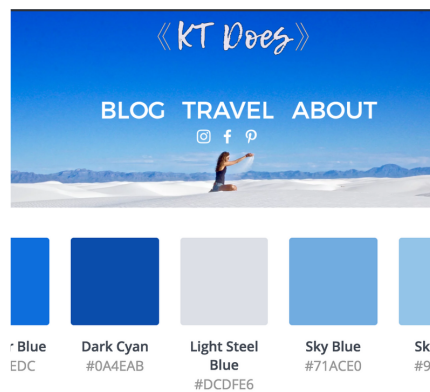


3 Steps to Create a Solid *Brand* Identity

Let's face it.

Consistency and clarity is important in all aspects of life. One reason many top brands and influencers are so popular is because they have a clear brand identity. Customers and followers can easily tell who they are by sticking to it. You spend loads of time defining yourself in person so why not spend some time doing this online? Whether you are a small business or just one person looking to gain followers on social media, book some time to define your online identity.



1. Get Photos

You will need:

- 2 photos of yourself: a professional headshot and one of you doing something fun or passion related.
- 1 photo that will be your main business photo (not a picture of yourself). This will be used on FB, LinkedIn, your websites home page.

2. Set Your Colors

So you have your main business photo. Now what? Upload this photo to the Canva color generator (link below). This will automatically generate 5 complimenting colors that work with that photo. Play around with those colors to find the right mix on your site and media but try and stick to 3 of 5. Grab a screen shot of your colors for future use.

3. Choose Fonts

Max 3 fonts but aim for 2

- 1 for Headlines
- 1 for full text
- Potentially 1 additional for sub headlines

Read Font Pairing rules on Canva to help & If you need inspiration you can always head to Pinterest.

HELPFUL LINKS

COLOR PALETTE GENERATOR- [HTTPS://WWW.CANVA.COM/COLOR-PALETTE/](https://www.canva.com/color-palette/)

FONT PAIRING GUIDE- [HTTPS://WWW.CANVA.COM/LEARN/THE-ULTIMATE-GUIDE-TO-FONT-PAIRING/](https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/)

PINTEREST FONT INSPIRATION- [HTTPS://WWW.PINTEREST.COM/JANBUNDY/CANVA-FONT-PAIRING/](https://www.pinterest.com/janbundy/canva-font-pairing/)

www.KTDoes.com