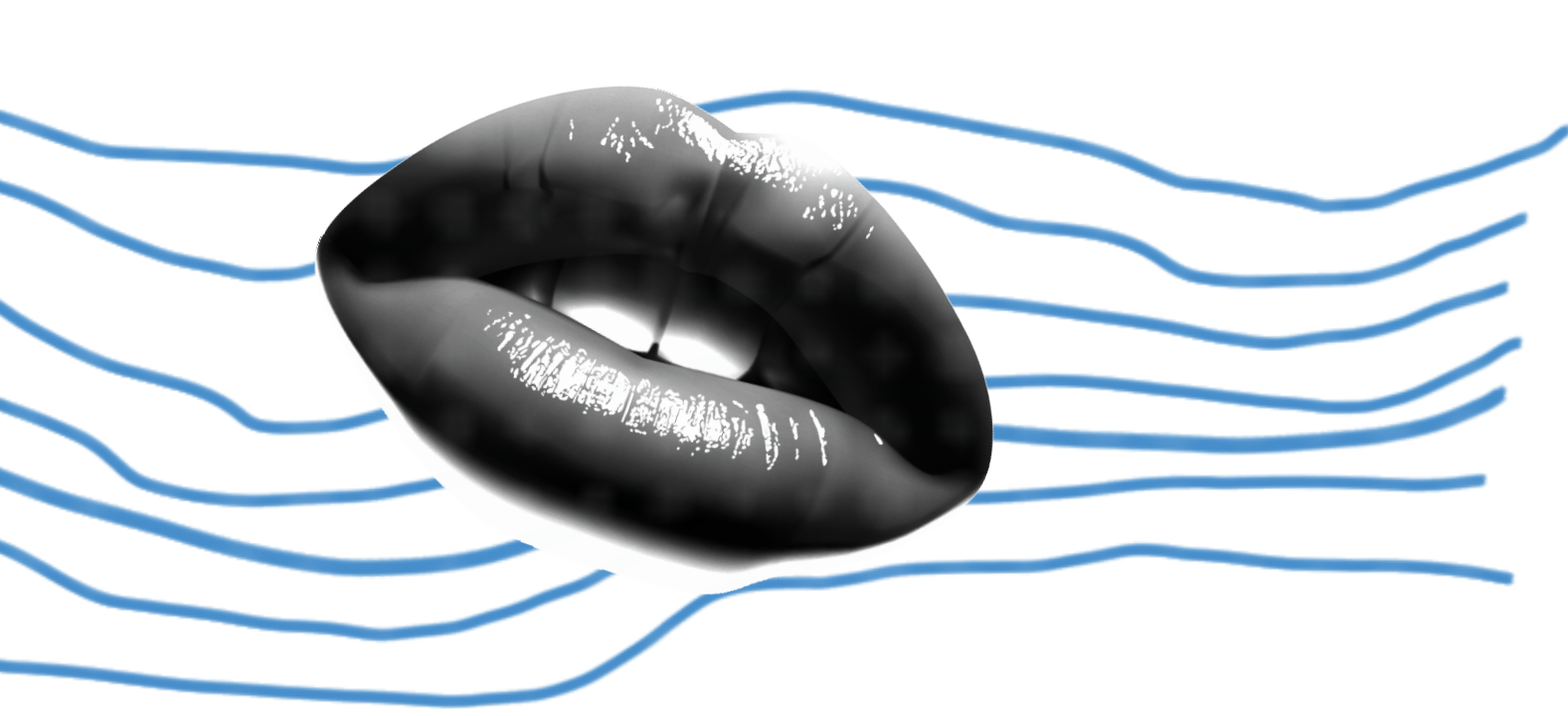
6. MOVEMENT

Can achieve movement by
utilizing patterns and rhythm



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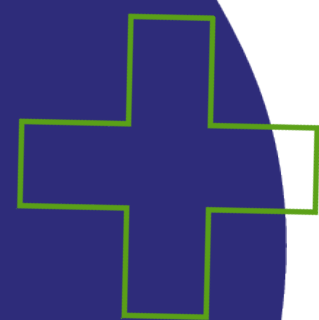




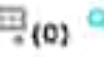
7.


VARIETY + UNITY

Variety is the use of different elements to add interest to a work of art.



method

SHOP BEYOND THE BOTTLE #CLEANHAPPY ABOUT US FIND A STORE  (0)




it's time to
clean happy

shop method ▶

15% off your first purchase

just sign up for our awesome newsletter to receive special coupons, product news + more.

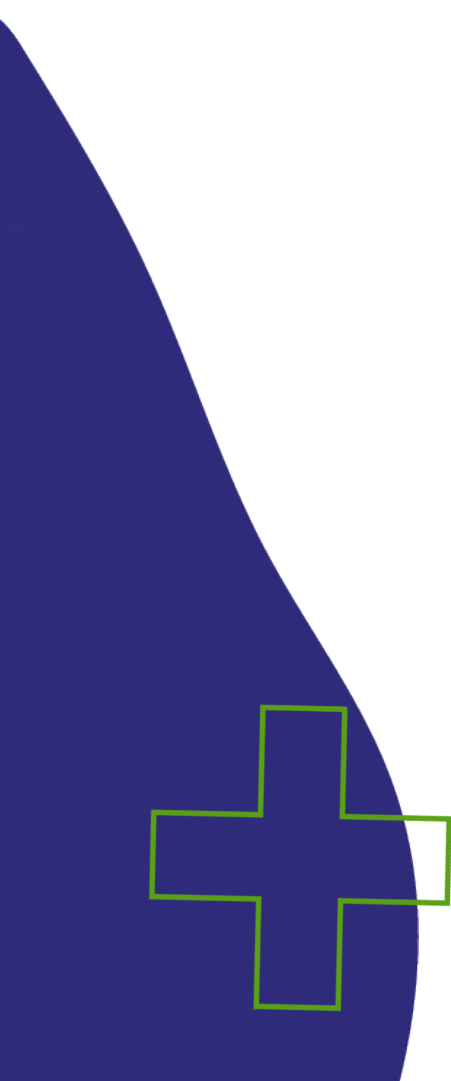
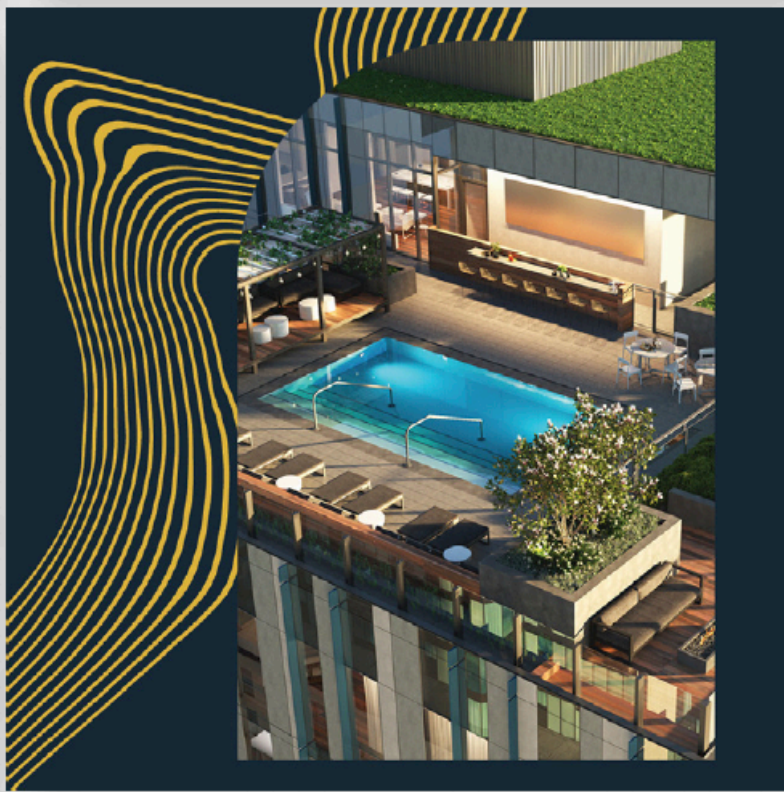
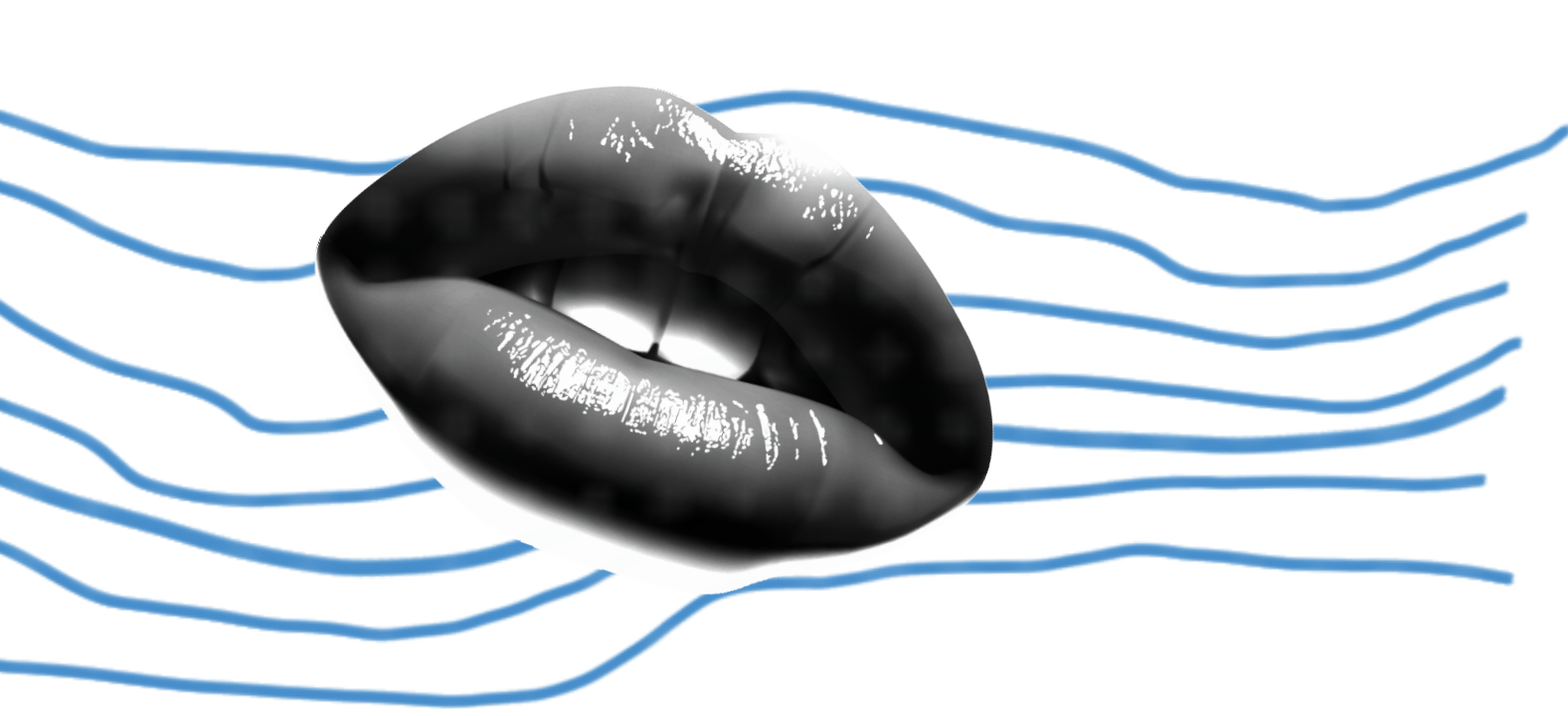
ENTER E-MAIL ADDRESS



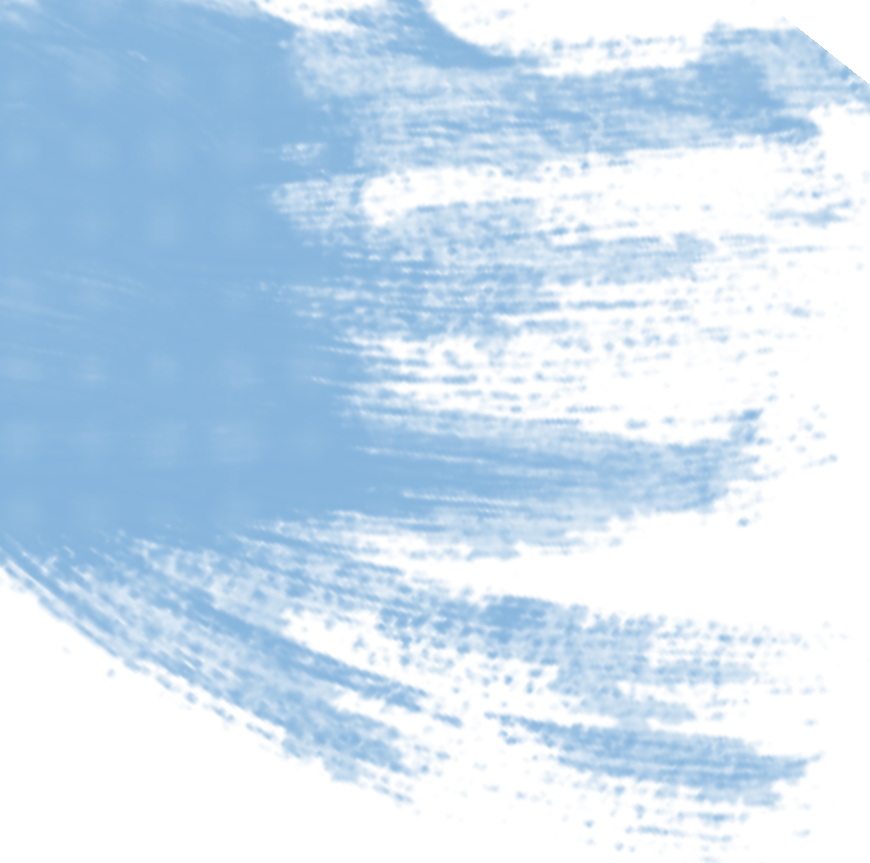
scented soy candles
**get that new
room smell**

forget that expensive remodel, our enlightening range of scented soy candles look and smell so beautiful they'll transform every room in the house. the sleek, colored glass containers complement any style, and five nature-inspired fragrances—from fresh "apple slice" to herbaceous "beach sage"—mean there's something for every nose.

learn more ▶

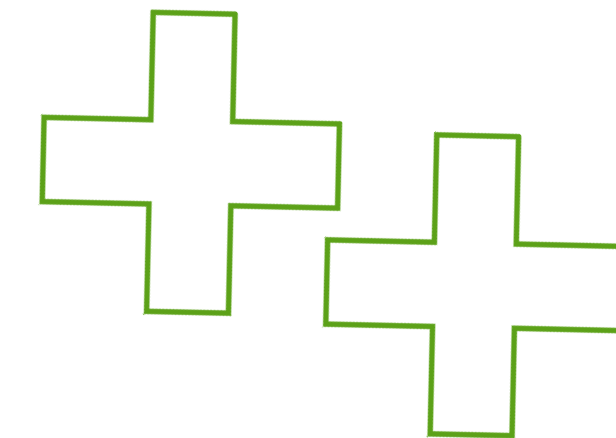


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8

REVIEW + IMPROVE



1

TEST WHAT WORKS FOR YOU BRAND

2

ASK A PRO

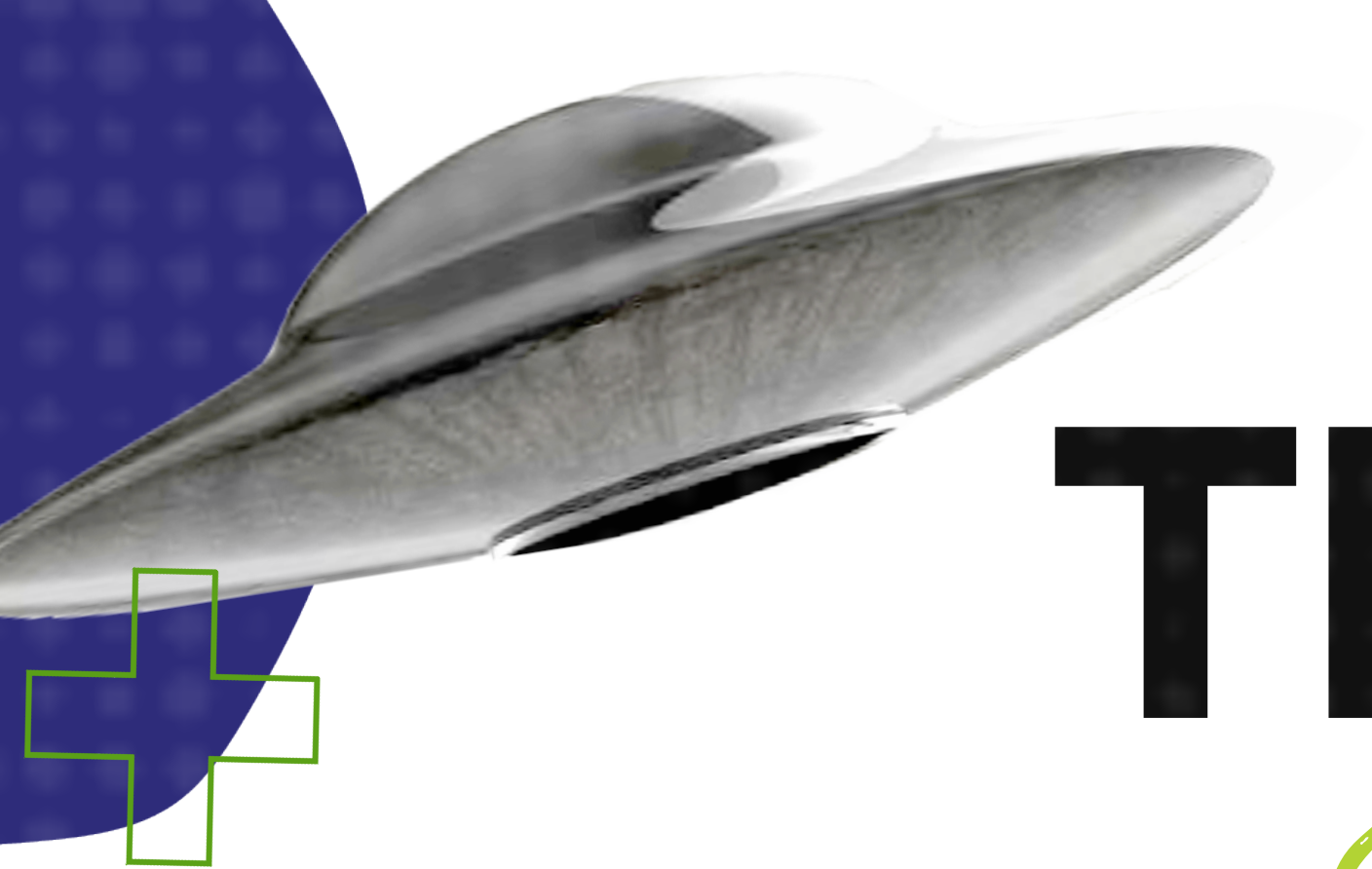
3

BE OPEN TO CHANGE AND PROGRESS

4

REVISIT GOALS

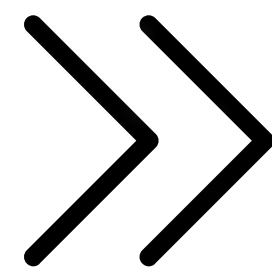




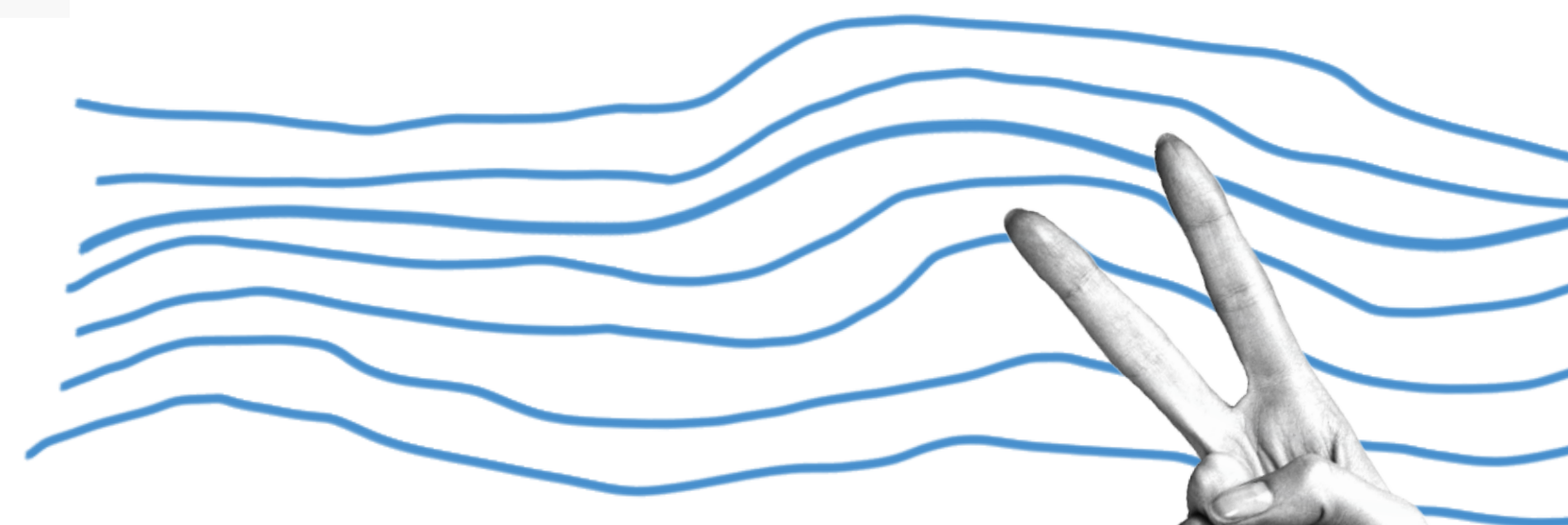
THANK YOU!

Stay In The Know

JOIN US!
NEXT WEDNESDAY,
APRIL 15TH @ 11AM PST



**PREPARING YOUR
POST-COVID
CONTENT
STRATEGY**



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