

# Branding on a Budget

Masterclass by Glenda Hoon Russell

# Hi there!

Welcome to the Branding on a Budget masterclass. Today you'll learn how to put together your own brand guides (see below) in a simple and inexpensive way.



This workbook is for supplemental purposes only and you'll hear me refer to it throughout the masterclass

## Time stamp:

0:00 - Is this video for you? What we will cover in this masterclass.

1:47 - Philosophy and experience behind my approach

4:22 - My number one lesson when creating an identity

7:09 - What is a Brand Guideline?

8:05 - Advice on creating your new logo

16:22 - Advice on creating your new color palette

20:02 - Advice on creating your new font palette

22:57 - Putting it all together to create your new Brand Guidelines

# Logos

My golden rule: Keep it simple!

**Legibility > Pretty**



Logo Don'ts:

- Avoid over lapping of image or text/fonts.
- Avoid overuse of color or metallics.
- Avoid complexity.
- Avoid illegible fonts.

Logo Do's:

- Stick with 1-2 colors or 3 at the most.
- Choose large legible fonts. If you must choose a script font make sure it passes the Dime/Quarter test:  
Shrink it down to a dime/quarter and if you can still read clearly it passes!
- Icon – simple is key.
- Put a term of what you do in your logo: Coach, Wedding Photography, Freelancer Writer, etc.

## Where to create or buy a logo on a budget

Free templates:

- [Canva.com](https://www.canva.com) (free account)

Low cost templates or customized templates:

- [Canva.com](https://www.canva.com) (free or upgraded account)
- [Etsy.com](https://www.etsy.com)
- [CreativeMarket.com](https://www.creativemarket.com)

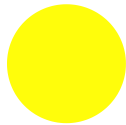
# Color Palette/ Color Psychology



Red / Passion, Urgency, Importance, Danger



Orange / Bright, Fun, Friendly, Playful, Optimistic



Yellow / Enthusiasm, Opportunity, Happiness, Positivity



Green / Growth, Harmony, Fertility, Nature, Balance



Blue / Calm, Tranquility, Honest, Loyalty, Wisdom, Joy

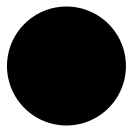


Purple / Wealth, Spirituality, Compassion, Romance, Inspiration



Brown / Earthy, Dependable, Wholesome, Friendliness

White / Purity, Cleanliness, Minimalism, Virtue, Simplicity



Black / Power, Elegance, Sophistication, Edginess, Luxury

## Where to create a color palette

Free palettes and HEX colors (#111111):

- [colors.co/](https://colors.co/)
- [www.design-seeds.com/](https://www.design-seeds.com/)
- [colorhunt.co/](https://colorhunt.co/)
- [www.canva.com/colors/color-palettes/](https://www.canva.com/colors/color-palettes/)

# Font Palette

## HEADING

### *sub heading*

Add a little bit of body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Font palette best practices:

- Legibility > Pretty
- Choose fonts that are contrasting like:  
Sans serif, italic serif, & different sans serif  
Bold all caps sans serif, serif, different serif
- Font Formula:  
Headline (most prominent!)  
Subheading (accent font)  
Body Text (easy to read)

## Where to create or buy fonts on a budget

- [www.colorsandfonts.com/font-pairing](http://www.colorsandfonts.com/font-pairing)
- Pinterest or Google these keywords:  
Font pairings  
Font combinations  
Minimal font combinations  
Feminine font pairings  
Best font combinations  
Free font combinations
- I have created a cheat sheet of my favorite font combinations on the next page.  
Feel free to use them!

# My Favorite Font Combos

## BEBAS NEUE CYLILLIC

### Solway

Zilla Slab Medium - Add a little bit of body text.

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## Martel Heavy

### Cardo

Raleway - Add a little bit of body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

## VOGA

### Open Sans Light

Open Sans - Add a little bit of body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

## Raleway

### *D-DIN DIN-Italic*

Open Sauce - Add a little bit of body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

# Thank you!

**Find me on Instagram @GlendaHoonRussell**

Hire me to speak at your next event:  
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