

A close-up photograph of a desk with a spiral notebook, a roll of blue tape, and a gold paperclip. The notebook is on the left, the tape is in the center, and the paperclip is on the right. The background is a blurred desk surface.

*marianne touw*

BRANDING & SQUARESPACE WEBDESIGN

# Create Your Own Brand Board

## The Essential Guide

# Hey There!

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## I'M MARIANNE

Welcome to my world of creativity and impact. I'm here to support visionary creatives and coaches like you, who are ready to take their business to the next level with authentic branding and stunning web design. I believe in creating brands that not only reflect your dreams but also resonate deeply with your audience.

My wish for you is to create a solid brand strategy from the start, that helps you being consistent and removes the overwhelm in creating content for your business.

*Marianne Touwe*

*marianne touw*

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# What's Inside

01

Prepare



02

Create



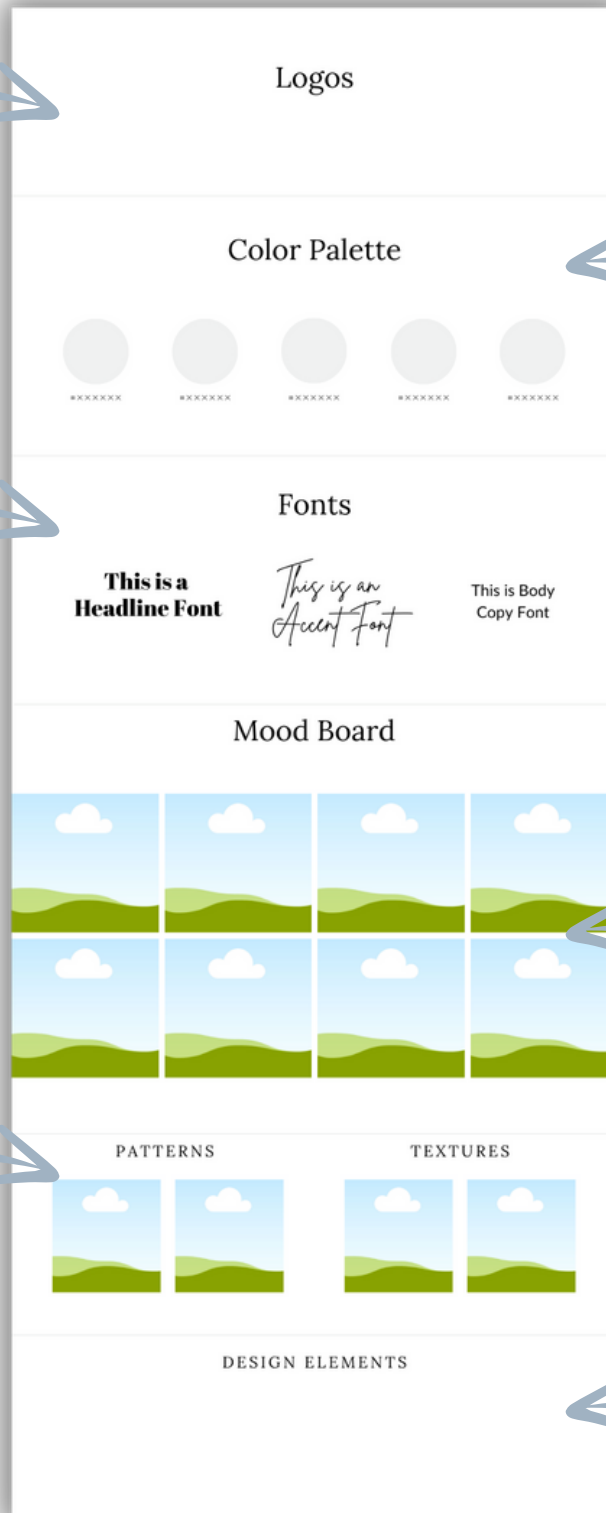
03

Celebrate



# Anatomy of a Brand Board

Your Logo and Sub logo  
plus Favicon Here



Logos

Color Palette



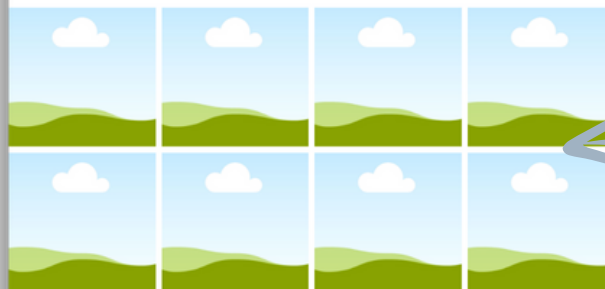
Fonts

**This is a  
Headline Font**

*This is an  
Accent Font*

This is Body  
Copy Font

Mood Board



PATTERNS

TEXTURES



DESIGN ELEMENTS

Add your color (HEX)  
codes here e.g. #002952

This is the place to put  
your Fonts: Headline -  
Copy Font - Accent Font

Your inspirational  
Moodboard

Add some Patterns and  
Textures Here

This is the place for some  
unique Design Elements

[Download Your Brand Board Template Here!](#)



## part one

# First, let's prepare!

### *I have a question for you...*

When I could have a sneak peek into your Canva account, or take a look at your social posts and website, what would I see?

- Are your colors and fonts all over the place?
- Different platform, different look?
- When I enter your website, it's not clear that it's yours because I can't see you and your business reflected in it?

If this is you, then I am so happy you are here! Thank you for signing up for this guide.

I can promise you this: Your freshly created brand board will open up a world of possibilities for you. Not only that, it will save you so much time and energy because you'll always have your brand elements at hand.

And don't forget: it's not about perfection. It's about getting started. You will always have the possibility to change, to adapt, to expand!

## Preparation Tips:

### 01

Review your social media posts, Pinterest Pins, your Canva folders and website. Get a clear view how your assets are looking.

How would you wish it looked?

Take some notes!

### 02

Choose and pick your colors.

I know, I know... Easier said than done. (See my tips below with point 6!)

If you don't already have a defined color palette for your brand, start with 2 colors and add some neutrals. Note down the Hex codes (the ones that start with #).

### 03

Decide on your fonts.

Look for a font pair that goes well together. Canva has some great tips for this if you're stuck. [Here is a helpful link!](#)

### 04

Have your logo ready!

Don't have a logo? No worries!

Start with your name in a scripted font or search Canva for inspiration to create a simple logo with your name in it. [Here are some examples.](#)

### 05

Look for textures, patterns and design elements that speak to you and support your brand's look and feel.

## Preparation Tips:

# 06

Last but not least...

Create a moodboard.

This helps you define that look and feel you crave for your business AND it will guide you in picking your brand colors.

### How to create a mood board:

1. In Pinterest, create a new board called Brand Board.
2. Pin 15-20 images that really speak to you and represent you, your business and your business values!
3. Then, edit and keep 10 images.
4. Open your Canva account and upload your 10 images (create a folder - Brand Board)
5. You will need those images in your Brand Board later!

### PRO TIP!

**How to pick and choose your brand colors from your mood board images.**

1. **Open a new design in Canva.**
2. **Put your images in there.**
3. **Look at colors that are popping out in your moodboard.**
4. **Use the color picker in Canva (called Eyedropper) to extract the colors that appeal most to you. Play with it until you have two colors and add some neutrals to it.**
5. **Another easy option is to use the color palette generator. You can find it [here](#).**

*Let's Create!*





Part Two

## Let's create!

It's time to create your own brand board. Yeah!!! 🎉

**Step 1. Download Your Template**

**Step 2. Add all the items you collected**

**Step 3. Adjust if needed**

**Step 4. Celebrate! You did it! ✨**



[Download Your Brand Board Template Here!](#)



# Brand Board Examples

## LOGOS

*Srika Sly Lewis*   *Srika Lewis*

## COLOR PALETTE



## FONTS

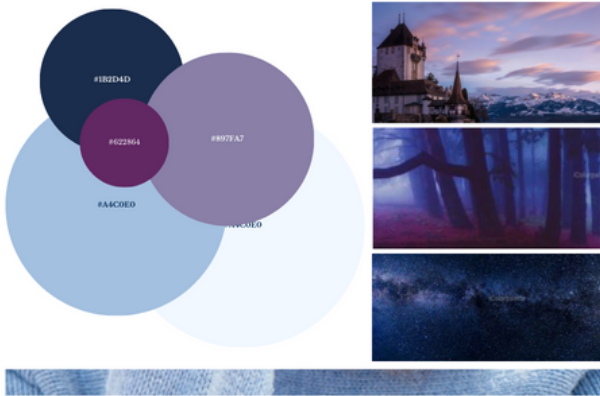
**The spectacle before us was indeed sublime.**

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark's sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Abril fatface  
**This is a  
Headline Font**

Lato  
**This is Body  
Copy Font**

## MOOD BOARD



## DESIGN ELEMENTS



## LOGOS

*marianne touw*  
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BRANDING  
SQUARESPACE WEBDESIGN  
*marianne touw*

## COLOR PALETTE

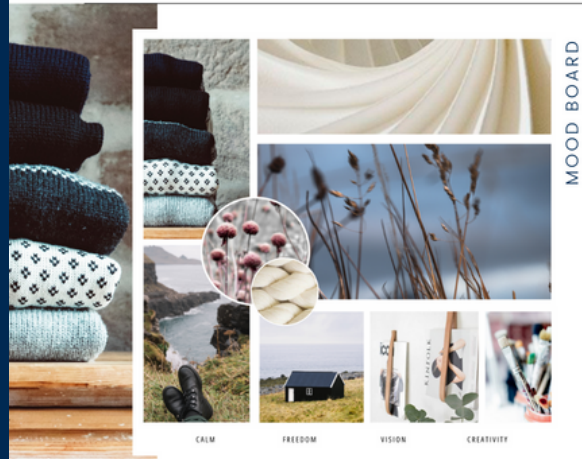


## FONTS

OPEN SANS CONDENSED  
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HEADLINE FONT**

SCANDILOVER SCRIPT  
*This is an  
Accent font*

LORA  
**This is Body  
Copy Font**



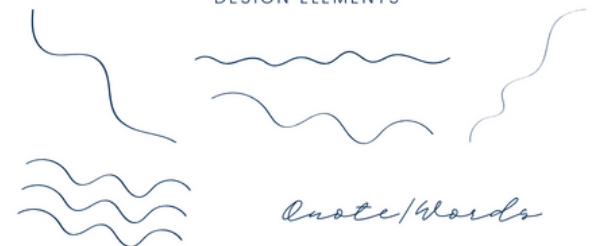
## PATTERNS



## TEXTURES



## DESIGN ELEMENTS

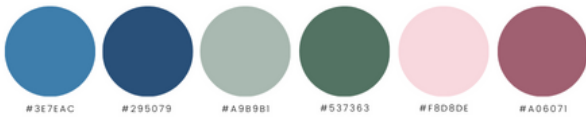


# Brand Board Examples

## LOGOS

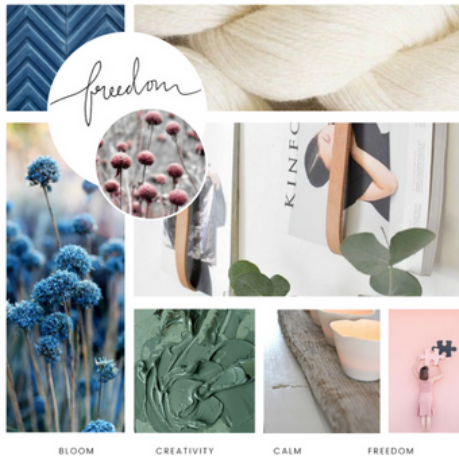


## COLOR PALETTE



## FONTS

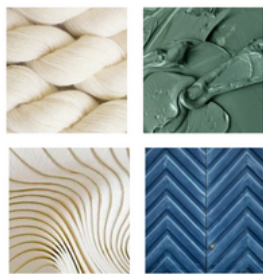
Headline: **Oswald**  
 Subhead: **Quicksand Medium**  
 Accent: *Oh Livey!*  
 copy font: **Quicksand**



## PATTERNS



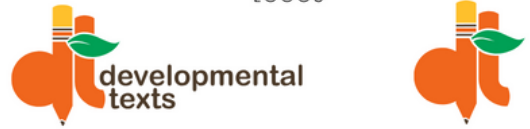
## TEXTURES



## DESIGN ELEMENTS



## LOGOS



## COLOR PALETTE



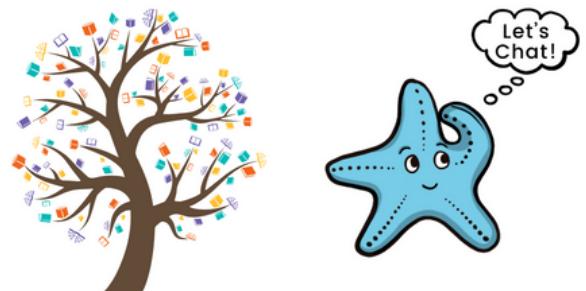
## FONTS

Open Dyslexic  
**This is a Headline Font**  
 Arial  
 This is Body Copy Font

## MOOD BOARD



## DESIGN ELEMENTS





Celebrate!

*Done is better than perfect!*

**Yes! You did it!**

You've created your own Brand Board. Congratulations!

Remember how scattered your visual consistency was across your platforms? From now on, that will change.

You can now confidently refer to your brand board and use it whenever you create content for your business. And remember: Done is better than perfect. This isn't a set-and-done process by any means. You can always make adjustments if needed

# NOTES

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*marianne touw*

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WANT MORE?

## Custom Branding and Website Design Services

**“Your website is your  
online storefront!”**

At Marianne Touw we are committed to support heart-centered creative entrepreneurs (like you!) to grow their business. Branding and website design form an important part of your entrepreneurial journey. In fact your website is your online storefront!

If you like to learn more about our branding and webdesign services click the button below!

LEARN MORE

*Marianne*

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