

BLUESKYPHOENIX LLC

Brand + Marketing Strategy
Web Design + Development

Brand Colors, Typography and Voice

Use this worksheet to help you get clear on your brand and start thinking about how your website can help you serve your clients/customers more effectively. You can share this information with your designer to help them help you create a great brand!

Claim your free 30 minute strategy session at <http://blueskyphoenix.com/contact-us/>.

Brand Colors, Typography & Voice

Colors

There is a ton of information on the web about color psychology as it relates to brand and marketing. Here is a good place to start: <https://www.colorpsychology.org/>

What colors best represent the perceptions, emotions and expectations I want for my clients/customers when they think about my business, and why?



What two or three colors do I gravitate toward the most? (ranked, from most to least favorite):

- 1.
- 2.
- 3.

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Typography

There are thousands of fonts available today, and many are available for free and easily implemented in print and on the web. <https://fonts.google.com> is a good place to begin if you're ready to start hunting for your perfect font.

When selecting typography for your business, you'll want to keep in mind the following: (courtesy <https://getflywheel.com/layout/psychology-of-typography/>):

- Serif fonts, such as Times New Roman, Baskerville, and Georgia, have decorative lines (serifs) at the end of each character. They're associated with tradition, authority, reliability, and respectability.
- Sans serif fonts, such as Helvetica, Arial, Museo Sans Rounded, and Verdana, don't have the decorative lines. They're seen as being clean, modern, objective, and stable.
- Script fonts, like Lucinda, Lobster, and Brush Script, are based on the flow of handwriting. They're used to convey a sense of elegance, creativity, and friendliness.
- Slab fonts, including Courier, Bevan, Aracher, and Rockwell, are characterized by bold serifs. Use them if you want to appear bold, strong, or expressive in your business.
- Modern fonts, like Futura, Politica, and Eurostyle, are chic, stylish, and used to portray a sense of progressiveness and intelligence.

In general, you'll want to choose one or two fonts that have several font weights (thicknesses) to give your designer a lot of options.

My favorite fonts (and where I found them):



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Voice

The personality of your brand is your voice. It is the tone and attitude you use when speaking with your clients/customers.

What are some descriptive words you can use to capture the personality of your brand? This site can help you get started: <https://owlcation.com/humanities/how-to-describe-yourself>

