



**Share4Rare**

**Resources**

**Branding & Graphic Design**

## Purpose

Branding and graphic design plays an important role in your branding and setting the right expectations for your advocacy. From a logo to promotional material, the branding you show your audience sets a first tone of what you bring. Even if you're just starting out as one person, it's important to create a corporate branding to reflect your values.

Branding is the marketing strategy of how you shape your brand, and can be seen as a reflection of how you want people to see you. Your corporate branding reflects your values and DNA of your advocacy. For many organizations though, hiring a graphic designer can be a challenge.

Luckily, there are plenty of tips and tricks that help you get a professional look without too much effort. These guidelines provide a short introduction to design principles, and gives structure on how to create graphic designs for your advocacy.

## Branding

Before you start designing a logo, leaflet or a social media banner, think about who you are as a brand. You need to define your goals and strategy to align the look of your brand. Once you have defined the basics of your strategy and plan, it is time to start shaping your brand.

- Who are you?
- What is my mission
- What are my values?
- What makes my work different than others?

Your brand is not just about what you show your target audience – it reflects the team culture and how you connect with it. Do you encourage new ideas? Do you expect your team to roll up their sleeves and get things done? Your branding affects the way people perceive you, so you want to get the right first impression.

## Colour palette

People have strong aware and unaware associations with colours, and there is a lot of science involved on influencing people by colour. Studies done by the internationally recognized Pantone Color Institute® indicate that “consumers are up to 78% more likely to remember a word or phrase printed in colour than in black and white.” Colour combined with text, as in a logo, impacts readers of getting better recall, recognition and attention.

Often, a colour palette exists of three to four colours that supplement each other. Below, you can find an overview of the different colours and how they can be implemented to support your brand identity:



Reference: <https://www.personadesign.ie/colour-psychology-cracking-the-colour-code-for-profitable-branding/>

Tip: Use an online colour picker like **Adobe Color CC** or **Design-Seeds** to explore different tones and hues for creating your colour palette.

## Typeface/font

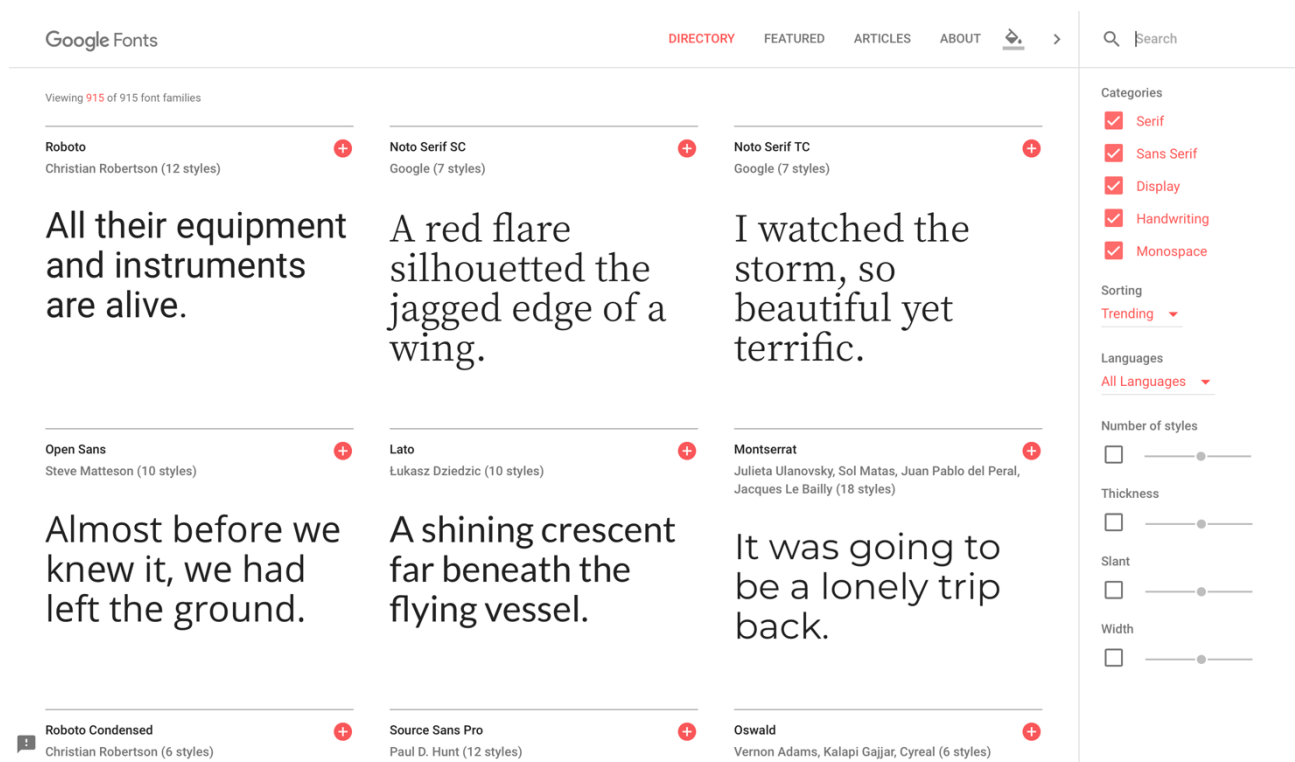
There are four types of font that all give a different look and feel of your brand:

**Serif fonts** have an anchor at the end of each letter. They give your brand a classic, solid and trusted feel. Times New Roman and Georgia are examples of serif fonts.

**Sans serif fonts** (like this one or Helvetica) don't have those anchors and have smooth edges. It often gives a more modern look to a text and is often used on mobile and desktop versions.

**Script typography** makes it look like you've written the text by hand. If you want to make your brand more sophisticated and feminine, it is recommended to use Lucida or Allura. However, this type of font is not recommended on websites, since they are hard to read on a small screen (e.g. phones)

**Display fonts** are bold, sturdy and very specific, like the Army font. It gives your brand a special look that makes you stand out in the crowd.



The screenshot shows the Google Fonts website interface. At the top, there's a navigation bar with links: DIRECTORY, FEATURED, ARTICLES, ABOUT, and a search icon. Below the navigation bar, it says "Viewing 915 of 915 font families". The main content area displays a grid of font families, each with a sample text snippet and a red plus icon for more options. The font families shown are:

- Roboto** (Christian Robertson, 12 styles): "All their equipment and instruments are alive."
- Noto Serif SC** (Google, 7 styles): "A red flare silhouetted the jagged edge of a wing."
- Noto Serif TC** (Google, 7 styles): "I watched the storm, so beautiful yet terrific."
- Open Sans** (Steve Matteson, 10 styles): "Almost before we knew it, we had left the ground."
- Lato** (Łukasz Dziedzic, 10 styles): "A shining crescent far beneath the flying vessel."
- Montserrat** (Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly, 18 styles): "It was going to be a lonely trip back."
- Roboto Condensed** (Christian Robertson, 6 styles): (Sample text not visible)
- Source Sans Pro** (Paul D. Hunt, 12 styles): (Sample text not visible)
- Oswald** (Vernon Adams, Kalapi Gajjar, Cyreal, 6 styles): (Sample text not visible)

On the right side of the grid, there's a sidebar with filters and settings:

- Categories:** Serif, Sans Serif, Display, Handwriting, Monospace (all checked).
- Sorting:** Trending (dropdown).
- Languages:** All Languages (dropdown).
- Number of styles:** Slider from 0 to 10.
- Thickness:** Slider from 0 to 10.
- Slant:** Slider from 0 to 10.
- Width:** Slider from 0 to 10.

Reference: [www.fonts.google.com](http://www.fonts.google.com)

Tip: download fonts via **Google Fonts** or **DaFont** for free or a small prize. It's a relatively small investment to make your brand stand out!

## Logo

Once you defined your colour palette and chose a desired typography, you could go to a designer to request a logo, or you can try it yourself. Another option is to ask a visual/graphic design student to create one for you for a reduced price.

A good logo is:

- Clearly communicating who you are
- Easily readable from a distance, so should not contain too much detail
- Not be trend-sensitive
- Making sense in your field
- Easy to remember



Reference: [https://www.brandingstrategyinsider.com/2017/03/the-process-of-credibility-based-logo-design.html#.XBPmly9x\\_OQ](https://www.brandingstrategyinsider.com/2017/03/the-process-of-credibility-based-logo-design.html#.XBPmly9x_OQ)

Tip: Keep in mind that a logo is not necessary, and you can always use your name as logo, just as Coca Cola does. If you choose to do so, make sure your typography and colour palette remain consistent throughout disseminations.

## Assets

Whenever you meet someone face-to-face, have a presentation, or create an event: having communication materials (business cards, posters, presentations, a website, a letterhead) is key to make your brand and message ‘stick’. Key here is consistency: the more often you see a certain colour combination, typeface or logo, the easier it is to recall.

If you happen to have an Adobe Creative Cloud license, it’s a great opportunity to create your own logo and assets. However, there are plenty of free websites that help you make the search for the perfect social media banner a lot easier:

## Design Templates

- Canva
- Desygner
- HubSpot
- StockLayouts

## Images

- Pixabay
- Death to the Stock Photos
- Skitch



Reference: Canva

## References & Resources

<https://www.canva.com>

<https://www.stocklayouts.com/Templates/Free-Templates/Free-Sample-Templates.aspx>

<https://desygner.com/marketing-materials/>

<https://fonts.google.com>

<https://www.dafont.com>

<https://deathtothestockphoto.com>

