IN THE CRAFT ROOM

VISUAL BRAND CHALLENGE WORKBOOK

COLLATERAL

col·lat·er·al

I'll use this word a lot throughout this challenge. It's important you know what it means in the context of your visual brand. Collateral is any printed or digital materials you use to market and promote your business or organization. Collateral can include but is not limited to business cards, email marketing, social media graphics, booklets, brochures, labels and more (see page 6).

WRITE YOUR MISSION

If you haven't already, clearly articulate your mission. This will ensure that your visual identity aligns with your business goals moving forward. Use the space provided below to write your mission.

MODULE 1
COLLECT YOUR COLLATERAL

MODULE 1: COLLECT YOUR COLLATERAL
COLLATERAL CHECKLIST

Below is a list of collateral commonly used by businesses to promote their product(s) or services. It's likely you won't have every item on the list, but the checklist will help you remember the items you have created. You'll need to use one of everything in your design audit. Hang on to this list once you're done. After the challenge, you can use it to spark ideas of new types of collateral you can use in the future.

PRINT

Adhesives
- ☐ bumper stickers
- ☐ decals

Administrative & Operations
- ☐ checks
- ☐ contracts*
- ☐ estimates*
- ☐ forms*
- ☐ invoices*
- ☐ presentation folders
- ☐ proposal (cover, inside page)*
- ☐ receipts*
- ☐ uniforms

Advertising & Promotion
- ☐ ads*
- ☐ announcements*
- ☐ bookmarks
- ☐ business cards
- ☐ direct mail
- ☐ fliers*
- ☐ gift certificates*
- ☐ giveaways (mugs, bags, etc.)
- ☐ invitations*
- ☐ magnets
- ☐ rack cards
- ☐ save-the-date cards*
- ☐ seasonal cards*
- ☐ thank you cards*

Booklets & Brochures
- ☐ agendas*
- ☐ annual reports*
- ☐ calendars
- ☐ catalogs*
- ☐ magazines*
- ☐ menus*
- ☐ portfolios*
- ☐ programs*
- ☐ workbooks*

Product Packaging
- ☐ containers
- ☐ gift tissue
- ☐ labels and other adhesives
- ☐ shipping boxes
- ☐ tags
- ☐ wrapping paper

Signage & Exhibit
- ☐ banners
- ☐ billboards
- ☐ directional signs
- ☐ maps
- ☐ point of purchase displays
- ☐ posters
- ☐ PowerPoint presentations
- ☐ table tents
- ☐ vehicle magnets or wraps
- ☐ yard signs

* These items also fit in the Digital Materials category (below) as well.

DIGITAL

Email
- ☐ email marketing
- ☐ email signatures

Video & Audio
- ☐ podcast graphics
- ☐ video screen clips
- ☐ TV commercial clips
- ☐ video graphics

Online & Social Media
- ☐ websites
- ☐ landing pages
- ☐ web ads
- ☐ widgets
- ☐ backgrounds
- ☐ post graphics

Presentation
- ☐ slide shows

IDENTITY
- ☐ logo
- ☐ icons
- ☐ taglines

OTHER
- ☐ _____
- ☐ _____
- ☐ _____

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MODULE 2
DISPLAY YOUR COLLATERAL

MODULE 2: DISPLAY YOUR COLLATERAL
ORGANIZING YOUR DISPLAY

The mock-up below shows an example of how you can organize your collateral to get a clear look at it all together. Take a look at the tips below to help you with your display.

Tip 1:
Include all of your business collateral especially if many of them don't match and are inconsistent.

Tip 2:
Photograph large- format collateral like signage and print it on letter-sized page to include it in your display.

Tip 3:
Leave about a half inch to an inch of space between each item to prevent overlap.

Tip 4:
Show both sides of collateral with two sides, but there is no need to display all pages of documents with more pages.

Tip 5:
Print screen shots of digital graphics like social graphics, websites and PDFs.

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MODULE 3
ANALYZE YOUR DISPLAY

MODULE 3: ANALYZE YOUR DISPLAY

LESSON 1: ANALYZE YOUR COLORS

1. Read about the psychology and common uses of colors in the table below. Add a checkmark next to the colors that are most visible in your display.

☑	COLOR	EMOTION	OFTEN USED FOR	EXAMPLES
☐	**RED**	PASSION, ENERGY, URGENCY	DRAWING ATTENTION, CREATING EXCITEMENT, STIMULATING APPETITE	SALES, RESTAURANTS, SPORTS BRANDS
☐	**ORANGE**	ENTHUSIASM, CREATIVITY, WARMTH	INVOKING FUN, ENCOURAGING IMPULSE DECISIONS	FOOD AND BEVERAGE BRANDS, YOUTH PRODUCTS, CALL-TO-ACTION BUTTONS
☐	**YELLOW**	HAPPINESS, OPTIMISM, CLARITY	CAPTURING ATTENTION, SPREADING POSITIVITY, ENCOURAGING COMMUNICATION	CHILDREN'S PRODUCTS, TRAVEL WEBSITES, CASUAL WEAR BRANDS
☐	**GREEN**	GROWTH, HEALTH, TRANQUILITY	PROMOTING ECO-FRIENDLY PRODUCTS, RELAXATION, FINANCIAL STABILITY	ENVIRONMENTAL PRODUCTS, HEALTH AND WELLNESS BRANDS, FINANCE
☐	**BLUE**	TRUST, STABILITY, CALMNESS	BUILDING TRUST, ENCOURAGING CALMNESS, INVOKING PROFESSIONALISM	CORPORATE LOGOS, HEALTHCARE, TECHNOLOGY BRANDS
☐	**PURPLE**	LUXURY, WISDOM, IMAGINATION	TARGETING HIGH-END PRODUCTS, CREATIVE INDUSTRIES, SPIRITUALITY	BEAUTY BRANDS, EDUCATION, LUXURY GOODS
☐	**PINK**	LOVE, COMPASSION, PLAYFULNESS	APPEALING TO A FEMALE AUDIENCE, CONVEYING SOFTNESS AND CARE	BEAUTY PRODUCTS, CHILDREN'S TOYS, ROMANCE-RELATED PRODUCTS
☐	**BROWN**	RELIABILITY, STABILITY, WARMTH	CONVEYING A SENSE OF DURABILITY, COMFORT, AND ORGANIC QUALITIES	NATURAL PRODUCTS, COFFEE BRANDS, OUTDOOR ACTIVITIES
☐	**BLACK**	POWER, ELEGANCE, SOPHISTICATION	CREATING A STRONG IMPRESSION, ADDING LUXURY AND EXCLUSIVITY	HIGH-END FASHION, LUXURY GOODS, TECHNOLOGY PRODUCTS
☐	**WHITE**	SIMPLICITY, CLEANLINESS, PURITY	PROMOTING MINIMALISM, SIMPLICITY, AND A CLEAN AESTHETIC	HEALTHCARE, TECHNOLOGY, WEDDING-RELATED PRODUCTS
☐	**SILVER**	NEUTRALITY, BALANCE, SOPHISTICATION	CREATING A PROFESSIONAL, TIMELESS LOOK WITHOUT DRAWING TOO MUCH ATTENTION	CORPORATE BRANDING, MODERN DESIGN, TECHNOLOGY PRODUCTS
☐	**GOLD**	PRESTIGE, WEALTH, SUCCESS	TARGETING A HIGH-END MARKET, ADDING A TOUCH OF LUXUARY	JEWELRY, LUXURY BRANDS, AWARD CERTIFICATES

2. Based on the table above, what do the colors in you display say about your business?

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DAY 3: ANALYZE YOUR DISPLAY
LESSON 1: ANALYZE YOUR FONTS

3. Look at the fonts on each piece of collateral in your display. Which fonts are used the most? Check all that apply in the table below.

☑	FONT CATEGORY	DESCRIPTION	USES
☐	Serif	Serif fonts are classic and traditional, featuring small lines or strokes attached to the ends of their letterforms.	These fonts are often associated with elegance and readability, making them popular for print materials like books, newspapers, and formal documents. Examples of serif fonts include Times New Roman, Georgia, and Garamond.
☐	Slab Serif	A subcategory of serif fonts, slab serif fonts are characterized by their thicker, block-like serifs. These fonts are bold, sturdy, and highly legible.	Perfect for impactful headlines and advertising. They gained popularity in the 19th and 20th centuries for their ability to stand out in print. Examples of slab serif fonts include Rockwell and Courier.
☐	Sans Serif	Sans serif fonts do not have the small strokes at the ends of their letterforms, giving them a clean, modern appearance. These fonts are highly legible, especially on screens, which makes them ideal for websites, mobile apps, and user interfaces	These fonts are highly legible, especially on screens, which makes them ideal for websites, mobile apps, and user interfaces. They are also often used for headlines due to their bold and straightforward style. Arial and Helvetica are well-known sans serif fonts.
☐	Handwritten	These fonts mimic the style of handwriting or calligraphy, adding a personal and informal touch to designs.	They are often used for invitations, greeting cards, and other communications where a warm, human element is desired. Handwritten fonts can range from casual and playful to elegant and sophisticated.
☐	DECORATIVE	Decorative fonts are highly stylized and designed to grab attention. These fonts can vary widely in style, from ornate and intricate calligraphy to quirky and fun cartoon-like designs.	They are used for special occasions or to add visual interest to designs, such as in posters, logos, or packaging. Due to their unique and expressive nature, they are best used sparingly.
☐	DISPLAY	Also known as decorative or headline fonts, display fonts are designed to make a strong visual impact. They are more expressive and unique compared to standard serif and sans serif fonts.	Display fonts are often used in large sizes for headlines, titles, or any text that needs to stand out. Their bold and eye-catching designs make them perfect for branding, advertising, and promotional materials.

4. Based on the table above, what do the fonts in you display say about your business?

DAY 3: ANALYZE YOUR DISPLAY
LESSON 3: ANALYSIS QUESTIONAIRE CONT'D

Images

5. To the best of your ability, how would you describe the characteristics and styling of the photos or images you see in your display? Check all that apply.

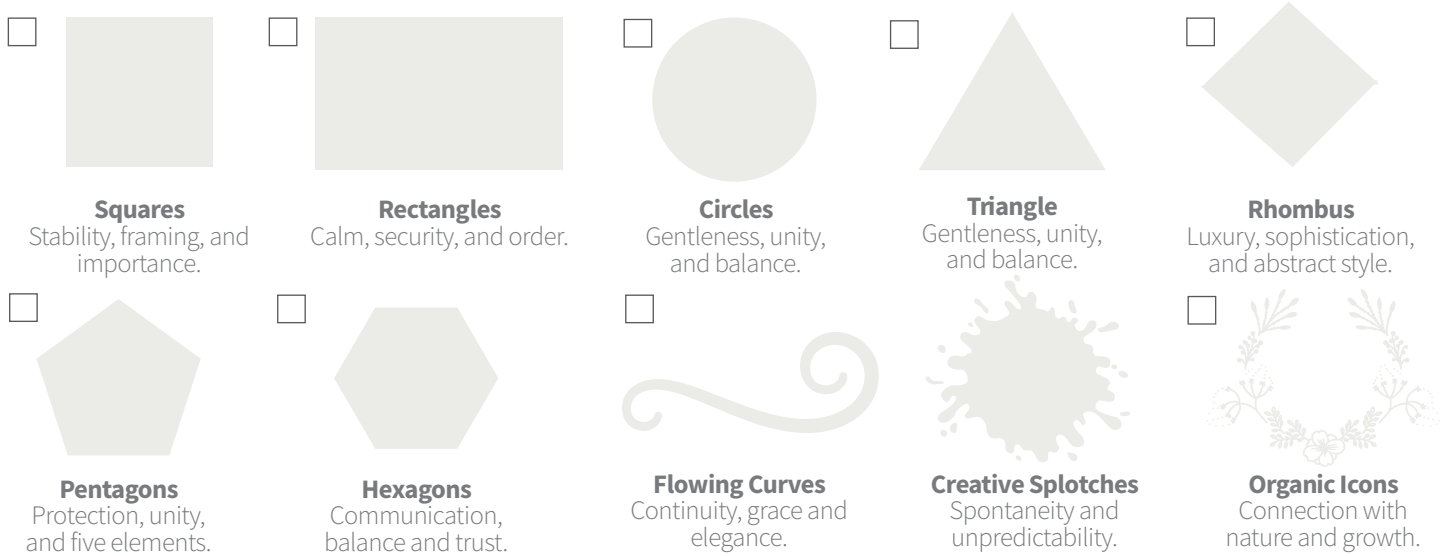
- ☐ Black and white
- ☐ Full color, well lit with few or no shadows
- ☐ Dramatic with hard shadows
- ☐ Too light or dark (not professional-looking quality)
- ☐ Custom illustrations
- ☐ Detailed vector illustrations (define)
- ☐ Clip art

6. Do the photographs in your collateral in your display seem to have been photographed using a similar technique and the same lighting?

- ☐ Yes
- ☐ No

Shapes

7. Which shapes are the most visible in your display? Check all that apply.



☐ **Squares**
Stability, framing, and importance.

☐ **Rectangles**
Calm, security, and order.

☐ **Circles**
Gentleness, unity, and balance.

☐ **Triangle**
Gentleness, unity, and balance.

☐ **Rhombus**
Luxury, sophistication, and abstract style.

☐ **Pentagons**
Protection, unity, and five elements.

☐ **Hexagons**
Communication, balance and trust.

☐ **Flowing Curves**
Continuity, grace and elegance.

Creative Splotches
Spontaneity and unpredictability.

☐ **Organic Icons**
Connection with nature and growth.

8. Based on the diagram above, what do the shapes in you display say about your business?

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MODULE 4
EVALUATE YOUR FINDINGS

MODULE 4: EVALUATE YOUR FINDINGS

WHERE DOES YOUR VISUAL BRAND STAND?

Look at the display of the marketing collateral you set up during Module 2, then answer the following questions about the colors, images, and fonts you see in it.

1. How many colors do you see in your display?
   - ☐ Eight or more. I see a lot.
   - ☐ One or two. Black text on white paper.
   - ☐ Four or five that work well together.

2. Is there one specific color that stands out?
   - ☐ Yes. There is one particular color that stands out and a few other complementary colors.
   - ☐ Yes. It stands out. But there aren't many other colors.
   - ☐ No. There are several colors that seem to compete visually.

3. If your display was a room in your home, how would you describe the decor?
   - ☐ An eclectic haven. No two pieces are the same color.
   - ☐ An interesting room with a unique family of colors that seem to work well together.
   - ☐ I usually don't use images on my collateral. But when I do it's often clip art.

4. How many different fonts do you see in your display?
   - ☐ One. I only use common fonts like Times New Roman or Arial.
   - ☐ About three: a display font, a heading font and another one for the body text.
   - ☐ A bunch. I tend to use a different font on each new piece of collateral.

5. How do the fonts you see in your display compare to each other size-wise?
   - ☐ All the same size (12 points) with bolded headings.
   - ☐ Three or four different sizes. A smaller font for the body, a much larger font for display headings and a couple of sizes for regular headings and nested headings.
   - ☐ Lots of different sizes. There's not much structure, really.

6. How would you describe the variations in the photos used in your collateral?
   - ☐ Very similar. I hired a photographer.
   - ☐ They vary somewhat. I use stock photography that doesn't always come from the same family of photos.
   - ☐ I usually don't use images on my collateral. But when I do it's often clip art.

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MODULE 4: EVALUATE YOUR FINDINGS CONT'D

WHERE DOES YOUR VISUAL BRAND STAND? CONT'D

7. How did you come up with your existing collateral and visual brand?
   - ☐ I analyzed my business persona and vision and came up with visual elements that exemplify them.
   - ☐ I chose a few of my favorite elements (shapes, colors and fonts) to represent my business.
   - ☐ I haven't come up with a visual brand yet.

8. How important is perfecting your visual brand to you?
   - ☐ It's essential. It's worth the financial investment to hire professionals to do it all for me.
   - ☐ It matters, but I'd prefer to invest money in a course that will empower me to do it myself.
   - ☐ It's not important to me. As long as I am getting my message across, I don't care how it looks.

9. How do you feel this course has helped you and your business?
   - ☐ It didn't really help much. My visual brand was already in good shape.
   - ☐ I now feel capable of making my marketing materials more cohesive and effective.
   - ☐ It helped. But I want to learn more..

10. Which free creative workshop would you be most interested in attending after this one?
    - ☐ Key Elements of a Powerful Logo
    - ☐ Digital, Sustainable Resources for Small Businesses that Save Time and Money
    - ☐ Social Media Resources for Managing Your Online Brand

NOTES

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MODULE 5:
CONCLUSION

MODULE 5: CONCLUSION & NEXT STEPS

YOUR VISUAL BRAND SNAPSHOT

1. Do you have a logo? If yes locate the digital version so you can use if for the next page.
   - ☐ Yes
   - ☐ No

2. Write down the colors you will use as your primary colors.

   _____

   _____

   _____

3. Write down the colors you will use as your secondary colors.

   _____

   _____

   _____

4. Write down the font family you would like to use for your main titles and main headings?

   _____

   _____

   _____

5. Write down the font family you would like to use for your paragraph (body) text?

   _____

   _____

   _____

5. Are there shapes, elements or icons that you will use as part of your visual brand? If so list them below. Locate the digital files and have them on hand to paste them in your style guide on the following page.

   _____

   _____

   _____

MODULE 5: CONCLUSION

VISUAL BRAND STYLE GUIDE WORKSHEET

PRIMARY LOGO

paste your primary logo here

What's your main symbol?

Describe your logos here. Example: *Our logo's colors reflect creativity, natural energy, and balance. The curvy inverted triangle symbolizes a nurturing space for growth.*

Describe how these logos will be used. Example: Use primary or secondary logos on white or black background or portion of image that is white or black. Allow at least .25" space around all sides. Use primary and secondary logos intergchangably depending of how best the proportions fit.

SECONDARY LOGO

paste your secondary logo here

PHOTO EXAMPLE

What photo style will you use?

Paste sample photos here. If you don't have your photos yet, no problem, you can use free resources from royalty free sites like Vecteezy, Unsplash or Pixabay.

PRIMARY COLORS

HEX: FFFFFF
RGB: 000, 000, 000
CMYK: 0,0,0,0

HEX: FFFFFF
RGB: 000, 000, 000
CMYK: 0,0,0,0

HEX: FFFFFF
RGB: 000, 000, 000
CMYK: 0,0,0,0

HEX: FFFFFF
RGB: 000, 000, 000
CMYK: 0,0,0,0

SECONDARY COLORS

HEX: FFFFFF
RGB: 000, 000, 000
CMYK: 0,0,0,0

HEX: FFFFFF
RGB: 000, 000, 000
CMYK: 0,0,0,0

What colors will you use for your visual brand?

Fill each rectangle above with your own colors. Replace the color codes with your own. Decide how your colors will be used as part of your visual brand. Your primary colors will be the colors that will stand out the most on your collateral. Make at least two or more of all of your colors complement each other.

MAIN FONTS

Times Bold
Times Bold Italic
Times Regular
Times Bold

PARAGRAPH FONTS

Arial Black
Arial Bold
Arial Italic
Arial Regular

What fonts would you like to use for your visual brand?

Replace this font family with the one you will use for your visual brand. Decide how your fonts will be used as part of your visual brand. For example: Use (font name) for titles and headings and (font name) for paragraphs. Establish clear guidelines for font usage across all documents, including which fonts and weights to use for titles, headers, and body content. Specify the appropriate colors and sizes for each font to maintain consistency in your branding. Be concise.

DESIGN ELEMENTS

paste your design elements here

How will you use these symbols/shapes?

Paste the shapes you'll use above. Describe how you will use them as part of your visual brand here.

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MODULE 5: CONCLUSION

PROFESSIONAL SERVICES

Bulb Graphics, LLC

Bulb Graphics is an award-winning boutique graphic design agency owned by Joey, Visual Brand Challenge course creator and instructor. Its services include professional graphic design, visual brand development, video editing and still photography. Visit **https://bulbgraphics.com** to learn more about ways to nourish your visual brand or to get a quote for professional services like logo design, video editing, professional headshots and more.

DIY OPTIONS

1. Graphic Design Tools

Canva: Known for its user-friendly interface, Canva is a go-to for many businesses. It offers thousands of templates for everything from social media posts to posters and displays.

Adobe Spark: This tool from Adobe is perfect for creating graphics, web pages, and video stories quickly and easily.

Figma: Ideal for more advanced users, Figma is a collaborative design tool often used for UI/UX design, wireframing, and prototyping.

GIMP: A powerful, free alternative to Photoshop, GIMP offers a range of tools for image editing and graphic design.

Affinity Designer: This professional-grade software is a cost-effective alternative to Adobe Illustrator, offering a one-time purchase option.

Inkscape: A free vector graphic design tool that's perfect for creating scalable designs like logos and icons.

2. Stock Photos & Icons

Vecteezy: A vast collection of high-quality, free stock photos that you can use for any project.

Pexels: Another excellent source for free stock images and videos, with a wide variety of categories.

Noun Project: Offers an extensive library of icons that you can use in displays, infographics, and web design.

Flaticon: A platform with a wide range of free icons in various styles and formats, perfect for any design project.

Pixabay: Provides free images and videos, including illustrations and vector graphics, to enhance your designs.

3. Typography Resources

Google Fonts: A comprehensive collection of free, open-source fonts that are easy to use on websites or in design software.

FontSquirrel: Offers a hand-picked selection of high-quality fonts that are free for commercial use.

Dafont: A popular archive where you can find a wide variety of font styles, from quirky and fun to professional and sleek.

MODULE 5: CONCLUSION

DIY OPTIONS

Adobe Fonts: Access thousands of premium fonts with an Adobe Creative Cloud subscription, perfect for professional-grade design work.

WhatFont: A handy browser extension that helps you identify fonts on any webpage—ideal for finding inspiration or matching existing branding.

4. Color Palettes and Inspiration

Coolors: A color scheme generator that helps you create and explore color palettes that work well together.

Adobe Color: A tool that allows you to create, explore, and share color themes, ensuring your designs have cohesive and attractive color schemes.

Color Hunt: A curated collection of beautiful color palettes to inspire your next project.

Paletton: This color scheme designer helps you create matching color combinations that look great together.

Colormind: A color palette generator powered by deep learning, providing you with unique color combinations based on your input.

5. Design Inspiration & Communities

Dribbble: A community where designers showcase their work, offering a treasure trove of inspiration for your projects.

Behance: Adobe's platform for creative professionals to display their portfolios, filled with innovative and inspiring design work.

Pinterest: A hub for ideas and inspiration across various design categories, from branding to interior design.

Awwwards: Showcases the best in web design, highlighting innovative and creative websites from around the world.

Designspiration: A place to discover and share design ideas, trends, and inspiration across different design disciplines.

6. Tutorials & Learning

YouTube (The Futur, Satori Graphics): These channels provide graphic design tutorials, tips, and business advice, all for free.

Skillshare: An online learning platform offering courses in graphic design, illustration, and more, taught by industry professionals.

Udemy: Affordable courses that cover various aspects of graphic design, from beginner to advanced levels.

Envato Tuts+: Offers tutorials, courses, and ebooks on a wide range of creative topics, including design, development, and more.

Lynda.com/LinkedIn Learning: Professional video courses on graphic design software and techniques, perfect for self-paced learning.

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MODULE 5: CONCLUSION
DIY OPTIONS

7. Printing & Mockups
Moo: Known for its high-quality business cards, Moo also offers stickers and other print materials to make your brand stand out.

Vistaprint: A reliable option for customizable printing services, offering a wide range of products from business cards to banners.

Placeit: An online tool for creating professional-looking mockups, logos, and design templates quickly and easily.

Smartmockups: A simple tool that allows you to create realistic product mockups for free.

Redbubble: A platform where you can print your designs on various products like clothing, home decor, and more, turning your creativity into sellable items.

8. Collaboration & Project Management
Trello: A visual project management tool that helps you organize your design tasks and stay on track.

Asana: Another great project management tool, Asana is perfect for keeping your design projects organized and on schedule.

Slack: A communication platform that makes it easy to collaborate with team members on design projects, even remotely.

Dropbox: Cloud storage that's ideal for sharing and collaborating on design files, ensuring everyone has access to the latest versions.

Google Drive: A cloud-based storage and collaboration tool that's great for storing and sharing design assets with your team.

THANK YOU, KINDLY.

In the Craft Room's mission is to inspire creativity and empower individuals, businesses, and organizations through dynamic educational content. We deliver innovative learning experiences through film, video, online, and in-person workshops. Whether through visual branding workshops, headshot sessions for businesses and homeschool students, or engaging art classes like advanced playdough sculpting and painting, we are committed to fostering artistic growth and helping our community express its unique visual identity.

If this course was helpful to you, please share the link below:
https://inthecraftroom.com/about-the-visual-brand-challenge/

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