

*i.de.ate*

# RESOURCE GUIDE

verb

**form an idea of; image or  
conceive**

COMPANION TOOLS & TEMPLATES FOR BUILDING  
YOUR BRAND IDENTITY

# BRAND BOARD *Template*

## 1. BRAND BOARD TEMPLATE

### WHAT IT IS:

A one-page visual reference that compiles your logo, colours, fonts, and mood images. Share this with designers, vendors, and team members to ensure brand consistency.

### HOW TO USE IT:

1. Download the Canva template (link below)
2. Replace placeholders with YOUR brand elements
3. Export as PDF
4. Save and share with anyone who creates content for your business



Download: [Canva Brand Board Template Link](#)

# MOOD BOARD worksheet

## 2. MOOD BOARD WORKSHEET

### WHAT IT IS:

A guided worksheet to help you collect, organize, and refine visual inspiration for your brand.

### HOW TO USE IT:

- Search [Pinterest](#) for keywords related to your brand (e.g., "modern feminine branding," "luxury spa aesthetic")
- Save 30-50 images to a private Pinterest board
- Print this worksheet OR use it digitally
- Paste/sketch your top 10-15 images
- Answer the reflection prompts
- "What feeling do these images share?"
- "Would my ideal client resonate with this?"
- 📄 Download: [[Mood Board Worksheet PDF Link](#)]

💡 **Tip:** Create a Pinterest board titled "[Your Business Name] Brand Inspiration" and keep it private until your brand is finalized.

CUSTOMIZE  
THIS MOOD  
BOARD. ADD  
PICTURES &  
WORDS THAT  
RESONATE  
WITH YOUR  
CUSTOMER.

# COLOUR PALETTE

*cheat sheet*

## 3. COLOR PALETTE GENERATOR CHEAT SHEET

 **TOOL: [COOLORS.CO](https://coolors.co)**

### WHAT IT IS:

A step-by-step guide to extracting colours from your mood board using Coolors.co (free tool).

### HOW TO USE COOLORS.CO:

#### Step 1: Create an account

Go to Coolors.co and sign up (free)

#### Step 2: Upload your mood board

- Click "Start the generator"
- Click "Upload image"
- Select your mood board image
- Coolors will automatically extract the dominant colours

#### Step 3: Adjust colours

- Click on any colour to adjust hue, saturation, brightness
- Lock colours you love (click the padlock icon)
- Press spacebar to generate new colour combinations

#### Step 4: Save your palette

- Click the "Save" button (top right)
- Name your palette (e.g., "[Your Business Name] Brand Colors")
- Access saved palettes from the hamburger menu (≡)
- 

#### Step 5: Export your palette

- Click "Export"
- Choose format: PDF, PNG, or copy hex codes
- Save to your Brand Board

### WHAT'S A HEX CODE?

A hex code (e.g., #1E3437) is the universal code for a specific color. Use hex codes to ensure your colors look the same across all platforms (website, social media, print materials).



# COLOUR PALETTE

cheat sheet

step 3

step 4

step 5

The screenshot shows the Coolers website interface. Annotations include:

- step 2:** Points to the color selection area where four colors are displayed: 002400 (Dark green), 273B09 (Pakistan green), 58641D (Dark moss green), and DBD2E0 (Lavender (web)).
- step 3:** Points to the 'Tools' dropdown menu in the top right corner.
- step 4:** Points to the 'Save' button in the top right corner.
- step 5:** Points to the 'Library' section on the right side of the page, with a note: "find your saved palette here."

Other visible text on the interface includes: "Press the spacebar to generate color palettes!", "save your fav colours", "lock your colour in", "HEX = universal code for this colour", "002400", "273B09", "58641D", "DBD2E0", "Dark green", "Pakistan green", "Dark moss green", "Lavender (web)", "Warm", "Your saved palettes will appear here.", "Chatbolt.ai", and "Shopify".

## 💡 PRO TIPS FOR COLOR SELECTION

### 1. The 60-30-10 Rule

- 60% Primary colour (backgrounds, large areas)
- 30% Secondary colour (headers, accents)
- 10% Accent colour (buttons, highlights)

#### Example:

60% Soft white (#F5F5F5)

30% Dark teal (#1E3437)

10% Light taupe (#CCD6D5)

### 2. Always Include Neutrals

- Even if your brand is bold and colourful, you need neutrals for:
- Text (black, dark grey)
- Backgrounds (white, off-white, light grey)
- Balance (so your design doesn't feel overwhelming)

# COLOUR PALETTE

*cheat sheet*

## 💡 PRO TIPS FOR COLOR SELECTION (CONT'D)

### Recommended neutrals:

- Black: #000000
- Dark Grey: #333333
- Medium Grey: #666666
- Light Grey: #F5F5F5
- White: #FFFFFF
- Off-White: #FAFAFA or #FFF8F8

## 3. Test Your Colours in Context

- Don't just look at colour swatches—see them in action:
- Create a mockup in Canva (business card, Instagram post, website header)
- Print your palette (colours look different on screen vs. paper)
- Show it to 5 people in your target audience

### Ask:

"What feeling do these colours give you?"

"Would you trust a business with this colour palette?"

"Does this feel [your brand personality]?"

## 4. Cultural Considerations

### Colours have different meanings in different cultures:

- Red: Luck (China), Danger (Western), Purity (India)
- White: Purity (Western), Mourning (Asia)
- Yellow: Happiness (Western), Courage (Japan), Mourning (Egypt)

💡 *If your business is global, research colour meanings in your target markets.*

## 5. Industry Norms (Fit In or Stand Out?)

- Healthcare/Wellness: Blue, green, white (trust, calm)
- Finance: Blue, grey, black (professional, stable)
- Food: Red, yellow, orange (appetite, energy)
- Luxury: Black, gold, white (elegance, exclusivity)
- Eco/Sustainable: Green, brown, earth tones (natural, organic)

### Strategic question:

"Do I want to **FIT IN** with industry norms (build trust) or **STAND OUT** with unexpected colors (differentiate)?"

# FONT PAIRING

## guide

#### 4. FONT PAIRING GUIDE

##### WHAT IT IS:

20 pre-made font combinations (header + body) to make typography selection easy.

##### HOW TO USE IT:

1. Browse the pairings
2. Test your top 3 in a mock-up (business card, social post, website header)
3. Choose the pairing that best reflects your brand personality
4. Download fonts from Google Fonts (free) or Adobe Fonts (paid)



**DOWNLOAD: [FONT PAIRING GUIDE ARTICLE](#)**

# FONT PAIRING

guide

PLAYFAIR DISPLAY	Source Sans Pro
Libre Baskerville	+ Montserrat
<b>Futura Bold</b>	Lato
Franklin Gothic	Georgia
BEBAS NEUE +	Open Sans
<b>Abril Fatface</b>	Lato
Montserrat	PT Serif
Merriweather	Open Sans
Oswald	Merriweather
IBM Plex Sans	IBM Plex Sans Condensed
EB Garamond	Source Sans Pro
<i><b>Lobster</b></i>	Open Sans
Arvo	Roboto
<i>Great Vibes</i>	Lora
<i><b>Pacifico</b></i>	Lato

# BRAND VOICE

mad libs

## BRAND VOICE MAD LIBS

### What it is:

A fill-in-the-blank template to define how your brand sounds (not just how it looks).



Download: [Brand Voice Sheet](#)

### How to use it:

#### Complete the sentence:

"My brand sounds \_\_\_\_ (adjective), \_\_\_\_ (adjective), and \_\_\_\_ (adjective)—like a \_\_\_\_ (person/role) who \_\_\_\_ (action)."

### Example:

"My brand sounds warm, strategic, and empowering—like a trusted mentor who helps you see your potential and gives you a roadmap to get there."

Write 3 sample Instagram captions in your brand voice

Test with 3 people in your target audience: "Does this sound like a brand you'd trust?"



# QUICK Tools

## QUICK LINKS & TOOLS

### COLOURS

#### Colour Palette Generators

- [Coolors.co](#) - Generates palettes from images, explore trending palettes, create custom schemes
- [Adobe Color](#) - Advanced colour wheel, accessibility tools, extract themes from images
- [Canva Color Palette Generator](#) - Beginner-friendly, upload image to extract palette

### FONTS

#### Free & Premium Font Resources

- [Google Fonts](#) - Free, web-safe fonts for websites and design
- [DaFont](#) - Free fonts (check licensing for commercial use)
- [Adobe Fonts](#) - Included with Creative Cloud subscription
- [Canva](#) - Built-in font library (free and premium options)

### PATTERNS, ICONS & ILLUSTRATIONS

#### Patterns

- [Creative Market](#) - Premium patterns, textures, and design assets
- [Etsy](#) - Unique, handmade patterns and digital downloads
- [Canva](#) - Built-in pattern library

#### Icons

- [The Noun Project](#) - Millions of icons for every project
- [Flaticon](#) - Free and premium icon packs
- [Canva](#) - Built-in icon library

#### Illustrations

- [Freepik](#) - Free and premium vectors, illustrations, and graphics
- [unDraw](#) - Free, customizable illustrations
- [Canva](#) - Built-in illustration library

### BRAND BOARD

#### Design Tools for Brand Boards

- [Canva](#) - Easiest option, drag-and-drop templates
- [Adobe Illustrator](#) - Advanced, professional design tool
- [Figma](#) - Collaborative design platform (free and paid plans)

# QUICK tools

## QUICK LINKS & TOOLS

### MOOD BOARD

Stock Photo Resources

- [Unsplash](#) - Free high-quality photos for commercial use
- [Pexels](#) - Free stock photos and videos
- [Canva](#) - Built-in image library (free and premium)

### DIY VS. HIRE A DESIGNER

**DIY Options (Budget-Friendly -Cost: \$0-\$100)**

- [Canva](#) - Free and Pro plans (\$0-\$15/month)
- [Looka](#) - AI-powered logo maker (\$20-\$100)

*Best for: Solopreneurs on a budget, quick turnaround*

**Freelancer (Mid-Range Quality)**

**Cost: \$100-\$500**

- [Fiverr](#) - Freelance services starting at \$5
- [Upwork](#) - Hire vetted freelancers for custom projects

*Best for: Custom designs, moderate budget*

**Professional Designer (Premium)**

**Cost: \$500-\$5,000+**

- [Dribbble](#) - Hire top designers from a portfolio showcase
- [Behance](#) - Find professional designers and agencies

*Best for: Established businesses, high-end branding*



## NEED HELP?



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**INSTAGRAM: @HERCOLLECTED**



**WEBSITE: HERCOLLECTED.COM**

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